

The Watchman and Southron
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 One Square, first insertion... \$1.00
 Every subsequent insertion... .50
 Contracts for three months or longer will be made at reduced rates.
 All communications which subscribers private interests will be charged for as advertisements.
 Quotations and tributes of respect will be charged for.
 The Sumter Watchman was founded in 1850 and the True Southron in 1866. The Watchman and Southron now has the combined circulation and influence of both of the old papers, and is manifestly the best advertising medium in Sumter.

The following article taken from "Printers' Ink" vividly describes a condition faced by weekly and daily newspapers, and after reading same we feel like saying "amen."

BOOTLEGGERS OF THE ADVERTISING BUSINESS

(By Samuel O. Rice)

The best horse doctor between Denver and Cincinnati took a course in news writing in a school of journalism recently. The doctor is a sort of livestock commissioner, an expert technical adviser to the livestock industry of one of the biggest agricultural States in America. As such he not only has to know the goods, but he must let it be known that he is delivering the goods; otherwise, there would not be the slightest chance for him to get a raise in salary from the next session of the State Legislature.

So he figured that if he could learn how to inject news value into a State-wide prescription for a homesick, bucket-fed calf and similar objects, he could quickly make himself solid throughout the whole State. All the editors would be so grateful for the fine, newsy, helpful articles that the doctor sent out free that they would gladly give him a million dollars' worth of free advertising. Every farmer would love him, for "Doc" would charm them with his press-agent artifices into reading his expert advice. They would raise more and better cattle, sheep and swine more economically and more easily than ever before.

So the doctor, who is a conscientious, competent and well-trained veterinarian and scientist, went about to become a scientific press agent that he might make his office more useful to his fellow man and, incidentally, better his own condition. His purpose was laudable; his ambition justifiable. It was a great idea—only it didn't work. Six months after he began his press agent's career he came to me very much discouraged.

"Here," he said, "you've been an editor and a publicity man, too; maybe you can tell me what's wrong. I'm sending out a news letter of three or four brief, snappy, timely, dependable articles or items every week to all the papers in the State, yet out of more than 600 weekly and daily papers not more than twelve or fifteen ever printed in any one week as many as one of my stories. Isn't that stuff worth while?"

He thrust a file of his news letters into my hand.
 "It's good," I said after scanning it, "but did you ever hear of Osawatimie, Kansas?"
 "Of Kansas, but not of Osawatimie. What about it?"

This Country Publisher is not feeble-minded

"Osawatimie is a pleasant little country town. I believe it has some small railway shops, but its chief claim to distinction of recent years is that the State asylum for the feeble-minded is in Osawatimie. Osawatimie cured me of any foolish faith in news letters, bulletins and other free-publicity-seeking material that is sent through the mails by the ton every day and dumped almost by the bushel in practically every editorial office in the United States—and there are about 22,000 such offices in this country. It's the biggest single piece of organized waste in this country today."

"But I'm a State officer and—"
 "No, don't interrupt, doctor; listen. Four years ago I was directing a publicity campaign for a large college. It was a rather unselfish enterprise. I was sending out excellent news stories, our propaganda, but as honest, fair, helpful and entertaining stuff as you might see in a day's reading. Result—same as yours; nobody wanted it. I asked counsel of editors and publishers in several States. Among them was a chance

acquaintance. Keith Clevenger, then publisher of the Graphic, a country weekly at Osawatimie, Kan.
 "One month last summer," said Mr. Clevenger, "I wasn't very busy, so I kept accurate tab on every piece of free publicity that came to my paper by mail. In that one month so much free publicity and propaganda came to my little country weekly it would have cost \$53 to send it through the mails as first-class matter. In one month enough propaganda came to me to have filled every line in my paper for a year or two. Of course, most of it went into the waste basket. Print it? Why, no editor has time even to read half the free publicity and propaganda that come to him, if he did nothing else. It's done to death. There's too much of it. It has become a nuisance and a useless waste."

