

**STYLE HEADQUARTERS**  
WHERE Society Brand Clothes ARE SOLD

# Men Who Read Up On Clothes

Take to Society Brand as a Squirrel to Nuts.

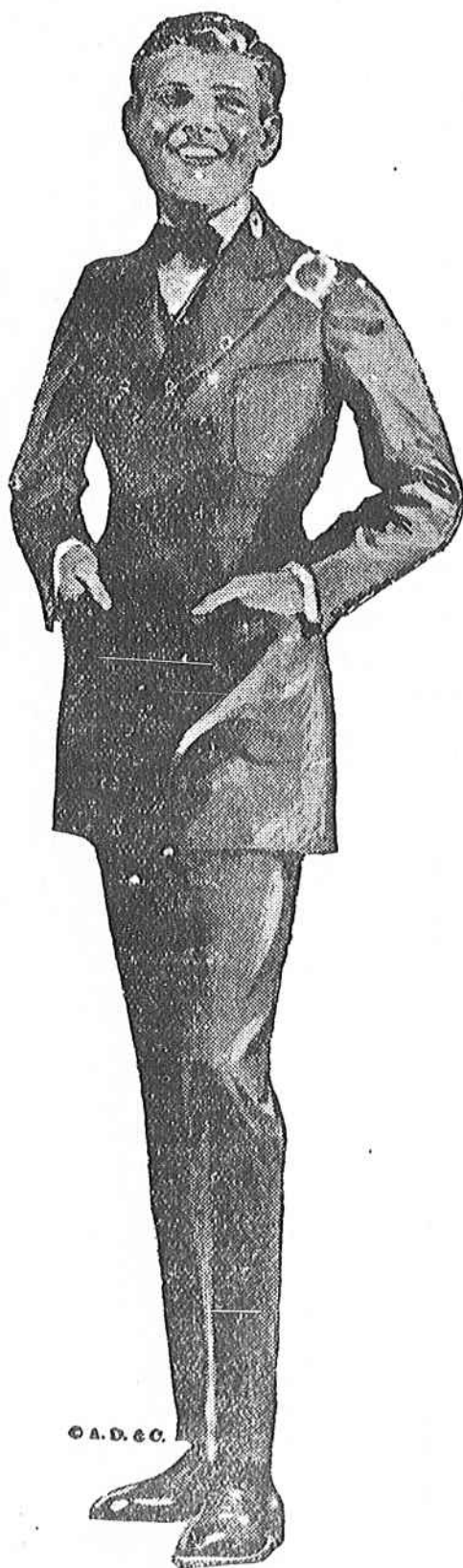
WHO was it spread the gospel that "Knowledge is power?" He said a book-full of facts. Knowledge is power, and your daily newspaper is a sort of power plant out of which you draw knowledge of lots of things—clothes, for instance. The more knowledge you gather about clothes the better qualified you are to buy prudently and economically. We believe that if all men carefully studied the clothes question instead of buying haphazard on price alone, as many do, it would be impossible to supply the demand for

## Society Brand CLOTHES

This store made an exhaustive study of clothes and the knowledge gained decided us in favor of handling Society Brand. The proof of their superiority was so pronounced by careful comparison that we were even surprised. You, too, might get a glad surprise by comparing the clothes we have ready to show you with what you've been wearing. One of your spare hours spent here might prove profitable to you. We'll be glad to offer you the proof at any time. You can be judge and jury, and if you don't find evidence that we can dress you better and save you good dollars, we don't expect your trade.

We've a lot of saucy-styled stiff and soft Hats, a smart showing of Ties, spunky Shirts, and other things men are particular about, priced to meet your approval.

Style shown above is the "D'Orsay." We've enough others to run the chromatic scale of manly needs. Materials in splendid variety. Colors like a nature painting in Fall shadow tones.



C. A. D. & C.

Society Brand Clothes

# The New Idea Company,

MORRIS NESS, Manager.

Style Headquarters—Where Society Brand Clothes are Sold.

## YOU NEED NOT SUFFER FROM CATARRH

But You Must Drive It Out of  
Your Blood.

Catarrh is annoying enough when it chokes up your nostrils and air passages, causing difficult breathing and other discomforts. Real danger comes when it reaches down into your lungs.

This is why you should at once realize the importance of the proper treatment, and lose no time experimenting with worthless reme-

dis which touch only the surface. To be rid of Catarrh, you must drive the disease germs out of your blood.

Splendid results have been reported from the use of S. S. S., which acts on the catarrh germs in the blood.

If you wish medical advice as to the treatment of your own individual case, write to Chief Medical Adviser, 42 Swift Specific Co., Atlanta, Ga.

We can furnish you with a first-class Wood Saw Frame complete with 30 Cut Off Saw for \$43.50. To anyone sending us this ad with check for \$45.00, we will prepay freight on same and deliver to your freight office.

We also have large stock of Boiler Tubes, Pipe, Pumps, Cylinders and Well Points.

**Columbia Supply Co.,**

823 West Gervais St.

Columbia, S. C.

