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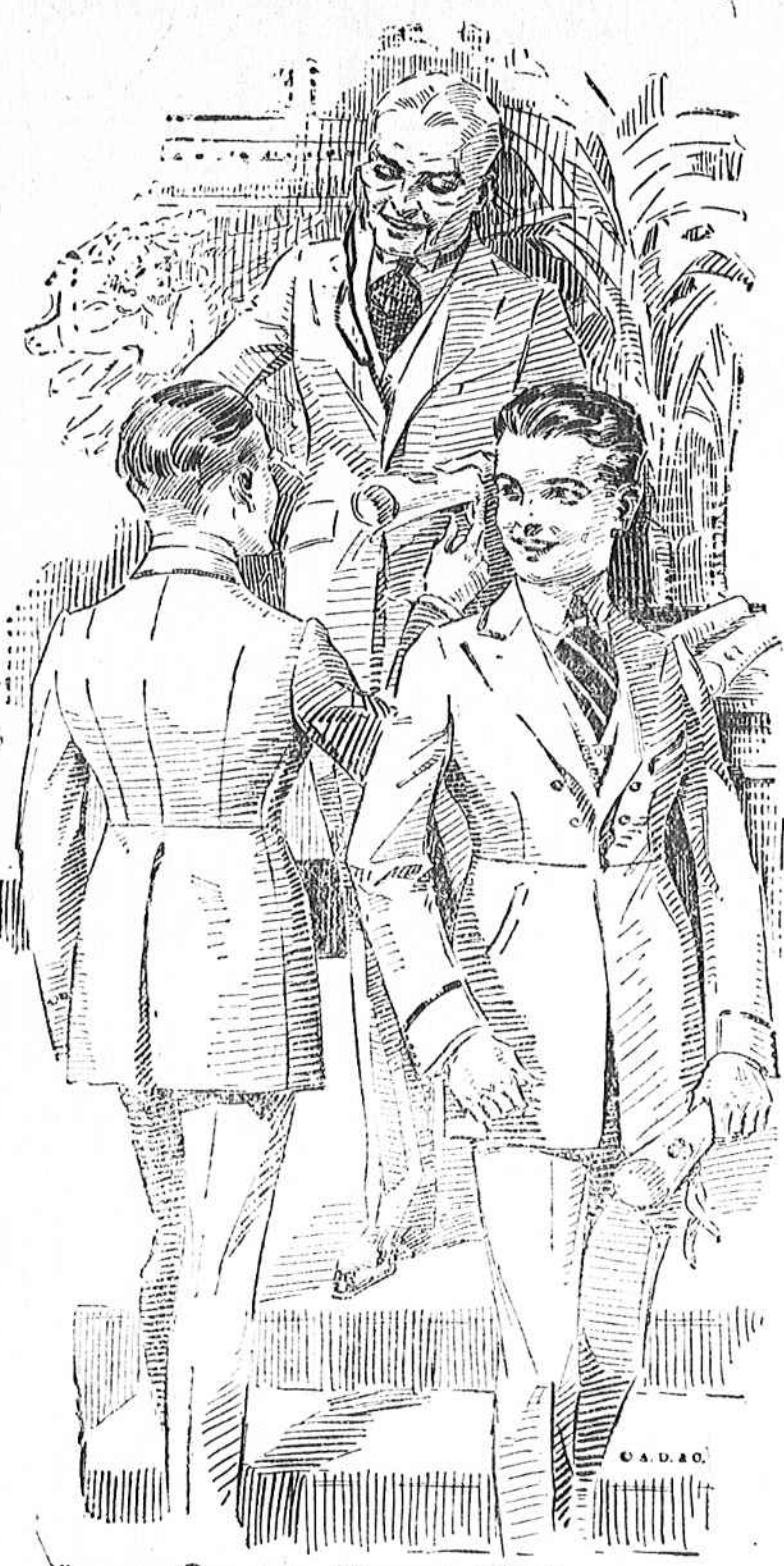
It is a gift to know how to dress perfectly. It is a habit of many to dress with taste and economy.

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## THE NEW IDEA CO.

