

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 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!

SASSEEN, THE AD MAN.

REDUCTION FOR COUNTY'S COTTON

ANDERSON FARMERS NOT TO RAISE SO MUCH

FOR NEXT SEASON

At Meeting Held Yesterday, Adopted Resolutions Asking For Law to Limit Production to 8 Acres Per Mule.

The most important action taken at the meeting held in the Anderson court house yesterday morning by the farmers of the county was the adoption of a resolution in which the Anderson planters urge the general assembly to pass a law limiting the cotton production during the next year to eight bales of cotton for every mule or horse worked on the plantation.

This decision was reached after the meeting had been in session for well over two hours and after a number of prominent farmers and every member of the county delegation had spoken at some length. Numerous ideas were advanced and discussed but this seemed to be the only feasible plan and when the question was put the resolution was unanimously adopted.

When it became known that there would be an extra session of the general assembly, to be convened on October 6 for the purpose of considering the cotton question, every member of the Anderson delegation was visited by numerous planters and business men and suggestions were offered as to what legislation should be enacted, and accordingly, in order to see the views of all the farmers and business men of the county, Senator G. W. Sullivan issued the call for a mass meeting to be held in Anderson.

The meeting convened yesterday morning at 11 o'clock with about 30 farmers in attendance. F. M. Cary was elected chairman and Porter A. Whaley was elected secretary, following which the chairman stated the purpose of the meeting and asked that a general discussion of the question be begun.

Capt. W. Sullivan spoke at some length on the subject. He told his hearers that this was one subject in which he was vitally interested and said that he felt as though every man in South Carolina, regardless of whether he was a farmer or not, should have an interest in the problem with which the farmers are face to face. He then read the following bill which he had drafted and which he had under consideration at the special meeting of the legislature:

Be it enacted by the general assembly of South Carolina:

Sec. 1. That no person shall produce more than five bales of 50 pounds each of lint cotton during the year 1915 per horse, mule or plow, whether he be the land owner or the tenant.

Sec. 2. The number of plows run during the year 1915 by any land owner or any hired man of his or by any tenant shall be no more than used the year 1914.

Sec. 3. It is hereby made a misdemeanor for violating this act, and any person found guilty of the same shall upon conviction be fined in the sum of \$10 per bale for each and overbale of cotton produced in 1915 above the number of bales specified in Sec. 1 or be imprisoned for not more than 30 days for each offense.

Sec. 4. All persons owning or operating cotton gins, public or private, shall keep a book showing the name of the owners of all cotton ginned and the weights of bales and whether they are owners of tenants. Said books shall be open for inspection to any citizen and shall be prima facie evidence in all courts of the State.

Sec. 5. This act shall take effect upon its approval by the government.

Several other speakers were heard among them being J. M. Paget, W. R. Mauldin, James R. Anderson, J. A. Cely and Leon L. Rice and then M. N. Patterson took the view that since the regular session of the general assembly will be held in January that the proposed law requiring a reduction of the cotton crop could easily be repealed at the regular session, provided it was made and unmade and he urged that some action be taken at once, since the farmer cannot wait much longer for aid.

A. J. Smith, a farmer, himself, introduced a new point of view when he said that it was hardly necessary to enact any legislation to prevent the farmers from planting so much cotton next year, because there would be very few with means enough to plant cotton. He added that every man with common sense would reduce his cotton crop and speak for himself, he said that he did not expect to raise more than half the cotton next year that he produced this year.

W. W. Scott, one of the members of the general assembly, said that the farmers had tried the sectional government in an effort to get some financial assistance and that this effort had been without results so far as he knew since the farmer had to pay as high interest on money borrowed from the government as from private banks and he believed that the State should lend this money and as cheaply as possible.

H. B. Ligon, one of the well known cotton mill men of Anderson was called upon to state the cotton mill viewpoint and he said that the idea of holding a special session of the general assembly was wrong, in his opinion. He is convinced that a mistake has been made, since if the farmers would wait until the regular session of the legislative body is held in January they would have time to get further light on the situation and would be able to pre-

sent more reasonable plans. He pointed out that legislation adopted by this State might radically differ from that of the other states.

M. N. Patterson made a motion that a resolution be adopted to the effect that it was the sense of the convention that reduction in the cotton acreage was imperative. The resolution was unanimously adopted and then began the discussion of how far the reduction should exist.

Mr. Patterson then introduced a resolution which asks the general assembly to pass a law prohibiting any farmer from planting more than eight acres to the horse and mule for the season of 1915, the stock during the year 1915 not to be increased over 1714. The resolution was adopted.

Some discussion was engaged in when Senator Sullivan asked for an expression of opinion on the question of the McLaurin warehouse bill. Sheriff Ashby and several others spoke in favor of a state warehouse and then Mr. Ashby introduced a resolution favoring the creation of a fund for a state bank to loan money to the farmers and the formation of a State warehouse commission. The resolution was adopted.

