

Make Your Own Soap!

Saves Dollars!

Keep the kitchen grease you now waste and make soap of it with Red Devil Lye! Better and purer soap than you can buy and so inexpensive.

Dollar's Worth From a Canful

For the mere price of a canful of Lye you get pure soap worth from 80 cents to a dollar! Home-made soap, containing all of the natural glycerin and is free from the adulterants so common in factory made soaps.

Follow Plain Directions On Each Can

Your grocer sells Red Devil Lye. Best value your money can buy. Handy, all-time soap. Contents full strength and ready for use without waste. Clear directions for soap-making fully given on every can. Get it today.



RED DEVIL LYE
Sure is Strong!
Manufactured by
WM. SCHIELD MFG. CO.
ST. LOUIS, MO., U. S. A.

FARMERS' GUIDE FREE

Written by Dr. J. W. Buchanan, late of the U. S. Department of Agriculture and Professor of Veterinary Science at Clemson College. Remarkable book on treatment of disorders, accidents and diseases of horses, mules, cattle and hogs. There is a huge demand for the valuable information contained in this book. Over 30,000 copies have been distributed among farmers. For a limited time, as long as our supply lasts, we will supply every farmer or live stock man with a free copy of this book. Write today for your copy.

CAROLINA REMEDIES CO.
Home of **ARVET** Remedies
Dept. J-31, Union, S. C.

BAKER GUNS

For fifty years known to the trade as the best for service.



\$48.00 to \$385.00
Send for BAKER BOOK-LET describing the entire line.

Baker Gun Company
314 Broadway, New York



Eyes Examined and Glasses Fitted

M. H. HEYMAN & CO.
Jewelers and Optometrists

COLUMBIA LUMBER & MANUFACTURING CO.

MILL WORK
SASH, DOORS, BLINDS
AND LUMBER
PLAIN & HUGER STS. Phone 71
COLUMBIA, S. C.

DR. R. E. STEVENSON
DENTIST
Crocker Building
Camden, S. C.

Dr. C. F. Sowell
DENTIST
(Office Over Bruce's Store)
CAMDEN, S. C.

SEARCH FOR MUSICAL THIEF

Peculiar and Clever Crook is Just Now Engaging the Attention of London Police.

Detectives are searching for an accomplished thief who plays the piano and sings for his victim before going away with the valuables.

Although known to the police, he has been "operating" in St. John's Wood, London, for more than a month and his two latest coups have been carried out within a few minutes' walk of each other.

He returned a fortnight ago to a house in St. George's terrace, Primrose Hill, where he had taken apartments, while the other boarders were at dinner. Inquiries resulted in the discovery that the lodger had gone with jewelry including four gold rings set with diamonds, worth \$2,000.

A woman in King Henry's road, London, is the latest victim. On Monday the man rang up and in a short time arrived in a taxicab. He stated that he would fetch his luggage later.

Insisting on paying in advance he made out a check for a week's board and made himself agreeable by his musical accomplishments, but a prolonged absence in the bathroom excited suspicion, and it was found that a trunk had been forced and \$1,000 worth of jewelry stolen. A finely-cased gold watch, valued at \$500, was among the articles stolen, and the check was dishonored.—From the Continental Edition of the London Mail.

QUIT TELLING FUNNY STORIES

Why Congressman Kelly Sacrificed Humor on the Altar of Serious Statesmanship.

Patrick Kelly, a representative in congress from Michigan, says that he used to tell many stories in going about in his political campaigns. The audiences always liked them and went away pleased. Telling them looked like good politics.

Years later Kelly would meet a man and he would say: "I have met you before. I remember very well a certain story you told."

Then he would repeat the anecdote. Kelly would ask him what else he remembered that had been said, and he would be unable to remember a thing. The congressman began to wonder if the telling of stories prevented more serious matters from finding lodgment in the hearer's mind.