## PREVENT MALARIA AND SAVE MONEY

New York, Nov. 30.—Experiments by the Rockefeller institute in controlling malaria in the Southern states show that in the average Southern community it is cheaper to prevent malaria than to have it—in other words that this scourge, which greatly reduces the working efficiency of the population in many sections, can be brought under effective control for less money than is ordinarily spent in doctor bills by malaria patients. An account of the institute's work in this direction, which has been in progress since 1916, is given in the annual report of the organization.

A campaign undertaken in six small Arkansas towns of from 1,000 to 3,000 population in which the disease in a severe form was widely prevalent resulted in reducing the number of physicians' calls in malaria cases by 97.8 per cent, in the most favorable instance and by 74.4 per cent. under the least favorable circumstances, at an initial per capita cost of from 46 cents to \$1.45.

"At \$2 per physician's call," the report states, "Crossett, Ark." has been paying annually more than four and a half times as much in doctors' bills alone for the privilege of having malaria as it expended in 1918 for the upkeep of the work which kept it practically free from malaria and from mosquitoes as pests."

Success was attained by simple measures against the breeding places of the mosquito; in rural sections, where the disease is chiefly felt, such measures are often impracticable. Screening of houses by galvanized wire cloth was tested with marked success on a group of cotton plantations near Lake Village, Ark., the infection being reduced from 11.97 per cent, to 3.52 per cent.

Greatest hopes are, however, placed upon measures directed towards eliminating the malaria parasite from the blood of the human carriers. A test demonstration was conducted in a typical rural region in Sunflower county, Mississippi. A survey of the population showed that 40 per cent. had clinical malaria within the year and of the others 22 per cent were "carriers" with the malaria parasite in their blood.

## A FAMILY MEDICINE

In Her Mother's Home, Says This Georgia Lady, Regarding Black-Draught. Relief From Headache, Malaria, Chills, Etc.

Ringgold, Ga.—Mrs. Chas. Gaston, of this place, writes: "I am a user of Theodor's Black-Draught; in fact, it was one of our family medicines. Also in my mother's home, when I was a child. When any of us children complained of headache, usually caused by constipation, she gave us a dose of Black-Draught, which would rectify the trouble. Often in the Spring, we would have malaria and chills, or troubles of this kind, we would take Black-Draught pretty regular until the liver acted well, and we would soon be up and around again. We would not be without it, for it certainly has saved us lots of doctor bills. Just a dose of Black-Draught when not so well saves a lot of days in bed."

Theodor's Black-Draught has been in use for many years in the treatment of stomach, liver and bowel troubles, and the popularity which it now enjoys is proof of its merit.

If your liver is not doing its duty, you will suffer from such disagreeable symptoms as headache, biliousness, constipation, indigestion, etc., and unless something is done, serious trouble may result.

Theodor's Black-Draught has been found a valuable remedy for these troubles. It is purely vegetable, and acts in a prompt and natural way, regulating the liver to its proper functions and cleansing the bowels of impurities. Try it. Insist on Theodor's, the original and genuine. E 79

All these were given quinine sterilizing treatment to eliminate the malaria parasite. The report records a reduction in the amount of malaria, estimated by the director in charge at 80 per cent.

## CHILDREN DEMAND MORE PROTECTION

New York, Nov. 30.—That the children of this country are in need of further protective legislation is pointed out by Miss Jane Adams in a letter to the national child labor committee, in which she endorses the plans for a nationwide observance of child labor day. The committee has designated Sunday, January 25, for its observance in churches, January 24 in synagogues and January 26 in schools and clubs. In approving this plan, Miss Addams says:

"Because certain states have secured satisfactory legislation for the protection of children, it is easy to assume that it is no longer necessary to push child labor reform and similar measures, forgetting the wretched conditions still obtaining in vast areas of the United States. One day set aside for the discussion of the needs of children, viewing the subject in its higher moral aspects and urging a furtherance of child welfare as a religious duty would, to my mind, be most valuable."

Secretary of the Interior Lane has written a letter to the committee endorsing the plan, he says: "I think it most appropriate that you should observe a child labor day in January. Child labor will soon be a thing unknown. The child will be given its chance to grow."

Emphasizing the importance of attention to matters of education and child conservation in a constructive peace time program, United States Commissioner of Education Claxton, says:

"If the world war, now being brought to a close by the ratification of peace treaties, has any adequate result it must be in a much larger measure of freedom and democracy for all the peoples engaged in it, and through these for all the world. The cost has been and continues to be too large to be accepted as the price of anything less. But freedom is valueless except as it gives opportunity for the development of fuller life, more joyous childhood, and better manhood and womanhood. Democracy can never attain its goal without such a degree of intelligence, health, virtue and good will among all the people as can come only as a result of proper care and education of children and youth. Such care and attention, therefore, become the highest duty of society and state. Seed corn must not be ground. I am therefore in heartiest sympathy with the plans of the national child labor committee in asking the religious and educational organizations of the country to observe the fourth Sunday in January as child labor day, and I hope this observance will be very general."

**Demand!**  
**"Titehold"**  
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**Red Cedar**  
**Shingles**

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Economical

If your dealer can't supply Titehold selects, write us. Ask for free shingle booklet.

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