

THE INTELLIGENCER

ESTABLISHED 1860

Published every morning except Monday by The Anderson Intelligencer at 110 West Whitner Street, Anderson, S. C.

SEMI-WEEKLY INTELLIGENCER Published Tuesdays and Fridays

L. M. GLENN, Editor and Manager.

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ASSOCIATED PRESS DISPATCHES

Telephone 1321

SCRIPTION RATES

Table with subscription rates for Daily and Semi-Weekly papers, including one year, six months, and one month rates.

The Intelligencer is delivered by carrier in the city.

Look at the printed label on your paper. The date thereon shows when the subscription expires.

Subscribers desiring the address of their paper changed, will please state in their communication both the old and new addresses.

To insure prompt delivery, complaints of non-delivery in the city of Anderson should be made to the Circulation Department before 9 a. m. and a copy will be sent at once.

All checks and drafts should be drawn to The Anderson Intelligencer.

ADVERTISING

Rates will be furnished on application. No advertising discontinued except on written order.

The Intelligencer will publish brief and rational letters on subjects of general interest when they are accompanied by the names and addresses of the authors and are not of a defamatory nature.

In order to avoid delays on account of personal absence, letters to The Intelligencer intended for publication should not be addressed to any individual connected with the paper, but simply to The Intelligencer.

THURSDAY, APRIL 13, 1916.

Have you eaten any spring onions yet?

Villa seems to be a good impersonation of the Mexican Pea.

Test you forget it, the Lusitania case has not been settled.

We see by the papers that the correspondents have begun killing Villa already.

Where there's a Wilson, there's a way.—The State. And it is usually a Wilson way.

Life is Cheap in Mexico.—Headline. The republic is rapidly becoming mercantized.

What has become of the old-fashioned mother who dosed her children on sulphur in the spring.

'T would be a serious thing were the paper famine to make it impossible to have ballots for the election this summer.

Heard Mounting-Call and Came Home.—Headline. And yet some folks contend that there is no poetry nowadays.

'In France, as in Germany, nothing is allowed to go to waste,' says a writer. He must have overlooked human life.

One does not have to live on the coast to enjoy the sight of a schooner coming across a bar from now on through the summer.

Henry Chapin has been made a peer. But what is a peer compared with just plain Charlie who draws down \$500,000 a year for acting the fool.

Governor Manning has decided not to sign the two-quart-a-month law just at this time. Nobody objects, we presume, to the two quarts of the matter, but they would like mighty well to be at liberty to order those 60 pints of beer.

The trouble with these arguments about the superiority of the afternoon paper over the morning paper as an advertising medium is that the morning paper has just as many convincing arguments as to its superiority over the afternoon paper as an advertising medium.

NOW IS THE TIME TO ACT

It is necessary for the citizens of Anderson to subscribe to about \$40,000 more of the first mortgage bonds of the proposed Anderson-Atlanta electric railway, and it is now time for those who have not yet shown their interest in securing this road to come forward and subscribe liberally in order that this amount may be raised. A great many people of the city have subscribed without hesitation, and some of them large amounts, but it is now necessary for those who have not yet subscribed to do so, and for some of those who have already signed for certain amounts to increase these in order to raise the necessary \$175,000.

Only two cities, Anderson and Commerce, Ga., have failed so far to subscribe the full amount of bonds asked for by the promoters of the road. Of course these two will do their part all right, but the people of Anderson must realize that this matter must be closed up as quickly as possible and the \$175,000 raised within the next few days.

At a meeting held yesterday afternoon, committees were appointed to make further canvass of the people of the city to secure subscriptions, and when these gentlemen reach you, you will not be conferring a favor upon them by subscribing liberally, but you will be doing not only yourself but the entire city and section a service, the chance of which may never come again.

THE MORNING PAPER

Ancient discussion, or rather the pleasing reference that our esteemed contemporaries, The Spartanburg Journal and the Greenwood Journal, both afternoon papers, are making to each other—of the relative value of the morning and evening papers as an advertising medium—Brother Gardner, we fear, takes himself entirely too seriously. He seems to think that the morning papers, and especially the Sunday morning papers, while not only the best medium for advertising purposes, go a step further and keep people from church, and even induce many to neglect, in other respects, their religious duties. Hear him:

There have long been protests against the Sunday newspapers. It is claimed that they are means for keeping persons from church and induce many to neglect, in other respects, their religious duties. The afternoon daily papers have caught on and they are out to relieve these conditions and at the same time render a really more efficient service than the Sunday dailies can.