The World is His Oyster

"There's your answer, Doctor. Mr. Clevenger's experience is typical of every other editorial office, although every editorial office has not the distinction of being the locus of the State asylum for the feeble-minded. Nor must you believe that it was only the thoughtless or irresponsible who sent that flood of propaganda to Osawatimie. At that time the postmaster at Osawatimie was regularly sorting out for the Weekly Graphic publicity offerings from an important railroad, two of the very biggest New York banks, two big New York theatrical (not motion picture) producers, a New York investment banker, a score or more of industrial groups and manufacturers' associations, and the philomathean literary society of a State normal school. There were many other enterprises sending their unsolicited and useless publicity and propaganda to the Graphic, but the foregoing is a fair sample.

"I do not know that any of these are now sending out free publicity, publicity bureaus, or propaganda mills, change constantly, but as great as was this torrent of publicity rolling through the mail four years ago, it is much greater now and getting larger every day. It seems you can no more keep good business men from throwing money away in propaganda than you can warn wage-earners against Ponzi frauds. Yet Ponzi and Propaganda pay practically the same dividends to those who put up the money. You've discovered that, haven't you?"

"A few weeks ago I attended an industrial group meeting in New York. Twenty-five or thirty men, heads of large houses, were there to consider their mutual interests, and one question was that of publicity or propaganda. They had the universal itch for organizing a publicity bureau which would advertise their industry practically for nothing. They had a keen appreciation of the advantages of getting their industry more in the public eye, but they didn't wish to pay for it. They had some kind of a hazy notion that a hired publicity director could get it for them. I'll admit, too, that several high-pressure and persuasive candidates for the industry's publicity job spreading seem the one sure-fire way of getting something for nothing. No trouble for those boys to run a dollar's worth of stamps and \$10 worth of typewriting into \$50,000 worth of free advertising—to hear them tell it.

"Doctor, the minute you or any man lets fly a bale of this free publicity material, no matter how good it is, at once it becomes junk in the eyes of every self-respecting editor. And that's what it is, partisan prejudiced, self-seeking propaganda disguised as news or 'uplift' stuff.

"Our old alma mater has a publicity bureau writing about its good points and hiding its shortcomings. The workman repairing the elevator in this building just now pays dues to a union that has a hired publicity bureau. The milkman who delivered milk at your house this morning belongs to an organization which has as its chief object the spreading to propaganda to increase the consumption of milk. It would be difficult to put your finger on a man who isn't paying real money to support some sort of a press agent, publicity mill or propaganda bureau. And every last one of them is trying constantly to sneak his stuff into the newspapers and magazines, free. Why is it that you never ask the paint manufacturers to give you paint and the painters to donate their services that they may go out and spread your publicity all over the landscape? Why don't you ask the signboard companies to carry

your message for nothing?

News Gets the Decision

"You know Andy MacLeod, who publishes the Newton City Daily Clarion? There's not a fairer, finer man living. Well, I was in his office last March when one of your weekly news letters came in. He spoke highly of you and said he would like to run all your stuff because he believed in you. He laid aside your news letter, to print it. It was that one that had that gem of yours on a humane and certain method of starting a balking horse and keeping him going, and some other fine stuff of value to the many hog breeders in Andy's district. Andy had two reasons for running those two pieces; you're his friend, and your stuff was excellent. But before he could toss them over to his telegraph editor, an old, gray-haired veteran of the Civil War came in with a piece he had written about the latest meeting of his G. A. R. post. That old veteran's article was in the flamboyant, longwinded style of the seventies. It told every incident of the G. A. R. post programme in detail. It told how, superbly little Miss Amy Howell recited 'Sheridan's Ride,' and it thanked her, also Sheridan, profusely. It flowed knee-deep in rhetorical flattery as it told how wonderfully Miss Maxine Bird sang 'Annie Laurie,' and thanked her. It told how magnificently the Hon. Spillet Lowd, our capable and rising young citizen, who is a candidate for city attorney, delivered the address of the evening and how gracefully the Hon. Smoothington Smythe, our neighborly and accommodating undertaker, lent us the chairs for the meeting free of charge."

