

**OUR GREAT WAR FLEET REVIEW**

**20,000 Jackies Aboard 102 War Vessels at New York.**

New York, Oct. 29.—New York has prepared to entertain for three days this week 20,000 blue jackets on 102 war vessels of the Atlantic Fleet, ordered hither for participation in the most ambitious mobilization of fighting craft undertaken in this country. The fleet will be reviewed by President Taft. In command of Rear Admiral Hugo Osterhaus, all the available ships of the Atlantic squadron began steaming toward New York harbor last week, and twenty-four vessels of the Pacific squadron are due at Los Angeles for the west coast naval demonstration there. One hundred and twenty-six in all, they will remain at anchor from today until Thursday. There will be two nights of illumination, and Jack ashore will have perhaps the greatest land fête of his career. The number of men due at New York alone surpasses the strength of Shafter's army in Cuba, but even then it is the opinion of navy circles that some of the vessels will be short-handed. It is hoped, however, by emergency method to meet demands. Arrangements here call for five, and perhaps seven, miles of ships, great and small, forming four lines in the Hudson River from West Fifty-seventh street to Fort Washington, or above. The battleships will be 400 yards apart, destroyers 300, smaller torpedo boats and other craft 200. In order that they may be displayed to the best advantage it was arranged to have the submarines anchored nearest the New York shore. Next in line come the battleships and, in the third and fourth columns, nearest New Jersey, the destroyers and torpedo boats.

This long line of 102 vessels, twenty-four of them battleships, comprising the flower of the Atlantic fleet, will have an aggregate tonnage of 577,285, and off Los Angeles the twenty-four warships will have a tonnage of 693,530. Thus, as a national naval display, the mobilization will surpass the German review at Kiel in September; will outweigh the French display at Toulon last month, and will rank second only to the great army of fighting ships which assembled in the Solent on June 24 during the coronation of George V of England. On that occasion there was a display of 167 British warships and eighteen foreign vessels, and the aggregate tonnage of British vessels alone was more than a million.

**FUND OF \$25,000 FOR FURMAN.**  
Conditional Award Made by Rockefeller Board.  
New York, Oct. 27.—Conditional appropriations, aggregating \$635,000 were granted to six colleges and universities by the board of trustees of the John D. Rockefeller fund for education—the general education board—this afternoon.

Applications from 21 institutions were presented. From this list the board elected six, among which are distributed conditionally the available funds. Among the six institutions were: Furman University, Greenville, S. C., \$25,000, toward \$100,000; and to Southern Methodist University, Dallas, Texas, \$200,000, toward \$1,000,000.

During the meeting attention was called to the fact that since Mr. Rockefeller made his first contribution to the board for the promotion of higher education in 1909, contributions have been made to 91 institutions, to an aggregate amount of \$7,625,000 toward a total of \$35,909,512.

Fifty-one institutions, to which the board has made conditional contributions, have completed the supplemental sums required, and to these institutions the board has already paid \$3,500,000 in cash.

It was pointed out that as a result of the contributions made by the 51 institutions, their assets have been increased by over \$19,000,000; the student body increased by 2,407; 183 professors have been employed and the annual payment to professors in these 51 institutions has been increased \$421,712.

**For High Schools.**  
In addition to that it was shown that the board is now paying the salaries and traveling expenses, at twelve of the State universities of the Southern States, of professors of secondary education engaged in promoting the establishment of public high schools. Since the beginning of this work five years ago, 912 new public high schools have been established in Southern States, 324 teachers have been added to the schools that are already in existence, 656 new public high school buildings have been constructed at a cost of \$9,000,000, and the funds for the annual support of high schools have been increased by \$1,688,894.

The board has contributed between \$600,000 and \$700,000 to 41 schools for negroes. It also has aided in fighting the boll weevil through farm demonstration in Southern States, having contributed \$400,000 for this purpose. The salaries and expenses of 219 agents are paid by the board. These men are conducting demonstrations on 20,000 farms.

**Foley's Kidney Pills**  
What They Will Do for You  
They will cure your backache, strengthen your kidneys, correct urinary irregularities, build up the worn out tissues, and eliminate the excess uric acid that causes rheumatism. Prevent Bright's Disease and Diabetes, and restore health and strength. Refuse substitutes.  
J. W. BELL, WASHINGTON.