And then he quotes The Spartanburg Journal:

'Since Saturday is the real big shopping day of the week, it stands to reason that Friday afternoon is the time to put your offerings before the people. The Friday afternoon paper is read around the family fireside Friday night. The housewives read it and plan their shopping on Saturday. The head of the house who receives his pay envelope reads the ads before doing his shopping. The daughter of the house looks over the dry good advertisements, and plans her shopping.'

'Since the great majority of the people do their shopping on Saturday, doesn't it stand to reason that the best time to advertise would be on Friday afternoon? Then the bargain offers are fresh in their minds.'

which is no argument at all and which, if the Doctor hadn't brought it up in this connection, we would not have mentioned. Because, as every merchant knows, Saturday is the big shopping day of the week—and he would have good business on Saturday if there wasn't any Friday afternoon papers. We know, for we've tried it. Some years ago, right here in Anderson, the largest merchant in the city—and incidentally one who spends more money for newspaper advertising year in and year out than any other man in the Piedmont—considered seriously the thought of trimming down his advertising appropriation for the newspapers, giving as his reason that on Saturdays he always had more trade than he could wait on and that to offer extra inducements was simply to do his business an injustice and to disappoint many who might respond. He was induced to take a shot at some other day early in the week—a day that always heretofore had been the dullest day in the week—which he did and has made a howling success of it. In fact, practically every merchant in Anderson now offers special inducements for the dull days instead of Saturday.

This is truer to a greater extent in the larger cities than here, and alone has forced the evening papers in these places to get out a Sunday afternoon edition in order to stay in the running. The morning paper, however, con-

tinues to carry the bulk of the advertising and is looked forward to each morning with eagerness.

"PROPAGANDAERIZING"

This is the age of propaganda. It is in the air. It penetrates everywhere. There is no getting away from it. You may dodge it in one form, but it will come at you later in another guise. It's propaganda morning, noon and night. And "propagandaerizing" is apparently about all that a lot of people are doing.

We have particular reference to the huge batch of printed matter that reaches this office in every mail, and we presume it reaches every other newspaper office in the land as well. It is all "press stuff" and most of it is ready for instant use. It is free—doesn't cost you a cent. There is enough of it in every mail to fill all the columns of the average size newspaper. Said propaganda covers a multitude of subjects. Some of it is about the most brazen stuff a newspaper ever had offered for free publication. Some of it is cunning, and if you are not on the alert might get by you.

To be specific, we have received periodically since the agitation for the establishment of government armor factories was begun huge bunches of stuff from "Bethlehem Steel." You may draw your own conclusions. And since the question of "preparedness" was brought to the front we have received a pile of stuff on the subject of preparedness and two bales on the subject of anti-preparedness. You couldn't always tell at a glance who was putting the stuff out, but by scrutinizing it closely you arrived at the conclusion that munitions factories were at the bottom of the "preparedness" propaganda while the "pacifist" element was fathering the "anti-preparedness" dope.

These are but two instances. There are scores of subjects covered by either of the aforesaid propaganda. But the funny part of it is how the folks who are sending this junk broadcast over the land to newspapers expect to get any returns from it, for we don't suppose there is an editor anywhere who even bothers to open the stuff up and look at it when it comes in, but passes it on to the wastebasket where it properly belongs.

A pretty good rule to follow in handling all stuff like this proffered you is to remember that it is "free," that it is offered you without cost, even the postage being paid, and in faith, some of it is sent in "plate" form and ready for immediate use. Somebody is paying the cost of that stuff, and why should they be paying for something for you to use unless they expect to get some returns from it for themselves. Generally, there is a "joker" in all of it. This is truly the age of propaganda. It is in the air. Everybody's doing it.

THE NATIONAL GUARD LOBBY

Certain prominent members of the National Guard seem to have carried their lobbying activity too far. They have labored earnestly at Washington in behalf of measures bringing the guard to greater strength and dignity; and that is on the whole justifiable, although the dictatorial tone assumed has been offensive to many senators and representatives. But in bitterly opposing a federal volunteer army, the spokesman for the National Guard have gone too far.

Even if it is granted that they have a perfect right to lobby directly in their own behalf, it is plainly improper for them to inform congress that they will not tolerate such a military organization. They have really nothing to do with it. And as a matter of fact the volunteer army reserve, if it is created, will not interfere with the National Guard in any essential way.

LINE O' DOPE

Weather Forecast—Fair Thursday and Friday.