A PRIZE DIPLOMATIC PROGRAM

It is said that President Harding would be glad to give a prize for a practical suggestion for the collection of foreign debts to the United States. While no definite award has been offered by the White House, there is no doubt that a workable debt program would deserve rich compensation.

The President is reported as overwhelmed with gratuitous generalities on the adjustment of these debts, but when he tries to pin any of his advisers down to a concrete program he finds notable disinclination or inability.

It is always easier to criticize than to make constructive suggestions. It is easier to indulge in generalities on any many-sided question than to find one feasible way. Even when some fairly workable plan is proposed by one faction, there is always the little problem of the other faction which refuses to co-operate because it has a perfectly good scheme of its own, and wants the power and the glory which will accrue to putting it over.

It might pay any public official actually to offer a prize in some such connection. The effort to earn it would teach the critical citizen much about the real difficulties of diplomacy.

AMATEUR BOOZE HORRORS

It was certainly a nightmarish picture of amateur brewing and distilling that Major Haynes, federal prohibition commissioner, drew recently in a message to the American Public Health Association.

He has found iodine, a deadly poison, used to color bootleg whiskey and give it a "kick." He has found many stills operating on garbage, with half-rotten banana skins, watermelon rinds, potato peelings, etc., appearing in the mash. And the home distilling is not much better than that done for profit. Ignorance of proper procedure and inability on the part of amateurs to keep their stills at a proper temperature result in the production of ether, fusel oil and other highly poisonous liquids instead of alcohol. Often there is produced an aldehyde, which "pickles" the drinker's digestive apparatus. Some doctors say that the drinking of the soft now being made and distributed is producing an alarming crop of diabetics.

The surroundings of the illicit distilling business are nauseating, too. Some stills have been found hidden under hog pens. Nearly all of the bootleg stills are filthy as well as unscientific. Some of them use lead pipe instead of copper, thus adding another poison to their devil's brew.

It is not so very much better with soft drinks, which also are being made in great quantity by home-brewers and fly-by-night concerns.

The chief of the Chicago food inspection bureau says soft drinks are being made widely by people in their back yards or cellars. The ingredients are mainly carbonated water, saccharine and coloring matter, the product being wholly lacking in nutritive elements and often positively harmful. So unhygienic is the usual process that 47 soft drink samples he examined, every one showed some kind of bacillus present, with five containing diphtheria germs.

Brewing and distilling, whether alcoholic or otherwise, are complicated arts, requiring experience, skill and honesty. The only safe way is to buy or accept no amateur brew or distillation of any kind.

IRELAND MAKES GOOD

There has been little news printed from Ireland lately, and that mostly good. To those who have followed the gradual dying out of fighting in South Ireland and on the Ulster border and the orderly progress made by the Dublin parliament toward the inauguration of the Irish Free State, it is a revelation.

of the State's deputy upon the publishers? You wouldn't think of asking a paint manufacturer for a barrel or two of paint every week to paint your propaganda on wall and fence. Nor would you ask a planter to give his time in spreading your propaganda paint. Why then do you continually seek to impose on the publishing business? The truth is that the free publicity business has as much license to be classed as a legitimate part of the advertising business as the bootlegger has to be classed as a law-abiding merchant. Some day business men are going to wake up to that fact and are going to quit employing publicity bootleggers."

Washington, Nov. 8. (By the Associated Press).—The country today watched with intense interest the hip and truck race for control of the house of representatives, the closest since the war days of 1916. It saw most of the Republican leaders stand up against the onslaught; it saw scores of men brought in by the Republican wave two years ago go out with the Democratic underdog.

ANIMAL SENTIMENTALISTS

In Chicago a legal battle is going on over a bequest of \$40,000 left to two pet dogs. Boston is enjoying a contest over \$25,000, the inheritance of an ancient cat named "Mewsie." It is a fine sight on human folly.

