

THE NEW IDEA CO.'S GREAT FALL SALE!

The great crowds which continue to come to our GREAT FALL SALE are evidence of their appreciation of the Great Bargains you can get. If you have not already tried us, we invite you to come to our store and be convinced.

SELLING OUT CLOTHING AT COST.

Dry Goods, Shoes, Notions and everything else in all our departments are sold at equally cut prices. All Roads Lead to

Krasnoff's THE NEW IDEA COMPANY, MANNING, S. C.

Corner Store.

A Fleet Street Story.

Henry Arthur Broome, in "The Log of a Rolling Stone," says that in 1871 he was engaged in wood engraving for Punch when one day, at the end of the week, short of money, he stood gazing longingly at the cherries on a costermonger's barrow which stood abreast of the offices of the London Telegraph. His gaze attracted the attention of a gentleman whom he had often seen there before, though not at midday. The gentleman, averting his gaze from me a moment, purchased two paper bags of this fruit. Then, placing one of them in the pocket of his capacious dust coat, he turned to me with the sweetest smile imaginable and without a word offered the other one to me, which I gratefully accepted. He then passed on and went upstairs to the offices of the newspaper. That was my first introduction to the prince of journalists, George Augustus Sala.

A Limit to His Power.

A curious historical anecdote is handed down from the time of James I. James, being in want of £20,000, applied to the corporation for a loan. The corporation refused. The king insisted. "But, sire, you cannot compel us," said the lord mayor. "No," exclaimed James, "but I'll ruin you and the city forever. I'll remove your courts of law, my court itself and my parliament to Winchester or to Oxford and make a desert of Westminster, and then think what will become of you!" "May it please your majesty," replied the lord mayor, "you are at liberty to remove yourself and your courts to wherever you please; but, sire, there will always be one consolation to the merchants of London—your majesty cannot take the Thames along with you."

True Kindergarten Spirit.

Master Harold had returned after his first day at a kindergarten school, says the Manchester Guardian. "Well, Harold," said a friend of his mother who was calling, "how do you like the school? I suppose you are the youngest there?" "Oh, no!" said Harold indignantly, drawing himself to his full height and throwing out his chest—"oh, no! Some of our chaps come in perambulators."

As Far as He Could Go.

"I," she said proudly, "can trace my ancestry back to armor and shirts of mail."

Good Names and Riches.

"A good name is better than great riches," quoted the sage. "But that's not the reason why most of us are poor," replied the fool.—Cincinnati Enquirer.

Begin your web, and God will supply you with thread.—Italian Proverb.

Tale of a Lost Will.

A lost will found in a ceiling at Chatsworth reminds us of the curious case of Lord Hailes' will. He was a Scotch judge, and when he died in 1702, as no testamentary paper could be discovered, the heir-at-law was about to take possession of the estates to the exclusion of his daughter and only child. She sent some of her servants to lock up the family mansion, which she had to give up, and from some window shutters there dropped out upon the floor from behind a panel the missing will, which secured her all the family estates and property. Why do people take the trouble to make, sign wills properly attested and then conceal them? Can they enjoy a posthumous joke?—London Spectator.

Putting Trees to Bed.

An interesting method of protecting peach trees from frost during the winter has been practiced for several years at the agricultural experiment station at Canyon, Colo. Early in November the earth is removed from a circle about four feet in diameter round each tree, and water is turned in to saturate the soil. When the ground has become soft the tree is worked back and forth to loosen the roots and is then pushed over on its side. The branches are brought together and fastened with a cord, and burlap covered with earth is put over them. Thus the trees lie snug until spring, when the covering is gradually loosened and finally removed, and they are raised and propped up.—Rocky Mountain News.

But She Hadn't.

"What's the matter, old chap? You look as if you hadn't had a wink of sleep all night."

FLIMSY GOLD LEAF.

It Would Take 100,000 Sheets to Make a Pile an Inch High.

Gold beating is one of the oldest trades in Birmingham. The work is done entirely by hand. The leaf is hammered out in small home workshops from a twenty-four carat gold, but is first sent to the rolling mills, whence it is returned in long, thin ribbons and a quarter inch wide and a sixteenth part of an inch in thickness. Then it is ready for the beater. The ribbon is generally cut off into small 11-1/2 inch squares, weighing about six grains.

