

# 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 arrested the attention of a gentleman whom he had often seen there before, though not at midday. Then a kindly deed was done. 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 office 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 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." "I started to trace my ancestry back once," he replied, "but my wife made me stop when I got to shirt sleeves and overalls."—Judge.

### 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 Hailsham's will. He was a Scotch judge, and when he died in 1792, 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 look up the family mansion, which she had to give up, and from some window shutters there dropped out 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 burrap 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." "I haven't. You see, my wife threatened never to speak to me again if I didn't come home last night before 10 o'clock, and I didn't." "I see. You're finding out the loneliness of solitude because she kept her word, eh?" "Not by a jugful. I wish she had."—Exchange.

### FLIMSY GOLD LEAF.

It Would Take 150,000 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 one and a quarter inches wide and a thousandth part of an inch in thickness. Then it is ready for the beater. The ribbon is generally cut off into small 11-1/4 inch squares, weighing about six grains.

The thin square is placed in the center of a vegetable parchment pad, consisting of 100 sheets on top and the same number beneath. This is beaten with a fourteen pound hammer, and the gold, when considerably reduced in thickness, is placed between leaves of coldbeater's skin—skin prepared from a thin but tough membrane found in the large intestine of the ox.

Eight hundred pieces of the hammered leaf are arranged over each other between leaves of the skin, the whole being placed between parchment bands and beaten for a couple of hours with a seven pound hammer. Then the 800 pieces are cut up into 3,200 pieces and again beaten. When the work is done the leaf is 150,000 part of an inch in thickness and almost as light as air.—London Ideas.

### A DARING BASE RUNNER.

One of the Desperate and Winning Chances Mike Kelly Took.

Hugh S. Fullerton, the baseball writer for the American Magazine, tells a story about Mike Kelly, the famous player of Boston and Chicago, a generation ago, as follows: "I believe the most desperate and brilliant bit of base running I ever witnessed and the climax of talking chances was by Kelly. The score was a tie late in the game. Runners were on second and third bases, one out, and the opposing infield was drawn in to cut off the runner from the plate. "Kelly was the man on second. As the ball was pitched Kelly was on a run at top speed toward third. The ball was hit sharply to the shortstop, who scooped it perfectly and threw home. The runner going from third slid desperately toward the plate, where the catcher was waiting. Kelly had rounded third base at top speed and was coming up the path behind the other runner, screaming 'Look out for Kelly' at the top of his voice. "As the runner from third slid behind the plate, trying to get past the catcher, he was tagged out, but before the catcher could touch him and dive back to protect the plate Kelly slid in front of the rubber, dodged under the catcher and scored the winning run."

### 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. "No, sir," said he in the course of the evening's conversation, "I cannot recall a single instance when the humorist was caught napping. One we thought we had him sure. Mr. Twain came late to the dinner table, when we had sat down, and before he appeared we had invented a clever trap. "He was still several courses behind when the rest of us were ready for salad, but every one stopped eating until Mr. Twain caught up. He had started ed intently on a crisp leaf of lettuce before he noticed that no one else was eating. He paused questioningly. That was our opportunity. "Now, Mr. Twain, some one asked 'why are you like Nebuchadnezzar?' expecting that the answer would imply that it was because he was eating grass like an ox. Instead, and without an instant's hesitation, came the retort: "'Because I am feeding with the brutes.'"—Pearson's Weekly.

### Ice Glazed Salmon.

Ice jackets have been found to be the best protection for frozen salmon on their long journey from the Pacific coast to all parts of the world. Thousands of tons of salmon are now frozen in the great factories of the coast for export, because the combination of the ice jackets and the frozen meat has been found to keep the fish from becoming tainted. After the salmon are bled they are kept at a temperature of zero, or near there, for forty-eight hours and are frozen hard. If they were shipped this way, how ever, the air would get to the fish to some extent and tainting would result, so they are dipped in tanks of salt, and given another freezing. This puts a thin jacket of ice all over each fish, or glazes him, as it is called. After two coats of glazing the salmon are wrapped in paper, packed in paper lined boxes and started to the export markets.—Saturday Evening Post.

