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## War Demands Conservation of Millions Spent in U. S. for Needless Luxuries

(By Charles W. Duke)

One of the outstanding features in the distribution of Food Generalissimo Hoover's conservation cards among the tens of thousands of housewives throughout the country was the fact that many women wrote on the back of their cards something like this:

"Cheerfully will I cut down on the amount of food consumed at my table. Gladly will I choose of those foods of which there is a greater abundance in preference to scarcer foods. But, cannot the men cut down a little on their tobacco and beer?"

Whereupon, many men, hearing of so much comment, came back with a statement something like this:

"Yes, by sacrifice I can cut down on the number of cigars I smoke

daily, and I suppose I'll have to get along without my 'schnapps,' since the Government has put a ban on the manufacture of distilled spirits. But, bless the ladies, can't they help by getting along with less ice cream sodas, perfumery, silks and satin?"

Yes, the ladies can help, and the men can help. As a matter of fact, before the war is very many months older (it is now nearly five months since we "went in") the ladies and gentlemen of the United States of America will be face to face with a situation whereby they will have to curtail luxuries regardless of their personal feelings in the matter. Not because the country is not rich and powerful enough to continue the production of luxuries while we are spending \$80,000,000 a day for the war upkeep, but because many of the industries now given over to the making of so-called luxuries will have to be turned over to the manufacture of the truly essential things for war.

England and France, powerful financial nations, have passed this stage some time ago, as we all know. Joyrides are strictly taboo. England,

supplying gasoline for more than 100,000 motor lorries in France, had to cut down on the supply of fuel for cars in domestic service. France, supporting her powerful air corps, had to do the same thing. We are building 25,000 airplanes, to say nothing of the thousands of motortrucks used by General Pershing in France and by the Government in this country, as it builds sixteen cantonments for the new national army, supports the national guard, regular army, naval reserves, officers' training camps, aviation schools and other military centers.

So, if you are stinting a bit buying Liberty Bonds on the installment plan, remember that the time is here, or not far distant, when you will have to cut down on luxuries as loyal patriots and add your mite to the cause of your country.

Luxury can be variously interpreted. For instance, we are inclined to regard "smokes" and candy as luxuries, yet the United States Government has ordered thousands of dollars' worth of candy for the troops and sailors at home and abroad, and there are many campaigns to supply our fighters with "smokes."

### Luxury Defined.

Luxury is defined by the Century Dictionary as "a free or extravagant indulgence in pleasure, as of the table; voluptuousness in the gratification of any appetite"; also "the free expenditure of wealth for the gratification of one's desires, as in costly equipage and dress." It is held by the same authority to be "that which is delightful to the senses, the feelings, etc.; especially that which gratifies a nice and fastidious appetite or taste."

Clarke declares that "luxury does not consist in the innocent enjoyment of any of the good things which God has created to be received with thankfulness, but in the wasteful abuse of them to vicious purposes, in ways inconsistent with sobriety, justice or charity."

Cowper gives us a very naive interpretation of luxury in his lines:

First Necessity invented stools, Convenience next suggested elbow chairs,

And luxury the accomplished Soft last.

Now take your pick and in your own mind size up those things that now are likely to be regarded as luxuries under the economic measure of civilization that maintains during the period of the world war! It is sofas, cigars or mint juleps?

Very likely, as in England and France, the motorcar—the pleasure car used by the America family in the after-dinner spin or the week-end trip—is most likely to grace the list of our war economies.

The Department of Agriculture at Washington estimates that there is one automobile for every thirty persons in the United States. According to the department's tabulations, there are more than 3,500,000 automobiles roaming around the United States. The increase in 1916 over 1915 was something like 43 per cent. Ten years ago the country had only 50,000 motorcars in use.

The Government revenue from automobiles last year, from registration fees and licenses, was something like \$25,000,000. That, however, is mere pocket spending money compared to the cost of the world war, Germany spending an equivalent of that sum every day to keep the machinery of Mars in motion.

It is not the number of cars or their cost that figures at this time, but the amount of money necessary for the upkeep of the cars. Sit down and figure up the money you spend every year for gasoline, oils and tires; then multiply it by the more than 3,500,000 cars now in operation and you will see why the United States Government will have to follow suit with her Allies in cutting down on this "luxury."

But while you, Mr. Family Man, may have to practice self-denials with your motorcar—maybe lock it up in the garage for the duration of the war—the automobile manufacturers are not going to feel any marked depression in the manufacture of cars, nor the automobile accessory gentlemen in the supplying of motor parts.