He became fearful. He was not sure, but he decided to lay off the funny story. So was the possibility of a multitude of good laughs sacrificed at the altar of serious statesmanship.—New York Sun.

One Way to Attract Customers.

In a small New England town I met a druggist who makes a specialty of selling postage stamps. He says that to retail 2-cent stamps for 2 cents each is the most profitable line in his store. These sales would be extremely unprofitable, if he handled stamps grudgingly or grudgingly, saying by his manner: "Whatta you mean by bothering me to sell you postage stamps?"

But he has signs in his window telling that he has plenty of stamps, and makes a special effort to be more pleasant and accommodating and gracious about a stamp sale than at any other time. He has attracted thousands of permanent customers in that way. "A new customer is worth many dollars a year," he observes, "whether the thing that first brought him in is postage stamps, cigars or whatnot. So having enticed him in, why should I do anything to make him sorry he came?"—Fred Kelly in The Nation's Business.

No Use For Ailing Wife.

The New York Medical Journal says: "Dr. Lichtwardt, a medical missionary, tells that many of the Persian sick women are obliged to steal away, during their husband's absence, to see a doctor.

"Honorable Sir," says the introductory note, "please see me at once that I may return home before my husband, else he will beat me severely." "We should not think neurotics abound, for the husband often says to the doctor: "Well, let her die, for even if she gets well I'll divorce her and get a new wife. I don't want a weak one in my house."

Morris Chair Fire-Escape.

A Morris chair fire-escape, which is described in Popular Mechanics Magazine, comprises a comfortable piece of furniture and ready means of safety in case of fire. By extending two brackets, attached to the back of the chair out of a window and stringing a rope, wound on a spool under the chair seat, over a pulley located on a rod between the two bracket ends, a quick descent to the ground is accomplished. A brake, controlled by the fire victim, regulates the speed of the descent.

Fondness for Animals.

"Hiram," said Mrs. Cornicoussel, "the new hired man says he's fond of horses."

"That may be a help and then it may not. The trouble with the last hired man was that he was fond of horses. Only he didn't care about 'em unless they was on the race track."

High, But We Must Have 'em.

Kiddie—I don't suppose you'd take his weight in gold for your baby, would you?

Newspaper—No; I should hardly like to sell out at cost.

CONFEDERATE REUNION

To Be Held in Chattanooga, Tenn., October 24th to 27th.

Southern Railway announces that a special thru coach will be operated from Columbia to Chattanooga for accommodation of veterans and others attending the reunion, leaving Columbia 7:15 a. m., Monday, October 24th, arriving Chattanooga 9:35 p. m. same day, via Greenwood, Anderson and Atlanta. Greatly reduced fare tickets will be sold to members of the following organizations and their families upon presentation of Identification Certificates, which can be procured from local commanders:

United Confederate Veterans, Sons of Confederate Veterans, Confederate Southern Memorial Association.

Tickets will be on sale October 22-25, limited for returning until November 17th, allowing stop-over privileges. The round trip fare from Camden, S. C., is \$8.10 plus 8 per cent war tax. For further information apply to ticket agent or to S. H. McLain, District Passenger Agent, Columbia, S. C.—Adv.

Feeding on Fakes.

(See Des Advocate.)

It would not do for everybody to think alike. If they did, perhaps we could see why so many people go wild over professional baseball, and why the papers give it so much free advertising. It is nothing but a big business enterprise to make money for its promoters, and they manipulate the games in the way which they think will get the most money. The exposure at Chicago of those who sold out the games last year is only a case of getting caught.

When there is a series of games over which the public has been worked up to a high pitch of frenzy, like the present "world series," it is managed so that first one team wins and then the other, keeping it as near a tie as possible to the very last, so as to keep up public interest and the gate receipts. They don't hesitate to play on

Sunday to catch the people away from their work.

A New York paper which is on the ground—Editor and Publisher published the following just after the series started.

The World's Series.