### 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.

### Lubricant For Aluminium.

Many automobilists, especially those employed in the motor engineering industry, are frequently called upon to work in aluminium. To satisfactorily do this work various lubricants have been tried. Much, however, owing to their volatility, are of little use. A suitable lubricant is tallow or cod-liver's wax. This latter does not dissolve quickly and consequently does not flow as freely as the volatile oils—Amer. Machinist.

### Going On.

A terrible noise of thumping and stamping came from Bob's room early one morning. "Bobby, Bobby," called his mother from downstairs, "what is going on up there?" "My shoes," replied Bob.

### Love's Paradox.

"Love results in many paradoxical situations," remarked the professor. "What is one?" "To keep the love of another one must court it."—Buffalo Express.

### Alike, but Different.

Mrs. Nutbide My dear Jack is so handsome; he resembles a Greek god. Mrs. Longwood So does my husband.—Boston Transcript.

He holds best that can hurt the best.—Danish Proverb.

### 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. "Yes, and so does father," replied the young woman.—Buffalo Express.

### Mostly All Talk.

"I don't feel quite well, doctor. Do you think I could go to a coffee party this afternoon?" "Certainly, miss. Your tongue is all right."—Filipendro Bletter.

### Bulls In Calf Stories.

Mr. Chancellor of Hoxton (for Haggerston or some other corner of northeast London) was dining before the committee one day on the horrors of inoculation and vivisection, writes a member of parliament in London Opinion, and harrowed the feelings of his hearers by telling them about some calves which had been inoculated and assuring the committee that two years later the calves were still suffering from the effects.

### When Juris Meets.

Up in Alaska there used to be a district attorney who was long on a five oratory, but short on education. Once, while prosecuting a big case, he came to the finish of his argument and, according to Wilson Mizner, who was up there at the time, he leaned across the rail and made this plea: "All I ask of you, gentlemen of the jury, is that you now retire and mete out justice as she deserves to be met."—Saturday Evening Post.

### Lucky Lightning Strikes.

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 pleasures 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 Eburus to the consulship in 116 B. C. is attributed to his having been favored thus by the gods.—London Spectator.

### Labadists of Holland.

There is a sect in Holland known as the Labadists, among whose members the use of mirrors is strictly prohibited. Their founder, Jean de Labadie, a seventeenth century Calvinist minister, attracted many followers, but after his death they dwindled down, and now they are found only in a few remote villages of Friesland. Traveling in Holland in 1833, Locky lit upon a colony of Labadists. "Internarrating malady among themselves," he writes, "they have quite a distinct type—a singularly beautiful one, with their delicate lips and a curious air of refinement. They are fisherman—very prosperous—and their houses, with their china and silver ornaments and prints of the house of Orange and great Bibles with silver clasps and perfectly preternatural neatness, are very interesting to see."—London Chronicle.

### Careful John.

A rural storekeeper was greatly bothered by rats which infested his building, says the St. Louis Post-Dispatch. Also he possessed a valuable watchdog which guarded the premises at night. One night, just before he locked up, he scattered poison around the place and left a note on the counter for the clerk who opened the store in the morning. The clerk found the note as was intended. But he nearly dropped through the floor when he read: "Jerry—You take the poison in the morning so the dog won't get it. There is some in the cellar too. John."

### The Signal.

"How do you ensure listening to Bingham's funny stories? He spoils them by laughing at them himself." "That's what I like about him. You don't have to listen in order to laugh at the right time. All you have to do is to wait till he gives the signal."—Washington Star.

### Amended.

An English official once said to Father Healy, the famous Irish wit: "Healy, I've got a crow to pick with you." "Make it a turkey," said Father Healy, as quick as a wink, "and I'll join you at 8 sharp."