Mr. Frank E. Alexander officially announces his candidacy for alderman from Ward 4 in this issue of The Intelligencer. Mr. Alexander is at present engaged in the real estate business and is well known throughout the city. For a time he was connected with the People's Furniture company.

The first city primary is to be held on May 16, just a little over a month off, and to date there has been little interest shown in the election. Only two candidates have announced themselves as desiring the position of alderman, but it is understood that all of the present aldermen will stand

for re-election. Mr. W. E. Atkinson is a possible candidate for afterman from Ward 1, but has not definitely decided yet. As to the race for mayor, it seems that Mayor Godfrey will not have any opposition.

Mr. W. B. Gossett yesterday brought to The Intelligencer office a very fine sample of oats of the Fulghum variety. He stated that he had over an acre and that they were from 34 to 36 inches in height. They are beginning to head, and the field presents a splendid showing.

The annual meeting of the Anderson lodge of Elks will be held this evening, and a good attendance is expected. Officers for the next year are to be installed. Mr. T. P. Dickson succeeds Dr. Clyde F. Ross as exalted ruler.

The acrobatic act of Wallace and Beach at The Palmetto last night was well received, and deserved as much. Jack Miller, as the black face comedian provoked much laughter. He has been in Anderson previously and is one of the best that ever visits The Palmetto.

The Aloe Plant. Have you heard the tale of the Aloe plant That grows in the Southern clime? By a humble growth of an hundred reaches its blooming time. And then a wonderful bud at its crown, Ere it breaks into a thousand flowers. This floral queen in its beauty seen Is the pride of the tropical bowers. But the plant to the flower is a sacrifice. For it blooms but once, and in blooming dies.

Have you further heard of the Aloe plant That blooms in the Southern clime. How every one of its thousand flowers, As they fall in the blooming time Is an infant plant that fastens its roots In the place where it falls on the ground, And fast as they fall from the dying stem Crow lively and longly around? By dying it sith a thousand fold In the young that spring from the death of the old.

Have you heard the tale of the pelican The Arab's Camel-el-Zahr? That dwells in the African solitude, Where the birds that live lonely are? Have you heard how it loves its tender young, How it toils and cares for their good, How it brings them water from the fountains afar, And fishes it feeds them—what love can devise! The blood of its own bosom, and in feeding them dies!

Have you heard the tale they tell of the Swan, That snow-white bird of the lake? It noiselessly floats on the silvery waves, It quietly sits in the brake. It saves its song 'till the end of life, And then in the soft, still even, Mid the golden light of the setting sun It sings as it scars into heaven; And the blessed notes fall back from the skies, 'Tis its only song, for in singing it dies.

Have you heard these tales; shall I tell you one? A greater and better than all? Have you heard of Him Whom the heavens adore, Before Whom the hosts of them fall? How He left the choir and anthems above, For earth in its wailing and woes To suffer pain and shame of the cross, To die for the life of His foes? Oh! Prince of the Noble, oh, Sufferer Divine, Who's sorrow and sacrifice equal to Thine?

Have you heard this tale—the best of them all— The tale of the Holy and True? He died, but His Life in untold souls Lives on in the world anew. His seed prevails and is filling the earth, As the stars fill the skies above. He taught us to yield up the love of life For the sake of the life of love. His death is our life, His loss is our gain. Farhaugh.

More About "Fighting Dick Anderson" Messrs. Editors:

A recent communication signed "Daughter of the Confederacy" reminding our people that the glorious deeds of the ranking Lieut. General of the Confederacy from our state, are "unhonored and unsung," should bring the blush of shame to the cheeks of the men of Carolina. Let us remove the stigma and do it promptly. The material for the life of General Richard H. Anderson is now accessible. His family must have valued memories. Many of his comrades are still living. Maj. Ed. N. Thurston, his close confidential friend and Staff Officer doubtless can contribute much. Official records are in existence but much scattered. All should now be collected into a lasting record of our great hero.

Permit me, because of my deep interest, to outline what appears to me to be a feasible plan for this work. Lacking any one person who would or could assume the entire outline, the

"On Your Life" advertisement for B. O. Evans & Co. featuring neckwear, straw hats, and suits. Includes an illustration of a man in a hat and the slogan "The Store with a Conscience".

book can be published if enough of our public spirited men would loan enough to finance a practicable plan. It would take about \$1,200, to prepare and publish, on such a plan as would warrant the expectation, that the money loaned would be repaid. There must be many such patriotic men in the home county of General Anderson, Sumter, and I am sure there are many in all parts of the south, who would be anxious to share in such loan.