A DARING BASE RUNNER.

One of the Desperate and Winning Chances Mike Kelly Took.

Love's Paradox.

"Love results in many paradoxical situations," remarked the professor. "What is one?"

Mark Twain's Retort.

At a hotel in Jericho was an American who had accompanied Mark Twain on his camping trip through the Holy Land.

Ice Glazed Salmon.

Ice jackets have been found to be the best protection for frozen salmon on their long journeys from the Pacific coast to all parts of the world.

Dr. King's New Life Pills

The best in the world.

Tips For Tennis Players.

One of the faults of the inexperienced doubles player which is most persistent is standing still. This is one of those necessities in doubles that are often overlooked. But no partner can do justice to his team unless he moves after every shot to the center of the angle of the return. In other words, both men must constantly change their positions, moving back and forth toward one side or the other, according to where they have sent the ball. If the net man has volleyed deep into the right hand corner both players move across to the right. The right hand player thereby protects the shot down his own side line, and the left hand player protects the cross court shot down the central diagonal of the court.—Outing.

Mostly All Talk.

"I don't feel quite well, doctor. Do you think I could go to a coffee party this afternoon?"

Love's Paradox.

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When Juris Met.

Up in Alaska there used to be a district attorney who was long on native oratory, but short on education.

Labadiets of Holland.

There is a sect in Holland known as the Labadiets, among whose members the use of mirrors is strictly prohibited.

Careful John.

A rural storekeeper was greatly bothered by rats which infested his building, says the St. Louis Post-Dispatch.

Amended.

An English official once said to Father Healy, the famous Irish wit:

High Praise.

"Marie, you certainly are a fright!" "I knew you would like this gown. Isn't it too hideously fashionable for words?"—Kansas City Journal.

Technical Retirement.

"Is your child in bed by 8 every evening?"

Called the Bluff.

Mrs. X.—Yes, I tried to make my husband economize in smoking, so I told him if he ever smoked I would never speak to him again. Mrs. Y.—What was the result? Mrs. X.—His cigar bill was doubled the next month.—Exchange.

Light Diet.

A Spanish proverb declares that "a papalote (a paper cigar), a glass of clear water and a kiss from a pretty girl will sustain a man for a whole day."

It is well to moor your bark with two anchors.—Publius Syrus.

Shut Her Off.

First Deaf Mute (making signs)—Did your wife complain because you stayed out till after midnight? Second Deaf Mute (chuckling)—Did she? You should have seen her! But when it began to get monotonous I just turned out the light.

Fox Hunting.

In communities where fox hunting is considered a sport catching one is the cardinal offense. The rule in fox hunting is that you may chase the quarry, but you must not overtake it.—Philadelphia Ledger.

Mother's Tongue.

"Don't you realize the power of the mother tongue?" asked the young man who professed interest in literature.

Let, 24 and 4th.

"Do the letters 'st,' 't' and 'th' have to be followed by a period when used thus: 1st, 2d, 4th? What is this combination—an abbreviation, contraction or merely a sign?"

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Lucky Lightning Stroke.

To be struck by lightning is still a most lucky thing for the Greek peasant—if he is not killed. "Such a man," says J. C. Lawson, "may indulge a taste for idleness for the rest of his life—his neighbors will support him and enjoy at the same time the reputation of being something more than human." This is an inheritance from ancient days. Artemidorus, an authority on occult matters who flourished in the times of Marcus Aurelius, commented on the fact that while a place struck by lightning had an altar erected upon it and was thenceforth both honored and avoided, "no one who has been struck by lightning is excluded from citizenship; indeed, such a one is honored even as a god." The election of Quintus Julius Eburnus to the consulship in 116 B. C. is attributed to his having been favored thus by the gods.—London Spectator.

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CHATTY WELSHMEN.

Most Talkative, It is Said, of All the British Islanders.