### Prints Full Editions.

"Has Jack ever kissed you?" "Never once." "I know that. Jack isn't given to taking single kisses."—Boston Transcript.

### 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?" "Technically, yes. We begin arguing about that time."—Philadelphia Ledger.

### 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 papalotte (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 Byrus.

### 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.

Unobtrusively made in a number of well known London restaurants, clubs and public places, the tests invariably gave the same results. By means of a test watch the following table was compiled:

Welshmen—Very talkative, animated in manner and speaking at an average rate of 200 words a minute.

Irishmen—Also very talkative, but less animated in manner; average rate of speech, 160 words.

Scotchmen—Far less talkative and deliberate in manner; spoke at an average rate of 120 words.

Englishmen—Almost silent, rarely the first to speak; dogmatic and deliberate in manner, speaking 100 to 120 words a minute.

The comparative silence of the men in striking contrast to the vivacious chatter of the women folk, was as usual noticeable. A curious detail was that dark men were always the bigger talkers.

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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—Holden'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.

The latest plan of Holden is to place alfalfa upon every farm. There are three prominent features in his plan:

- (1) The introduction of a comparatively new crop into the Corn Belt, Southern and Eastern states.
- (2) Going direct to the homes of the farmers, where meetings are held in the fields, and success and failure discussed according to local conditions.
- (3) The use of that most modern vehicle—the automobile.

The primary purpose of the campaign is to show the American farmer that alfalfa is the most profitable crop he can grow; that it can be grown profitably upon every farm; that it enriches the soil; increases farm values; stimulates live stock growing and dairying; produces double that of other hay crops, and is better feed.

Thirteen campaigns have thus far been successfully conducted in Michigan, Ohio and Illinois.

### Some of the Results.

Results of the Kent county (Mich.) campaign are:

- (1) Six thousand farmers visited at their homes during a five-day campaign.
- (2) Thirty-two meetings held.
- (3) Three hundred and seventy-five miles traveled by the Alfalfa Automobile Train.
- (4) One hundred and thirty-six alfalfa talks made by the Holden staff of alfalfa lecturers.
- (5) Many applications for similar campaigns from all parts of the United States.

The Kent county campaign has been followed by campaigns in Allegan, Barry, Grand Traverse and St. Clair counties, Michigan; Van Wert, Marion, Fulton, Williams and Champaign counties, Ohio; and Sangamon, DuPage and Kane counties, Illinois.

### Great Meeting in Ohio.

At one meeting in Ohio upon the farm of Joseph E. Wing, near Mechanicburg, nearly 4,000 people gathered from all parts of Ohio and adjoining states to learn more about alfalfa. At this great meeting the Ohio State Alfalfa Growers' association was organized. Over 300 automobiles made up the alfalfa train. It is recorded as the greatest agricultural assemblage in the history of Ohio. Other Ohio counties where the work has been taken up report success on every hand.

Sangamon and Kane counties, Illinois, have both conducted great campaigns. At one meeting in Williams-ville, Ill., over 1,200 farmers came to hear the alfalfa lecturer.

In all of these campaigns which were conducted within a period of about two months nearly 50,000 farmers have been reached with the gospel of alfalfa.

As a result also of the campaign work it is conservatively estimated that 200,000 acres of alfalfa will be seeded during this and the coming season.

Such is the result of the initial work of campaigning for alfalfa, but vastly more than this tangible result has been accomplished. Every farmer throughout the region where the work was conducted is talking about alfalfa. The co-operation of the schools in the territory is a very important and effective feature. School officials, from the highest to the lowest, have never failed to appreciate the opportunity.

point that he has ever taxed. 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—700 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 23, 1914, 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 town centers 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.
- Hearty 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.

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### The Big Word this year is FABRIC

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

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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.

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

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

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These fabrics give service and satisfaction to the wearer.

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## Shaw & McCollum Mercantile Company.

Sumter S. C.