**BUSINESS BUILDING.**

BY DUNDAS HENDERSON,  
Advertising Manager of the C. E. Zimmerman Co., Chicago, Ill.



Persistent Advertising Brings Business Success.

If the money that is spent every year by "occasional" advertisers were added up it would be found to amount to a large sum. By "occasional" advertising I mean the using of space at irregular periods in your newspaper. Local publicity is often done this way under the excuse of helping the paper, but the real reason, if the advertiser could be got to admit it, is that he is half-hearted about the matter. He partly looks upon advertising as a luxury anyhow, and so curtails his expenditure on it to the lowest limit.

Although the retailer may regard publicity as a luxury, it yet seems to be a dream on his part that one day he will make some real success and a handsome fortune through advertising. Indeed, down deep in all retailers' hearts is a feeling that money can positively be made through advertising. They know that huge fortunes have been and are being piled up by retail merchants with the aid of this limitless force, and they secretly hope that one day they also may strike the royal road to success. If they but knew it that road lies straight and plain before every retailer in the country if he would only open his eyes to see it.

John Wanamaker, the great New York and Philadelphia retail merchant, on one occasion said: "Advertising doesn't jerk; it pulls." It begins very gently at first, but the pull is steady. It is likened to a team pulling a heavy load. A thousand small pulls, jerky pulls, will not budge that load, while one-half the force in steady effort will start and keep it moving.

Here is the solution in a nutshell—steady effort. The merchant who uses newspaper space "occasionally" is simply wasting his efforts. It is the steady pounding—and pounding again—that makes success in advertising as in everything else. All advertising is good in proportionate degree to how it is done, and even occasional advertising has some value, but to be successful to the point of permanently increasing your bank account, it must be done persistently and systematically.

What would you say about a clerk in your store who waited on your customers for a day or two and then sat down to rest for a few more days, leaving the customers to attend to themselves? You know how long your business would last under such conditions. It is the same with newspaper advertising. Publicity in

**MISSOURI GRASSHOPPER YEAR.**

**How the Pest Interfered With Travel and Ruined Business.**  
(Kansas City Star.)  
Kansas has sometimes wished that some of the other rightful heirs to unpleasant legacies would come forward and claim their share of the inheritance. Grasshoppers, for instance, do not belong solely to Kansas. J. W. Wood recalls the year that grasshoppers were distinctly a Missouri pest. It was in 1875, the year following the blight Kansas suffered from the all-devouring hordes.

Mr. Wood went to Warrensburg that year. The track, laid on the surface, as the early engineering placed it, met many grades. Grasshoppers had taken the land. Every time a train came to a slight grade it was necessary for the passengers and train crew to get out of the train and drive the insects from the right of way; crushed on the rails the track became too slick for the locomotive's progress. There was a cut through which the track passed near Warrensburg, and there, Mr. Wood recalls, was stationed a section gang with shovels scooping out the windrifts of insects.

There was more or less bravado in the offer a bank in Warrensburg made of \$1 for every bushel of grasshoppers brought to the bank. Next day the bounty was reduced to 50 cents and the day after the bank announced that it was out of the market for grasshoppers.

The woolen goods house for which Mr. Wood traveled at the time was dissatisfied with the business he was doing in the West and was prone to discredit his account of the adverse conditions in Missouri and Kansas. Mr. Wood filled a large packing box with dead grasshoppers and expressed it to his firm in the East. His house said nothing more about the lack of trade in the West.

your newspaper is simply salesmanship on paper, and the same rules apply to it as apply to salesmanship in your store. Continuous effort and eternal polishing up of ideas and methods are necessary to make success either as a personal salesman in your store or as a salesman in your newspaper.

You advertise to sell your goods and keep your name in front of the people. It is only reasonable to suppose that you will be better able to do this with persistent effort than with spasmodic attempts. If you were to tell a man or woman daily about the quality and prices of your wares you would produce more effect than if you were to talk to him or her at uncertain intervals.

The question of changing the salesmanship or "copy" in your advertising space is an important one. It acts this way. Suppose you had a pile of some special goods for sale. Suppose you were determined to sell some of those goods to some particular customer. After you had asked that customer to buy those goods would you, the next time you approached her, use exactly the same language and arguments? You know you would not. You would hunt up new ideas to attract her attention, new ways of convincing her and new methods to get her to buy. You must apply the same principles to your advertising. You must be continually hunting up ideas, new arguments and new ways of attracting and holding attention. Salesmanship in newspaper space is just the same as salesmanship behind your counter.