It is an old rule in advertising that stretching truth for the purpose of creating sensation or attracting wide attention is the sure road to failure. This well known adage was broken in New York this week and the wisdom of men who drew it up was again proven. In this particular case, however, the sufferers were the well-fed and rich baseball club owners who make no financial outlay for the news-paper advertising space they secure—that is, not much.

Nursed along with hope, drivel and downright fakery for a period of several weeks, public enthusiasm for the great event was supposed to have reached the proper high temperature for a killing early Tuesday night. The annual event was running true to form in the number of blarbs that were being handed out, and many men who write for the newspapers did not bother about going to the Polo Grounds but took things for granted and turned the front pages of Wednesday evening papers' early editions into half-sheet posters that blared forth the details of the greatest and most lucrative amusement enterprise in America. But they added—for space not for fact—that thousands had camped all night in the cold and rain to be in line for tickets for the first act.

It looked like good advertising. But it had a backkick. All it did was to prove that only honest advertising pays. There were several thousand vacant seats when play started. The public thought the newspapers were telling the truth when they said that all seats had been sold and that a mob had been storming the entrance all night, and the public believed its newspapers and stayed away.

FOOT BALL
Today, Friday, October 21
CAMDEN HIGH SCHOOL
VS.
COLUMBIA HIGH SCHOOL
Ball Park at 3:30 Admission 25c and 50c

To the "magnates" who operate the great amusement plant in America and who set aside this week for their golden harvest and to settle their annual advertising bill with a little collation under the grandstand it must have seemed a cold world when they gazed on the empty seats—they must have voted it the great "muff" of 1921.

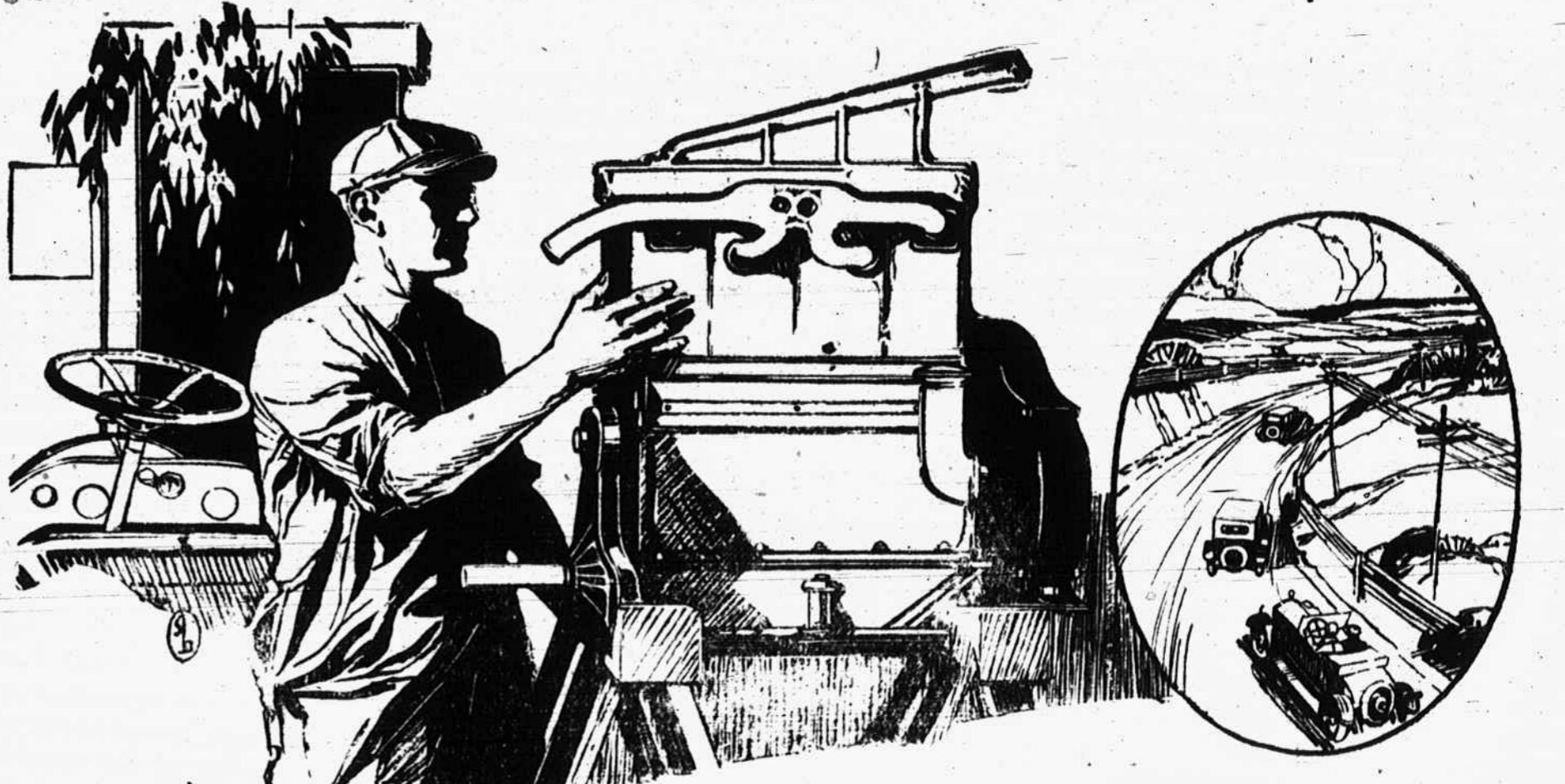
The annual period of hokum in every other way measured up to the standard set in past years: the spending germ was successfully planted in the blood of 30,000 people on the opening day of the series, but the other 5,570,000 residents of Greater New York managed to stick to their regular work until quitting time. The newspapers by the way, got a few small advertisements from ticket speculators who were out for the few dollars that the "magnates" were overlooking.