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Society Brand Clothes

### COTTON INTERESTS ARE ORGANIZING

loss, and use the stored cotton as collateral for money on the best possible terms. The American Cotton Association is moving steadily forward toward the solution of this big and difficult problem. It is a practical certainty that before the fall crop of cotton is harvested there will be in operation in the Southern States a system of State-owned warehouses for cotton, scientifically constructed, and operated under uniform State laws. The farmer will store his cotton in these warehouses and obtain for it negotiable paper almost as easy of circulation as bank notes. In close connection with these warehouses there will be in operation a Domestic Financing Corporation, which will have access to sufficient capital to finance one-third of the cotton crop. Since this one-third of the crop will represent the portion usually left on the hands of the farmers by joint agreement of the New England and English spinners to furnish the surplus for the following summer and in order to keep down the apparent demand for cotton and thus depress the market, the holding and financing of this portion of the crop for the farmer by the Domestic Financing Corporation will abolish this abuse. There will no longer be what is called distress cotton, cotton thrown on a bad market because of the distress of the owner and his necessities.

The present might seem an unfavorable time for the cotton farmer to make a fight for freedom because Europe is almost bankrupt and a large part of his money crop may fail to find a purchaser. But this very condition of the European market has given the necessary stimulus to create the means of relieving both the European consumer and the Southern producer. An export finance corporation, fathered by the American Cotton Association, is already being financed, under the presidency of one of the ablest business men of the country, Hon. S. P. G. Harding, formerly of the federal reserve banking system, which will insure to European consumers the securing of cotton they need without disastrous results due to unfavorable rates of exchange. This corporation will be one of the American agencies for extending credit to Europe during this time of readjustment.

There is to be a new birth of freedom in the South. This will be heralded during the coming autumn when a mammoth meeting of the members of the American Cotton Association will be held in one of the cities of the South. This meeting will be a demonstration of the solidarity of all the interests of the South, but it will be much more significant than a mere demonstration could be. At this meeting certain steps will be taken which will have a large bearing on business in the cotton States. Already experts are at work surveying the cotton business with the purpose of determining more accurately than has ever before been done the actual cost of production of the cotton crop of the South. Other experts will secure accurate information as to the cost of manufacture of staple cotton fabric, and the market price of these fabrics in order to discover the margin of profit accruing to the manufacturer. Still other experts will determine the probable demand for cotton at profitable prices during the year 1920. On the basis of these several sorts of information, the meeting will determine what minimum price should be set by the farmers for the cotton crop about to be harvested and what should be the acreage to be planted in cotton during 1920. The minimum price for cotton will be calculated so as to obtain for the farmer a fair share of the profit of the cotton business. The acreage to be devoted to cotton during 1920 will be determined on the basis of the probable profitable demand for cotton and also on the basis of the probable labor conditions in the South.

### DOCTOR URGED AN OPERATION

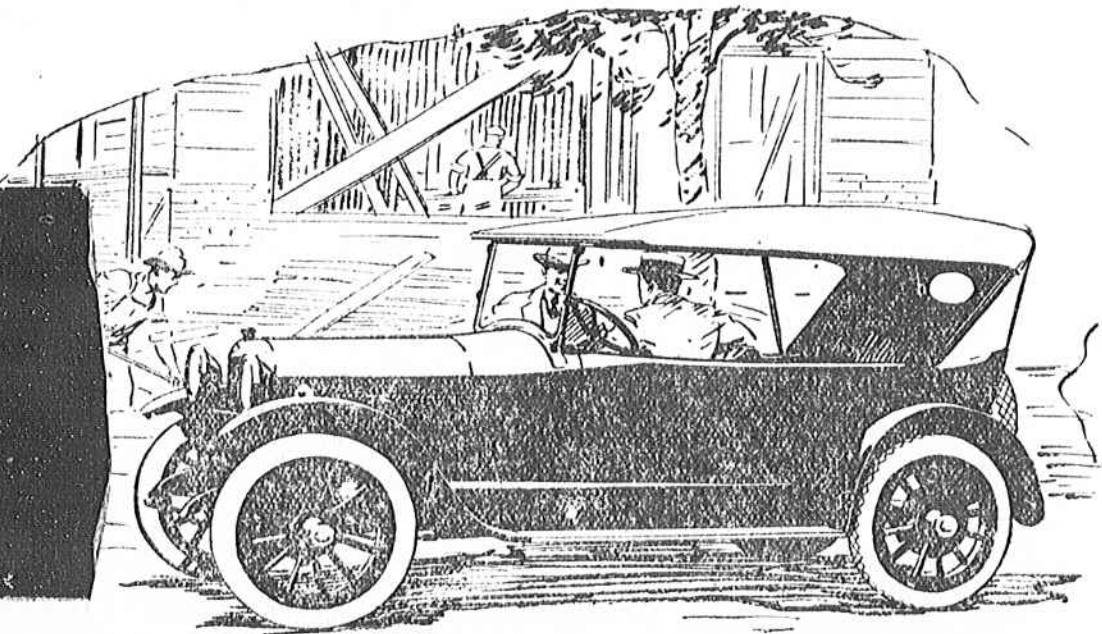
Instead I took Lydia E. Pinkham's Vegetable Compound and Was Cured.