The trouble the ordinary storekeeper is up against is securing this salesmanship on paper I have outlined. He can purchase advertising space readily enough and so long as he buys enough space for a long enough period to make a successful display he has done all that the successful merchant can do in that respect. But when it comes to filling the space the question assumes a different shape.

Advertisement constructing is a profession like medicine or law. When you are sick you go to a physician. When your business wants toning up, why should you not go to a business doctor?—an advertising expert? There are on the market a number of what are called syndicate advertising services. These can be obtained for as low as one dollar per week. They give you precisely the same service as is given to department stores and national advertisers by first-class individual advertising managers. These services are usually supplied in a series of fifty-two advertisements, one for each week in the year, together with fifty-two complete sets of high grade illustrations drawn by high-salaried artists. The advertisements are constructed by writers of national reputation and with great experience, men who have made success for thousands of other retailers in the same position as yourself. The low price charged for these advertisements is only made possible because of thousands of the same advertisement that are sold to different merchants throughout the country. Only one merchant in each town is allowed to use the service for his own trade.

Particulars of the best of these syndicated advertising services may be had from the editor of The Keowee Courier, and I earnestly advise you, as an up-to-date merchant, to get them at once. "The early bird catches the worm" is a true saying and it is nowhere better exemplified than in this case; the retailer who uses a service of this kind here now will start himself on a near-cut to independence and fortune.

**24 Years for Kidnapping.**

New York, Nov. 2.—Vito Micelli, who stole Michael Sciema, the 9-year-old son of Dr. Marianna Sciema, in July, 1910, releasing him after 57 days, was sentenced to 24 years, 11 months and 30 days as a minimum, and 50 years as a maximum term of imprisonment.

**Children Cry FOR FLETCHER'S CASTORIA**

From the "Twenty-Third Sams."

(Urich, Mo., Herald.)

1. My wife is my boss, I shall not deny.
2. She maketh me lie down behind the bed when swell company comes, and she leadeh me behind her up Main street.
3. She restoreth my pocket book after she has spent all its contents on hobble skirts and theater tickets, and she leadeh me up the main aisle at church for her new hat's sake.
4. Yea, though I walk more than half the night through dark rooms with a crying baby, I will get no rest, for she is behind me; her broomstick and her hat-pin they do everything but comfort me.
5. She prepareth a cold snack for me, then maketh a bee line for an aid society supper. She anointeth my head with the rolling-pin occasionally. My arms runneb over with bundles before she is half done with her shopping.
6. Surely her dressmaker's and millinery bills shall follow me all the days of my life, and I will dwell in the house of my wife forever.

Baby won't suffer five minutes with croup if you apply Dr. Thomas' Electic Oil at once. It acts like magic.

**THANKSGIVING PROCLAMATION.**

Thursday, November 30th, Has Been Designated by President Taft.

Chicago, Oct. 30.—President Taft to-day issued his annual Thanksgiving proclamation, calling upon citizens of the United States to celebrate Thursday, November 30th next, as a day of Thanksgiving and prayer. The proclamation reads as follows:

"The people of this land, set apart by long sanction and practice, set apart toward the close of each passing year a day on which to cease from their labors and assemble for the purpose of giving thanks to Him who is the author of the blessings they have enjoyed. It is my duty as Chief Executive to designate at this time the day for the fulfillment of this devout purpose.

"Our country has been signally favored in many ways. The round of the seasons has brought rich harvest; our industries have thriven far beyond our domestic needs; the production of our labor are daily finding enlarged markets abroad; we have been free from the curses of pestilence, of famine and of war; our national counsels have furthered the cause of peace in other lands, and the spirit of benevolence has brought us into closer touch with other peoples, to the strengthening of the bonds of fellowship and good will that link us to the comrades in the universal brotherhood of nations. Strong in the sense of our own right, and inspired by as strong a sense of the rights of others, we live in peace and harmony with the world; rich in the priceless possession and abundant resources, wherewith the unstinted bounty of God has endowed us, we are unselfishly glad when other peoples pass onward to prosperity and peace. That great privilege we enjoy may continue, and that each coming year may see our country more firmly established in the regard and esteem of our fellow nations, is the prayer that should arise in every thankful heart.