It is right that pets should be provided for by those who must leave them either permanently or temporarily, but this can be done with little expenditure of time or money. All that any animal really needs for its comfort and happiness is a little plain food, some sort of shelter from inclement weather, and kind treatment. There are always reliable people willing to take blooded animals and give them good homes without any charge. It is even possible to find a place for pets of low degree.

There are institutions devoted to caring for animals of all sorts and promoting animal welfare in general. A bequest to such organizations would insure the safety of individual pets and further the cause of all dumb creatures.

So much for the animal side of it, to say nothing of all the good these misdirected thousands would do if applied to human rights and needs. Presumably the individual has a right to dispose of his property as he pleases, but there is something warped in the person and wrong with the social system when a fortune is left to a pussy cat or a couple of dogs.

THE PASSING OF PROPAGANDA

Propaganda was a good word during the war, and every one liked to use it. Allied propaganda, German propaganda, patriotic propaganda and bolshevik propaganda followed each other across the stage, and got hands or hisses according to the temper of the people in just that week or month. The government, through the Bureau of Public Information, tried its hand at propagandism, and this bureau has spent millions of dollars in the past few years. But now, in this country, the use of the word seems confined to advertising offices.

Japan is headed the same way. Retirement of Prince Yamagata as governor of Kwantung has given the new government opportunity to get rid of the Information Bureau of the Foreign Office of which he was the sponsor and the chief. This bureau has spent millions of yen in placing Japan's position on international questions before the world, and has also been active in supplying the world with news of China, and China with the news of the world. The government, however, now admits the futility of effort along this line.

Publishing of news events through legitimate sources, particularly in relation to the Washington Conference on the Limitation of Armaments, has raised Japan's position in western eyes more than all the propaganda the bureau could produce, and without cost.

The desire of the newspapermen of the United States and Europe to tell the truth, and proved fairness in handling news, convinced the Nipponese that their interests are safe in the hands of the news gatherers, and that any message the government may wish to disseminate is surer of a hearing if it goes out through regular channels.

Now don't be suspicious. The dispatch on which this comment is based is by Associated Press.

If the tired farmer got half as much consideration as the tired business man, he'd feel all rested.

With Turkey becoming a republic, we hate to think of what will happen every little while to the party out of office.

REPUBLICANS CONTROL CONGRESS

Election Cuts Their Majority to a Narrow Margin in the House and Senate

New York, Nov. 9.—Continued Republican control of congress, but with the senate majority cut in half and the house majority slashed to a scant handful appeared today, the net result of the general election. Belated returns from Montana this morning sent the Republicans over the top in the house contest. Many contests are so tight that numerous recounts are certain to be asked.

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Volstead, author of the prohibition enforcement law, was the only Republican committee chairman to go down, but fell before an independent minister candidate, self-proclaimed dryer than Volstead himself. This fact often was overlooked by those who professed to see in the defeat of Volstead a punishment for the dry law.

While they had been expected to take a big hand in the election the women of the country were unable to elect one of their number in the helter-skelter race for senate. There will be no woman in the next congress. Alice Robertson of Oklahoma will go out along with Winnifred Mason Huck of Illinois, elected yesterday to fill the term of her father, the late William E. Mason, expiring next March.

Mondell, for the last four years the Republican leader in the house, aspiring for a seat in the senate from Wyoming, went down in a vain race for the senate and a new leader will arise in his place. Speaker Gillette and Mann and Madden—all the big committee chairmen in fact, save Volstead, held their seats. Most of them never were in danger.

Every Republican leader of the house has often declared during the last two years that the majority—around 170 at the start—was too big, but none expected to see it cut so low, and none seemed to fear that it would be cut below 40. But starting in the East, the Democratic wave began picking up seats, gathered 28 in New York and then raced down the Atlantic coast, cutting across into Virginia then turned to the Southwest, and doubling back into Pennsylvania, swept over into the Middle West country and towards the Far West in the hope of finding enough returns to keep ahead of the Republican column coming along behind.