No, we are not opposed to sports—we are talking about the amusement industry and dishonest advertising.

We have a high power, fast cutting outfit forced feed—a complete power plant in itself for sawing logs to any length. Does the work of six to ten men. Lever control of blade while engine is running. Have good assortment of gasoline engines. All equipped with Bosch magneto and offered at \$100 each. A little over a year ago these drag saws sold for \$200 each and even more. We are offering them at a big sacrifice, but they must go.

PRICE \$100

COLUMBIA SUPPLY CO.
823 West Gervais St.
Columbia, S. C.



Not Accidentally Good— Made that Way

TO PRODUCE day in and day out the clean-burning, full-powered "Standard" Motor Gasoline, no fewer than five important tests are employed. Nothing is taken for granted—nothing left to luck.

"Standard" Motor Gasoline has to pass five stiff examinations.

- These are:
- Chemical laboratory tests on the gasoline itself, to determine volatility, purity, stability, explosion points, etc.
 - Physical laboratory tests in one-cylinder engines, to determine character of ignition, rate of combustion, rate of pressure development, limits of performance, etc.
 - Dynamometer tests in standard makes of engines, to determine power developed, mileage per gallon, etc. Runs equivalent to a year's service give accurate data on carbon formation, valve pitting, spark plug fouling, etc.
 - Road tests in representative cars and trucks, which check the accuracy of former findings, and determine with greater accuracy the factors of acceleration, flexibility, range of carburetor adjustment, etc.
 - Service tests under average conditions. Company garages are maintained, each containing from 30 to 200 cars, trucks and tractors, comprising every known type of motor-driven equipment. The drivers are both amateurs and professionals—a fair general average for this work. These tests determine the all-around performance of the gasoline in the hands of the user.

"Anybody's Gas" may be good now and then. "Standard" Motor Gasoline has to be right all the time. That is what the public expects of it.

Isn't it time you drained the old oil out of your crank case? Notice the difference when you refill with POLARINE.

STANDARD OIL COMPANY
(New Jersey)