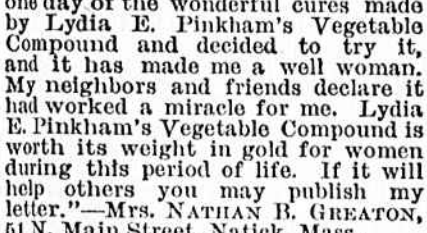
"Wherefore, I, William Howard Taft, President of the United States of America, designate Thursday, the 30th of November, as a day of Thanksgiving and prayer, and I earnestly call upon my countrymen and women that dwell under the flag of our beloved country, then to meet in their accustomed places of worship to join in offering praise to Almighty God and devout thanks for the loving mercies He has given to us.

"I witness whereof, I have hereunto set my hand and caused the seal of the United States to be affixed. Done at the City of Chicago, this 30th day of October, in the year of our Lord one thousand nine hundred and eleven, and of the Independence of the United States of America the one hundred and thirty-sixth.  
W. H. Taft, President.  
C. C. Knox, Secretary of State."

**WHAT I WENT THROUGH**

Before taking Lydia E. Pinkham's Vegetable Compound.

Natick, Mass.—"I cannot express what I went through during the change of life before I tried Lydia E. Pinkham's Vegetable Compound. I was in such a nervous condition I could not keep still. My limbs were cold, I had creepy sensations, and I could not sleep nights. I was finally told by two physicians that I also had a tumor. I read one day of the wonderful cures made by Lydia E. Pinkham's Vegetable Compound and decided to try it, and it has made me a well woman. My neighbors and friends declare it had worked a miracle for me. Lydia E. Pinkham's Vegetable Compound is worth its weight in gold for women during this period of life. If it will help others you may publish my letter."—MRS. NATHAN B. GREATOR, 61 N. Main Street, Natick, Mass.



The Change of Life is the most critical period of a woman's existence. Women everywhere should remember that there is no other remedy known to medicine that will so successfully carry women through this trying period as Lydia E. Pinkham's Vegetable Compound.

If you would like special advice about your case write a confidential letter to Mrs. Pinkham, at Lynn, Mass. Her advice is free, and always helpful.

**Maine Wet or Dry?**

Augusta, Maine, Nov. 2.—Whether a proclamation by Governor Plaisted, making known the result of the September election on repeal of prohibition clause of State constitution may be issued before December 1, the legal limit for such action, could not be determined from information obtainable at the State House. There is a possibility that the courts may be asked to pass upon questioned returns.

**To Unveil Monument to Women.**

Columbia, Nov. 2.—The commission having in charge the erection of a monument to the South Carolina Women of the Confederacy met here to-day and decided upon the date for unveiling the monument, which was fixed for December 14th at noon. The bronzes will arrive here during the latter part of November.

**CASTORIA**  
For Infants and Children.  
The Kind You Have Always Bought Bears the Signature of *Dr. J. C. Fletcher* of **Use For Over Thirty Years CASTORIA**  
THE CENTAUR COMPANY, NEW YORK CITY.

**Counterfeiter Makes Confession.**

Washington, Nov. 3.—Albert Leon, regarded by secret service officials as one of the most skillful note makers in America, according to treasury department advices to-day, has confessed responsibility for eleven varieties of counterfeit paper money and disclosed a hiding place on a small island in Jackson Park, Chicago, from which the government has recovered nearly \$1,500 in spurious national bank and treasury notes.

**Children Cry FOR FLETCHER'S CASTORIA**

SUMMONS FOR RELIEF.

THE STATE OF SOUTH CAROLINA, COUNTY OF OCONEE.

(In Court of Probate.)

John A. Ansel, as Administrator of the Estate of Robert Keith, deceased, Plaintiff,

against

Rebecca Steward, Sam Keith, Robert Lawrence, Mary Marett, Anna Aiken, Ella Johnson, Mamie Owens, Ben Johnson, Bub Johnson, Jim Johnson, Son Johnson, Sue Craig, Reuben Keith, Jeff Keith, Mattie Dukes, Victoria Brown, Bob Earle, Tom Earle, Warren Earle, Agnes Earle and C. W. Pitchford Company, Defendants.