Baltimore, Md.—“Nearly four years I suffered from organic troubles, nervousness and headaches and every month would have to stay in bed most of the time. Treatments would relieve me for a time but my doctor was always urging me to have an operation. My sister asked me to try Lydia E. Pinkham's Vegetable Compound before consenting to an operation. I took five bottles of it and it has completely cured me and my work is a pleasure. I tell all my friends who have any trouble of this kind what Lydia E. Pinkham's Vegetable Compound has done for me.”—NELLIE B. BRITTINGHAM, 609 Calverton Rd., Baltimore, Md.

It is only natural for any woman to dread the thought of an operation. So many women have been restored to health by this famous remedy, Lydia E. Pinkham's Vegetable Compound, after an operation has been advised that it will pay any woman who suffers from such ailments to consider trying it before submitting to such a trying ordeal.

There is not likely to be another very great crop of cotton in the South. The cotton farmer is learning that it pays to feed himself and his section. But the labor conditions will do more to cut the size of the cotton crop than any other influence. The labor cost of cotton is relatively very high. With a profitable price, this high labor cost would not cut the size of the crop, but the conditions obtaining in labor in the South are now adverse to the planting a large cotton acreage. The planting, cultivation and especially the harvesting of the crop are often almost impossible because of the difficulty of obtaining labor when needed. Indeed, the cotton growers of the South anticipate much trouble in harvesting the present very small crop. With the scarcity of labor, those who must be called on to gather the crop can practically dictate their price for this work. Moreover with the very high wages they obtain, they can afford to take much time out for rest and idleness while the crop may be deteriorating in the field. The same farmer in the South will not put all his eggs in one basket when that basket is subject to easy damage. Since the boll weevil is rapidly destroying the strength of the basket, all the less will he continue to trust his eggs to it. Cotton as a surplus crop will make the South prosperous and it will henceforth be a surplus crop.

In this movement for the economic liberation of the South, there is no hostility to any other part of the nation. Ultimately the interests of all who are concerned in the world's cotton business can be harmonized. Had this fundamental truth been realized during decades by the cotton spinners of England and New England, there would now be no occasion for a movement of liberation in the South. Unfortunately, however, when cotton was selling as low as 7 1/2 cent a pound, the New England spinners thought their interests required efforts to depress the market still further, acting upon the false economic principle of buying in the lowest market, no matter what the result to the producer and selling in the highest. But for this history of the relations between the producer of cotton and the manufacturer, there might now be full cooperation. For the present, however, such cooperation is impracticable. The unorganized farmers and business men of the South cannot be expected to cooperate with the highly organized manufacturer of the East. Justice will come to pass when the interests of the South are so organized as to negotiate on equal terms with the interests of the East and of England. The South will first obtain liberty of action.



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### Supply and Demand

If you have found it impossible to secure prompt delivery of a Paige car, please remember that we share your disappointment and keenly regret our inability to have served you. Our plants are now working at capacity with a very large production schedule, but, despite our best efforts, it has been impossible to keep step with the public demand. Once more—and for the tenth successive year—we are facing an alarming shortage of cars, and must ask our friends to bear with us for the time being. In a very short time a greatly enlarged Paige plant will be in operation and we shall be

able to more than double our output. An army of men is now at work installing the equipment that will make this one of the great manufacturing establishments of the nation. It will cover more than fifteen acres of floor space and include practically every labor-saving device known to modern shop practice.

Until that plant is completed we must ask you to be lenient in regard to the delivery of Paige cars. Be patient with us for just a little while and rest assured that we are conserving your interests as a future owner of "The Most Beautiful Car in America."

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- New Series Essex "Six-55" Seven-Passenger — \$2060
- Paige Larchmont "Six-55" Four-Passenger — \$2165

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