Is the Welshman the most garrulous man in the British Isles? The result of an impartial test by a London newspaper has shown that for actual talkativeness the typical Welshman heads the list; next in order come Irishmen, then Scots, and last of all the Englishmen.

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CAMPAIGNING FOR ALFALFA

Object of the Work and Results Obtained—Some of the Prominent Features.

GOING TO THE FARM HOMES

Thirteen Campaigns Have Been Carried on in Michigan, Ohio and Illinois—Holder's Plan Meets Warm Reception With the Farmers.

Prof. P. G. Holden, director of the Agricultural Extension Department of the International Harvester Company of New Jersey, has planned and put into operation a new method of extending agricultural knowledge.

Holden was the originator of agricultural demonstration trains; of agricultural short courses, and many other effective plans, through the agency of which millions of dollars have been added to the agricultural wealth of this country.

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But this is not all—wherever the farmers of any community are interested in the growing of alfalfa, when possible a follow-up man, thorough in his knowledge of alfalfa culture, will be sent out to assist them in getting a start. He will live with the farmers and aid them in solving the problems at home. He will go from farm to farm upon request and study success and failure.

Before the coming of 1914 campaigns will have been conducted in every part of the United States and Canada. Interest is growing so rapidly that many counties have organized campaigns and undertaken the work without assistance from the outside.

ALFALFA

Alfalfa is rich in feeding value.

TO PROMOTE ALFALFA.

Burlington to Run Combination Trains Through Southern Iowa and Northern Missouri—600 Alfalfa Lectures to Be Given in Two Weeks' Campaign—70 Automobiles to Be Used in the Work.

The Chicago, Burlington and Quincy railroad will run an alfalfa combination railway and automobile train for a two weeks' campaign, making about 60 stops in southern Iowa and northern Missouri, beginning July 22, 1913, from Des Moines.

The plan, as worked out by the Burlington in co-operation with the Agricultural Extension Department of the International Harvester Company of New Jersey and the agricultural colleges, is far in advance of any agricultural extension work ever carried on.

Will Stop at Sixty Points. Local committees at each of the 60 points on the railroad will arrange for five to ten automobiles to carry the speakers in all directions into the country to farm homes, school houses and inland towns within a radius of from four to ten miles, where alfalfa lectures will be given.

During the campaign over 600 alfalfa lectures will be delivered by the party to as many audiences, and from 500 to 700 automobiles will be brought into the service of this great educational movement.

These campaigns are conducted on a strictly co-operative basis. The people will provide:

1st. A guarantee of at least five to ten automobiles at each railroad stop to carry the speakers to the points in the country where meetings are to be held.

2nd. Halls suitable for the central meeting in towns where train stops.

3rd. Any community desiring a campaign must send in a request to the railroad, agricultural college, co-operating, or to the Agricultural Extension Department, signed by a representative number of farmers and business men.

The railroad will provide: Sleeping cars and dining service for the alfalfa campaign party, and baggage and exhibit cars, literature, etc.

The Agricultural Extension Dept. will provide: 1st. Speakers. 2nd. Assistance in organizing and advertising campaign. 3rd. Educational charts and other equipment for lecture purposes, bulletins, literature, etc. 4th. Follow-up men, when possible, to assist the farmers in getting a start with alfalfa. Heartly co-operation on the part of the people is absolutely necessary to make these campaigns successful.

Shaw & McCollum Mercantile Company

The Place for Misses' and Ladies' Suits.

The Big Word this year is FABRIC

And we are on our mettle to meet the coming call for something Newer, smarter, and more comfortable than ever before.

We are seeing the intensified vogue of the tailored costume and the re-ubed demand for original combinations in weaves and colorings, prepared to fill your wants in Coats, and Coat suits of these fabrics.

Of quality above criticism the materials mentioned below perfectly accord with the dictates for roughened weaves and ultra effects. In every sense of the word these fabrics set the style standards of the season.

The attention of buyers is invited particularly to our new Eponges, Poplins, Matelasses, Cheviots and Plaids. They are in high favor with fashion authorities, and supplement most effectively our famous Serges and Broadcloths.

These fabrics give service and satisfaction to the wearer.

Shaw & McCollum Mercantile Company.

Sumter S. C.