When General Pershing and his troops landed in France his troops were carried inland in American motorcars. American steel rails were laid down virtually from the steamship pier in the direction of the Sammees' camp. American locomotives were placed on the rails and the cars carried exclusively made-in-America supplies.

The automobile manufacturers will make airplane and motorboat engines. The rubber kings are busily making tires for all the lorries, ambulances and supply cars that are necessary to maintain armies of millions. Thousands of motorcars are necessary to the upkeep of the military machine of the nation. And these thousands are constantly being worn out and destroyed and must be replaced by thousands more.

But, as to gasoline, it is very likely to be classed among the "liquid luxuries," once an era of war economies is inaugurated. Just as the United States virtually must feed the world, so must it supply the world with gasoline. According to the United States Geological Survey, the marketed oil production of this country in 1915 was 65 per cent of the world's output. Undoubtedly it has increased in two years. It has been reported that the present shortage in crude oil production is something like 120,000,000 barrels.

Our new fleet of airplanes will require an enormous supply of fuel. It has been estimated that 22,000 flying machines will require more than 258,000 gallons every flying hour. Allowing 263 flying hours in a year and four flying hours a day, the gasoline consumption of the air fleet would be more than a million gallons a day, or approximately 300,000,000 gallons every flying year—about one-quarter of our entire production. And when you consider 25,000 motortrucks used by Uncle Sam you can figure there must be some economy on the part of the family man.

### "Liquid Luxuries"

It has been estimated that the total mileage of the more than 3,500,000 cars in this country is more than 15,000,000,000. Gasoline consumption is somewhere around 840,000,000 gallons. Of this great total only about 5 per cent is used by commercial vehicles.

So much for King Motor. While on the subject of "liquid luxuries" one cannot pass over rum. Economy, of course, has already been begun in that line through the Government's action in forbidding the manufacture of distilled liquors for the duration of the war. Our consumption in cocktails, rickeys, highballs and the like makes for a staggering line of figures.

Statistics compiled by the Department of Commerce at Washington—the most recent totals compiled—show that in the year 1915 the total distilled spirits consumed amounted to 127,159,098 gallons. During that year we drank 32,911,909 gallons of wines and 1,855,524,284 gallons of malt liquors—a grand total of 2,015,595,291 gallons, or an average of 19.80 gallons for every man, woman and child in the nation.

Every year, we are told, the nation's bill for intoxicating liquors amounts to two and a half billion dollars—more than the whole cost of the Russo-Japanese War and not far off the

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## Women!

Here is a message to suffering women, from Mrs. W. T. Price, of Public, Ky.: "I suffered with painful...," she writes. "I got down with a weakness in my back and limbs...I felt helpless and discouraged...I had about given up hopes of ever being well again, when a friend insisted I

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cost of our four years' fighting in the Civil War.

Soft drinks might be listed under "liquid luxuries," too. We use up about \$10,000,000 worth of soda-water apparatus every year. The value of soda and mineral waters produced is something like \$75,000,000, not counting the syrups that go into the ice-cream sodas nor the ingredients of the ice cream.

Nor is it stretching it to include perfumery in the list of "liquid luxuries." The consumption of sweet-scented colognes has gone up by leaps and bounds. In the year 1914 we imported \$2,300,000 worth of perfumery, which was three times the amount imported in 1904. Since the war, however, we have had to make our own or go without.

Hair tonics, massage creams, toilet waters and other dainty things the ladies love (to say nothing of the concoctions used on mere man in the modern barber shop) are likely to be included in such a list. Only a few days ago some one proposed to launch a movement to abolish shampoos because of the millions of eggs so used every year.

So much for "liquid luxuries." Let us consider tobaccos. The nation's bill last year for tobacco was something like \$800,000,000, or about \$8 worth of tobacco for every living soul in the country. With \$8 every person could buy 160 five-cent cigars or eighty ten-cent packages of cigarettes. For the year 1915 the Government collected \$77,470,757.18 in internal revenue. Half the Government's revenue tax in a year comes off tobacco and drink.

We like diamond rings and precious stones in our dress, so much so that in 1913, the year before the war started, we imported something like \$50,000,000 worth of precious stones. The war cut into imports in 1914, but even at that, during the seven months that preceded the beginning of hostilities in late summer, we imported about \$35,000,000 worth of precious stones.

Would you believe that we paid something like \$10,000,000 a year to look at ourselves? Or, as Bobbie Burns would say, "to see ourselves as others see us." But 'tis a fact, anyway; we spend that much money for mirrors—the mirror-makers turn out products to that value.