It was nearly noon today before the Republicans, racing for hours behind early Democratic voters, got abreast of the enemy. Then for some hours the two parties saw-sawed and the Republicans pulled to the front. Only the vast majority of two years ago saved them. The drift away from the administration was greater than they would have believed possible ten days ago.

Hours went by without bringing advantage to Republicans or Democrats. Among the last of old timers to go was McArthur of Oregon, enmeshed in a local situation in which the Ku Klux Klan was said to have played a big hand against him. Stafford of Wisconsin, right hand man to Mann of Illinois, the free lance of the house, was bowled over by Victor Berger, the twice unseated Socialist, who came back to take his old seat. He will be the lone representative of the Socialists, as Meyer of London of New York was overcome by a Democrat.

Some of the big committees counted heavy losses among their members, as one after another Republican sitting members fell out of the fight.

Predictions were freely made a week ago by Republican and Democratic leaders alike that no woman would sit in the Sixty-eighth congress. Republicans admitted privately that Miss Robertson would be beaten, and there was no Democrat ready to predict the election of a woman on his side. The prediction was accurate so far as the next congress is concerned. Only in Iowa were the Republicans able to send back a solid delegation. In other states delegations were shot to pieces, both Indiana and Ohio, solid heretofore, breaking up. New Jersey and Maryland each gave a 50-50 break to the Democrats, but it was the big New York overturn that cheered the minority. The old district of William McKinley in Ohio was captured by a Democrat, Champ Clark's district, taken from him two years ago, just before his death, drifted back to the Democrats. Uncle Joe Cannon's district, from which he retired, remained Republican.

Cordell Hull of Tennessee, author of the income tax law and now chairman of the Democratic national committee, was among the Democrats who came back. Henry T. Rainey, Illinois, another Democrat, high in party council, was returned after being out two years, and many others, who went out, then won easily this year.

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St. Louis, Nov. 9.—The Democrats of Missouri scored a sweep-

ing victory, electing, in addition to Senator Reed, eleven of the sixteen congressmen; a gain of nine, the state school superintendent, all three judges of the state supreme court, twelve of the seventeen state senators and a large majority of the hundred and fifty legislators.

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Fargo, N. D., Nov. 9.—With supporters of Frazier, a recalled, non-partisan league governor, claiming that he will be elected senator by fifteen thousand majority, O'Connor, his Democratic opponent, had a lead of seven thousand this morning. O'Connor's lead was cut from fifteen thousand.

Detroit, Nov. 9.—Democratic successes in the Michigan election appear more pronounced today, on belated returns, which show that in addition to electing senator, congressman and five state legislators, the party gained ground in many state contests. In many instances the party elected county officers for the first time in the history of the state.

Oklahoma City, Nov. 9.—Oklahoma will send seven Democrats and one Republican to congress. It is indicated in nearly complete returns. The Democrats wrested four congressional seats from the Republicans and re-elected three of their own congressmen.

Big Rapids, Mich., Nov. 9.—Senator-elect Ferris, Democrat, declared today that his first official act upon taking office, will be steps for the rehearsing of the Newberry case, in an effort to unseat the Republican junior senator.

Indianapolis, Nov. 8.—Three features tonight stand out above all else in Indiana's State-wide election of yesterday. They are: First—The victory of Samuel M. Ralston, Democrat, over Albert J. Beveridge, Republican, in the face of Republican victories generally throughout the ticket.

Second—The shattering of the solid Republican representation in the national House of Representatives for the Thirteenth Congressional districts with three Democrats assured victories.

Third—The continued majority of the Republican party in both branches of the State Legislature. Former Governor Ralston's lead over former Senator Beveridge continued to mount slowly as the results from the rural districts were gathered. The unofficial vote on the Senatorial race for 3,195 precincts of 3,295 in Indiana gave Ralston 498,533 and Beveridge 498,833. William Henry, Socialist, was running a poor third, his total vote being 6,120.