The following resolution introduced by W. H. Canfield, met with a hearty reception and was unanimously adopted:

"Whereas immigrants from foreign countries have been pouring into the United States at the rate of more than a million a year and have brought cheap and incompetent labor into competition with the American labor; and whereas, the general effect of this immigration is to lower our standards of citizenship and to increase the problems of government in this country, and whereas, it is conceded that after the close of the present destructive war in Europe there will be an overflow of people leaving the war-torn nations to come to the United States, thus causing a social, political and economic condition that might prove disastrous to this country, and whereas, it is more than likely that a great portion of this undesirable foreign element may shift to the South and upset labor conditions here; now, therefore,

"Be it Resolved, that we petition the legislature at its special session to be held during this month to memorialize the congress of the United States to restrict immigration and to place around it such safeguards and limitations as will protect the interests of this country, and especially the laboring interests."

The meeting was advised by one of the planters present that the Anderson delegate to the general assembly should not consider itself bound by the resolutions of the meeting yesterday, but that the delegation should consider these acts as being indicative of the convention's wishes.

Winston Smith spoke at length favoring a bill which would provide penalties on taxes not paid before May 15 be abolished.

Porter A. Whaley requested that the body endorse a resolution which would ask the general assembly to empower the county commissioner to vote a certain sum toward assisting with the farm demonstration work in this county. The resolution failed to pass.

Shortly after 1 o'clock, there being no further business before the body adjournment was had.

NEWS FROM THE FRONT

(Continued From First Page.)

numbers on the western end of the line show that reinforcements which have arrived recently consist largely of men nearing middle age. This seems to indicate that many corps have been withdrawn to meet the Russian advance.

The German practice of maintaining an incessant offensive appears according to military men, to be wearing out their human material. Some of their corps have been almost wiped out. Fighting has been unceasing—something previously unknown in military history—and before this fight started many German regiments had fought all the way down from Liege, Belgium.

German attacks in the last 24 hours seem to have become less energetic. The allies have repulsed them and have followed them up more easily. There are signs that exhaustion is getting in among the invaders, owing to the hard fighting and severe weather conditions. Meanwhile, the allies are being given intervals of rest in the trenches between the periods of intense exertion as fresh relays can be brought to the front at any time.

The State of South Carolina, County of Anderson, Ex Parte Mrs. L. M. Ward, Petitioner, In Re

The personal estate of W. L. Ward, deceased.

Notice of application for appointment of executor.

Whereas, Mrs. L. M. Ward has made application to me to allot and set off to her a homestead in the personal property of her late husband, W. L. Ward, deceased; notice is therefore given that on the 15th day of October, 1914, at ten o'clock A. M. the undersigned will appoint three disinterested persons, resident of the county of Anderson, to proceed to appraise said property and set the same off as a homestead, according to law.

POULTRY and EGGS

MOLTING POULTRY.

Fowls Need Food Rich in Protein During This Period.

Farm poultry molt annually, and the molt in healthy fowls begins in early autumn and continues for about four months. It will pay any one who keeps poultry to give the hens special care and attention during the molting period, writes Ira G. Shellabarger in Hoard's Dairyman.

The best plan to follow is to begin feeding the fowls liberally on vegetable



The Langshan came from England, where it has long been popular. In this country it is considered one of the most useful fowls. The hens are excellent layers, and as a table bird the Langshan is excellent. The weights are: Cocks, nine and one-half pounds; cockerels, eight pounds; hens, seven and one-half pounds; pullets, six and a half. The illustration shows a Langshan cockerel.

matter and food rich in protein. One of the best and most common protein feeds is skim milk, either sweet or sour. It is claimed by the best authorities that skim milk is more valuable as food for poultry than it is for hogs or calves. If skim milk could be given in liberal allowances the results obtained would be quite satisfactory.

Wheat, which is rich in protein, should also be fed in liberal quantities when at hand and should be substituted for corn. Sunflower seed will also be found a valuable food at this time. One experiment station found that a ration containing goodly portions of linseed meal caused the fowls to all molt at practically the same time, earlier in the season and more rapidly.

A ration that will pay any farmer to feed his fowls in connection with skim milk is this one: Three pounds corn, two pounds wheat, one-half pound linseed meal and one-half pound beef scraps. Grind the grains and mix the whole mass together and feed in hoppers. If the fowls are yarded supply an abundance of green vegetable matter. If one does not wish to go to the expense of grinding these grains feed them whole in hoppers with the meat and oilmeal. It will pay handsomely to grind the grains, but when fed whole feed the corn rather sparingly.

KILLING POULTRY LICE.

Mercurial Ointment an Effective Remedy on Malero Birds.

(Prepared by poultry division, United States department of agriculture.)

The modern and most effective method of killing lice on mature poultry is by the use of mercurial ointment. One part of ointment is mixed with two parts of lard, and a portion about the size of a pea is rubbed on the skin of the hen's body below the vent. A space not larger than the size of a quarter dollar should be greased, as when a larger surface is treated the mercury will be absorbed and the hen's egg production decreased. A short time ago 1,018 single comb White Leghorn hens were treated in this way, and afterward not a single louse could be found on any of them.