And candy! During the year 1916 we consumed more than 8,000,000,000 pounds of sugar in the United States. The per capita consumption was 86.04 pounds of sugar. Our candy bill ran along something like half a billion dollars. At the recent convention of the candy salesman, held in Atlantic City, it was reported that the nation had chewed, sucked, dissolved or otherwise masticated more than a billion pounds of candy during the year 1916. The estimate of ten pounds to every person in the country seems not extravagant. We know some people who eat ten pounds of candy in less than a year—and others, however, who never eat a bite of sweets.

Candy is not likely longer to be held rigidly in the luxury class. Medical science has proved unmistakably that candy contributes to the muscular energy of the body when taken pure and wholesome and is responsible also for the stimulation of mental energy. The Boy Scout knows that he will not starve on a long hike provided he has a cake of chocolate in his kit. Likewise, Uncle Sam sees to it that his boys in France get plenty of candy.

But would you believe it that the jaws of America annually grind between receptive molars something

like a hundred million dollars' worth of chewing gum? Some people chew gum because they maintain it aids their thinking apparatus or their digestion. There are all kinds of arguments advanced for and against it, but the fact remains that America chews gum in enormous quantities. The Sammees in France have been introducing it to the poilus and the Tommies as a new diversion in the life of a soldier. The chewing gum industry is one of the best organized in the country among manufacturers of so-called luxuries. They are turning out thousands upon thousands of sticks of gum every day—and selling it. Something like five or ten million dollars' worth of the raw chicle gum, one of the chief ingredients of chewing gum is imported normally.

### Finery for Ladies.

And, oh, the ladies! Nothing delights us better than to see them decked out in the very finest of fine things. But it costs money. The industry producing millinery and lace is reputed to turn out annually products worth somewhere around \$200,000,000. When the war began we were importing \$10,000,000 worth of plumes. Australia still produces ostriches and our Pacific commerce is not much hindered by the war, so that we are very likely keeping up the pace in 1917 in this direction.

Less than ten years ago we were spending \$23,000,000 for artificial flowers and plumes, and it is a safe bet that there has been no decrease up to the present time. In a recent year we imported \$35,000,000 worth of cotton laces and spent more than \$4,000,000 for foreign silk laces and embroideries. Think also of the textiles produced at home.

Of course, we must have music, and it would be hard to catalogue it among the luxuries. As the war broke we were paying \$2,000,000 for imported foreign musical instruments, while the domestic production was way above the \$3,000,000 mark. For phonographs alone we are now buying them at the rate of approximately \$20,000,000 worth annually.

### Kangaroo Meat!

But, coming down to genuine luxuries, did you know that in a very recent year we imported more than \$2,000,000 worth of beads and nearly a million dollars' worth of kangaroo meat? 'Tis a fact!

Flags, society emblems and banners cost something like \$10,000,000 every year, and the war has stimulated the flag industry. Flags, however, are not likely to be classed as luxuries at this stage in the affairs of the world.

Fireworks formerly cost us a lot of money. In view of the popular movement to safeguard youth the imports in pyrotechnics have fallen off marvelously. They reached high tide in 1910, when we imported more than \$6,000,000 worth of fireworks. Since that time the imports have dwindled to small proportions.

Jewelry does a business estimated at close to \$100,000,000 annually. Wedding rings are said to be going out of fashion, but wrist watches have come in, and where the trade loses in one line it makes up in another.

Every year we spend more than \$10,000,000 on pet poodle dogs. Canary birds, goldfish, cats and other pets all go to make up a tidy sum. The Philadelphia New Year "shooters'" parade, the famous Mardi Gras in New Orleans and other spectacular stunts cost quite a few dollars, too.

One might go on indefinitely through the records of the United States Government and the reports of the various industrial lines of the nation bringing out the odd things in the way of money spent on those things defined in the dictionary as "that which gratifies one's desires." The list is long and the figures always are astonishing.

Suffice it to say that the nation faces the period where it must put some things into the discard. Some things are certainly to be marked "luxury" before long and put on the taboo list—in fact, some such measures already have been instituted, as you know.

Are you ready to sacrifice your poll-parrot, your motorcar, your cigars or your favorite perfume? It is coming, because the Council of National Defense has mapped out a comprehensive program for co-ordinating all the industries of the country, eliminating waste and, particularly in taking workers out of certain industries not absolutely essential to the upkeep of the human machine and the rational machine and putting them where they will turn out the essentials of warfare.

In other words, if you already have not seen the handwriting on the wall and are not prepared to "do your bit" in the way of self-sacrifice on the luxuries of life, Uncle Sam is going to step in and say to you, in the vernacular of our office boy: "Cut it out!"

### To Cure a Cold in One Day.

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