RELEASED ON BOND

Mrs. E. O. Ingram Will Not Be Tried at This Term of Court

Columbia, Nov. 8.—Mrs. Eugene O. Ingram, wife of a local automobile salesman, indicted yesterday by a federal grand jury on charges of writing improper anonymous letters in connection with a society wedding here last October, will not be tried at the present term of court, it was stated today by J. D. E. Meyer, United States District Attorney. Bond for Mrs. Ingram was fixed at \$2,000.

Tramp, tramp, tramp, the tramps are heading south.

Wood alcohol, pistols, bolsheviks and graft politicians are among the things that we should try to fill up the Atlantic with.

FACTS WORTHY OF YOUR CONSIDERATION

Our large Capital Stock and Surplus indicate our Ability. Large Loans and Discounts—our Liberality. Large Deposits—the Peoples' Satisfaction with our Service and Confidence in our Protection.

We offer you our Service and Protection and want your Account.

The National Bank of South Carolina

The Bank With the Chime Clock. C. G. Rowland, Pres. Earle Rowland, Cashier

TEN YEARS HENCE

WILL YOU BE PROSPERING IN BUSINESS OR LOOKING FOR A JOB?

IT DEPENDS ON WHETHER OR NOT YOU HAVE STARTED TO SAVE.

First National Bank of Sumter

Piles
CURED
in 6 to 14 Days
 All Druggists are authorized to refund money if PAZO OINTMENT fails to cure any case of ITCHING, BLIND, BLEEDING or PROTRUDING PILES. Cures ordinary cases in 6 days, the worst cases in 14 days.
 PAZO OINTMENT instantly Relieves ITCHING PILES and you can get restful sleep after the first application. 60c.

REED "MAN WITHOUT PARTY"

Woodrow Wilson Writes to Missouri Friend About Senator

St. Louis, Nov. 8.—United States Senator James A. Reed, who was re-elected for his third term in the Senate in a Democratic victory in Missouri yesterday, after having been repudiated by his party two years ago, is "a man without a party," according to a letter from former President Woodrow Wilson, which was made public here today.

The letter, dated October 27, ten days before the election, was addressed to former Governor Stephens, and stated that if Reed should be elected, he would be in the Senate "repudiated by Democrats and elected above their own man by Republican votes."

The letter was not made public during the campaign and served as a reply to one to the former President by Mr. Stephens. It was pointed out by Mr. Stephens in his letter to the former President that the "result of the primary showed clearly that a large majority of Democrats of Missouri are with you, endorse your policies and favor the league of nations."

It was written with the thought of informing President Wilson of the outcome of the primary.

Mr. Wilson's letter follows: "My Dear Governor Stephens: I am sincerely obliged to you for your letter of October 21. I know how entirely competent you are to assess the true situation in Missouri, and I value accordingly the carefully considered information conveyed in your letter.

"I do not think that I ought to attempt any advice as to the election. I am too far away from what I may call the interior conditions of the situation. I feel, besides, that leaders like yourself can be confidently counted upon to guide the loyal Democrats of Missouri to the right course of action.

"If Reed is returned to Senate he will, of course, be there a man without a party, repudiated by Democrats and elected above their own man by Republican votes. I should think that the usual organization of the Senate would be rendered quite impossible.

"With cordial greetings to all true Democrats who, like yourself, uphold the real interests and best ideals of the party and of mankind and with sincere personal regard, I am, Sir, yours faithfully, Woodrow Wilson."

A wise man never kicks back at a mile or at a boss.

One man tells us he stays away from church because he was married in a church.

FOR SALE—New line of hats in velvet, felt, duvetyne; novelty line just received. Also ornaments for dresses. Come if you need anything in my line. Mrs. C. W. McGrew, N. Magnolia and Myrtle Sts.