The advantage of using the ointment lies in the fact that it is necessary to apply it only once in six weeks. The lice are attracted by the moisture and appear to flock to the spot treated with the ointment. This method is preferable to dusting hens with insect powder or dipping them in a germicidal solution. It is simpler, cheaper and more effective. However, the mercurial ointment must not be applied to baby chicks or to hens sitting on eggs for hatching. The use of insect powder before sitters are placed on eggs and twice during the hatch is the best and safest way for sitting hens.

Changing Fowls' Feed.

When hens are fed a dry mash from hoppers and have grain scattered in deep litter there is little danger of their becoming too fat, yet it is not well to adopt this method of feeding when hens have been accustomed to a moist mash, as the change is likely to upset them. When it is desired to change from a wet to a dry mash and the litter is to be kept before the hens all the time they should be heavily fed on grain so some will be left in the litter when they go to roost. Keep this up for several days when the dry mash may be placed before them and the grain ration reduced.

Listen:

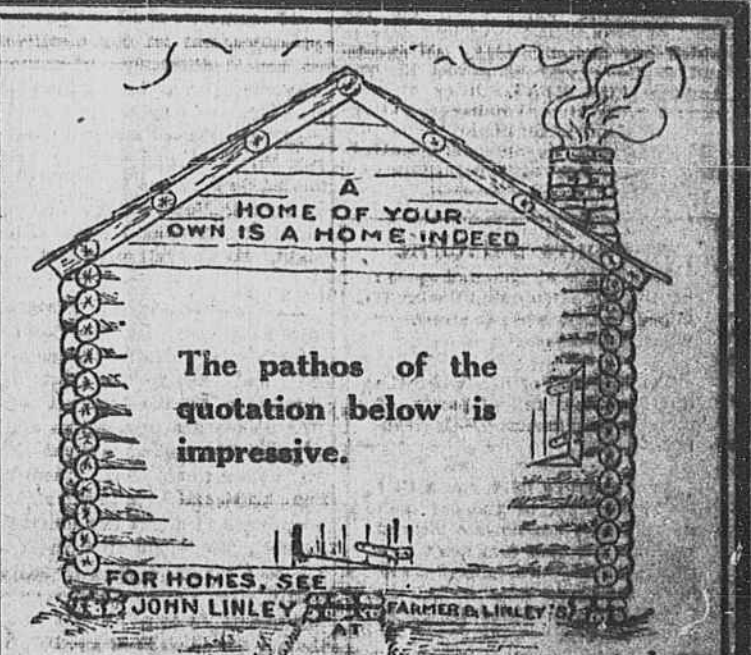
Your shoes are a most important part of your dress. They must be attractive in appearance. Comfortable, correct in style, and made of high grade leather to insure long service and hold their shape—and sell at a moderate price. Your every shoe requirement will be answered to your perfect satisfaction when you buy them of us. Come and make your selection. All the latest things in women's shoes are here.



Get 'em at Thompson's and save the difference

\$1.50 \$2, \$2.50, \$3.00, \$3.50, \$4, \$4.50 and \$5.

THOMPSON'S THE ONE-PRICE SHOE STORE WE SELL FOR CASH ONLY



The pathos of the quotation below is impressive.

"One OLD man, and without money."

AND YET, This is the probable future of every young man who doesn't make a habit of saving—

NOW, Our "Looking Ahead" plan will help you to save and will enable you to own your own home.

Many Are Purchasing Winter Suits at This Time, and Why Not?

FOR THEY RECEIVE—longer service, wider style selection and materials, which will likely not be duplicated.

Perhaps it's not the war, or it may be just this cool weather somewhat earlier than usual that has caused the suit buying to begin sooner than ordinary this year.

If you haven't seen the new styles, you will be interested. They are surprisingly becoming to most women. They are plain, serviceable, and besides they possess the charm of a distinct change from earlier models.

WE ARE NOW BETTER PREPARED TO TAKE CARE OF YOUR READY-TO-WEAR WANTS THAN EVER BEFORE

Suits, Dresses, Coats, Skirts and Sweaters. We now have an exceptionally fine assortment of Dress Goods at prices that defy competition. Come in and let us show you.

The Lesser Co.



Grandma's Telephone Visits

GRANDMA SMITH is a sprightly old lady who likes to keep in touch with things. In the next town lives another dear old lady who was Grandma's school-mate, and of whom she is very fond. It is impossible for the two old ladies to do much visiting, but every day they call each other up on the telephone and have the most delightful chats.

No one gets more comfort and pleasure out of the family telephone than Grandma.

When you telephone—smile

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

When you want ENGRAVED VISITING CARDS WEDDING INVITATIONS STATIONERS

THE ANDERSON INTELLIGENCER JOB PRINTING DEPARTMENT HARCOURT & CO. Louisville, Ky. MANUFACTURING ENGRAVERS Prices Quite as Reasonable as Consistent with Quality.