Summons for Relief.—(Complaint not Served.)

To the Defendants Above Named: You are hereby summoned and required to answer the complaint in this action, which was filed in the office of the Judge of Probate for Oconee county, South Carolina, on September 22d, 1911, and to serve a copy of your answer to the said complaint, on the subscribers, at their office, on the Public Square, at Wall-halla C. H., South Carolina, within twenty days after the service hereof, exclusive of the day of such service; and if you fail to answer the complaint within the time aforesaid, the Plaintiff in this action will apply to the Court for the relief demanded in the complaint.

Dated September 22d, 1911. (Seal.) D. A. SMITH, Judge of Probate for Oconee County, S. C.

STRIBLING & DENDY, Plaintiff's Attorneys.

To the Absent Defendants Above Named:

Please take notice that the Complaint in the above stated case was filed in the office of D. A. Smith, Judge of Probate for Oconee County, South Carolina, on September 22d, 1911, and is for the purpose of selling the real estate of Robert Keith, deceased, to pay debts.

STRIBLING & DENDY, Plaintiff's Attorneys. October 11, 1911. 41-46

**TAX NOTICE.**

COUNTY TREASURER'S OFFICE, WASHINGTON, S. C., Oct. 3, 1911.

The books for the collection of State, County, School and Special Taxes for the fiscal year 1911 will be open from October 15, 1911, to December 31, 1911, without penalty, after which day one per cent penalty will be added on all payments made in month of January, 1912, and two per cent penalty on all payments made in the month of February, and seven per cent penalty on all payments made from the first day of March until the fifteenth day of March, 1912. After that day all taxes not paid will go into execution and be placed in the hands of the Sheriff for collection. Taxpayers owning property or paying taxes for others will please ask for a tax receipt in each township or special school district in which he or they may own property. This is very important, as there are so many special school districts. The tax levy is made up as follows:

State tax ..... 5 3/4 mills  
Ordinary County ..... 6 3/4 mills  
School tax ..... 3 mills

Total tax ..... 15 1/2 mills  
Special School Tax.

Dist.	Mills.	Dist.	Mills.
1	4	36A	2
2	2	36B	2
3	4	39	2
4	2	45	2
5	4	46	2
6	3	50	4
7	4	53	3
8	2	54	4
10	2	55	3
11	2	57	3
14	2	59	2
17	4	63	3
18	2	64	4
19	4	65	2
20	1	67	2
21	3	69	4
22	2	71	2
24	2	72	4
25	2	73	2
26	4	74	2
27	4	75	2
28	4	76	2
32	2		
35	2		

Special Levy for High Schools.

Dist.	Mills.	Dist.	Mills.
1	2	5	2

Interest and Sinking Fund to Retire Bonds.

Dist.	Mills.	Dist.	Mills.
17	2	63	2

Poll Tax, \$1.00; Dog Tax, 50c.

Every male citizen from 21 to 60 years is liable for Poll Tax, except Confederate soldiers, who do not pay after 50 years of age, and those excused by law.

Parties wishing information from this office, by mail, will please enclose postage.

W. J. SCHRODER, Treasurer Oconee County, S. C.

**FOLEY'S HONEY AND TAR**  
Cures Croup Prevents Pneumonia

**When You Think**  
Of the pain which many women experience with every month it makes the gentleness and kindness always associated with womanhood seem to be almost a miracle. While in general no woman rebels against what she regards as a natural necessity there is no woman who would not gladly be free from this recurring period of pain.  
Dr. Pierce's Favorite Prescription makes weak women strong and sick women well, and gives them freedom from pain. It establishes regularity, subdues inflammation, heals ulceration and cures female weakness.  
Sick women are invited to consult Dr. Pierce by letter, free. All correspondence strictly private and sacredly confidential. Write without fear and without fee to World's Dispensary Medical Association, R. V. Pierce, M. D., President, Buffalo, N. Y.  
If you want a book that tells all about woman's diseases, and how to cure them at home, send 21 one-cent stamps to Dr. Pierce to pay cost of mailing only, and he will send you a free copy of his great thousand-page illustrated Common Sense Medical Adviser—revised, up-to-date edition, in paper covers. In handsome cloth-binding, 31 stamps.