Let all South Carolinians who will agree to loan in amounts from \$10 and upwards, advise me. The funds when called for, in installments as the work progressed, who would look after publication. The letters of those so agreeing I would turn over to this committee and they would submit details and take proper steps for the early publication of the life of "Fighting Dick Anderson."

I sincerely trust the plan will meet general approval and a generous response.

C. Irvine Walker, 111 Rutledge Ave., Charleston, S. C.

ABBEVILLE NEWS

Cotton on the local market yesterday was 12 cents for real good quality. A heavy frost fell in Abbeville Sunday night, something unusual for this time of the year.

D. Pollakoff bought the bankrupt stock of E. H. Albee, of Willington, last week for \$659.

Gus H. McGee of Due West has accepted a position in the transportation department of the Seaboard and is boarding with Henry Gilliam.

B. V. Chapman of Newberry is announced as a candidate for solicitor of this district to succeed Solicitor Cooper. He is a rising young lawyer of Newberry.

Dr. C. A. Milford left Wednesday morning for Columbia. He is now on the road and it is regretted very much that he will be away from our town most of the time in the future.

In Long Cane township during the month of March there were 4 births, one of which was white and 4 deaths, two white and two colored, according to the report of registrar E. R. Miller.

The Abbeville cotton mill has recently paid off \$100,000 of the preferred stock, leaving it understood only \$100,000 outstanding. The mill has prospered under the capable management of J. Foster Barnwell, and to him, is due more than anyone else its present financial condition.

The court of common pleas adjourned on Friday after spending the week on a number of minor cases. In the case of J. W. Long vs. Mattie Bowen, the verdict was in favor of the defendant Carrie Houston vs. Mary Marshall, verdict for the latter. A verdict was rendered in favor of the C. & W. C. in the suit of W. C. Lanier and J. M. Bell against that line. In the suit of P. A. Cheatham vs. J. Goldstein, Mr. Cheatham was awarded possession of the property in dispute. Bettie Connor was awarded a verdict for \$300 in her suit against the colored K. of O. P. lodge.

"With the war and without vodka, Russia is more prosperous than with vodka and without the war," says M. Kharitonoff, comptroller of the Russian treasury.

"Alcoholic indulgence stands almost, if not altogether, in the front ranks of the enemies to be combated in the battle for health," says Lewis Edwin Theles.

THIS MONKEY "BURGLAR" BRINGS TO MIND POE'S BLOODTHIRSTY GORILLA

Atlanta, April 12.—The Murder in the Rue Morgue as vividly described by Edgar Allan Poe, in which a huge guerrilla was seized with a murder lust and concealed its victims, by showing their bodies in chimneys and other strange places, has a striking, although less tragic, parallel in the solution of Atlanta's latest burglar mystery.

For months a wealthy residence section in the northeastern part of the city has been systematically canvassed by a burglar that defied all efforts at detection or capture. Men sat up nights with revolvers, bull dogs were placed on guard, the police threw out a drag net—all to no avail.

But at last the burglar has been captured, the mystery has been cleared, and instead of a bold and dangerous criminal ready to kill if cornered—the police have arrested a monkey, and the terrorized residence section is sleeping undisturbed again.

The monkey was captured by two police call officers who rushed on their motorcycles to a house where a woman shriekingly summoned them by telephone. When the officers entered the house from the front and back doors with drawn revolvers the burglar greeted them with a loud chattering laugh, darted between the legs of the policeman in the front hall, and ran a short distance and climbed a tree, where it was taken prisoner.

1994 Divorces. Tokio, April 12.—The total number of divorces last year was 1994, or 164 more than during the year 1914. Marriages in the same year slightly decreased in number.

SOUTHERN BELL WORKERS MAY ENLIST IN NATIONAL GUARD AND GET FULL PAY

Atlanta, April 12.—"I Did Not Raise My Boy to Be a Soldier" was not meant for employes of the Southern Bell Telephone company, which has just announced that its male employes of suitable age will hereafter be encouraged to enlist in the National Guard and will be paid full pay for time spent at National Guard encampments, rifle shoots and other similar events.

As the company will put in effect this policy throughout the south, the announcement means much for National Guard organizations not only in Georgia but in other states.

The announcement was hailed with enthusiasm by Adjutant General Nash and other National Guard leaders as an important step towards cooperation between business concerns and organized militia, which was one of the things urged by President Wilson in his speeches for preparedness.

MARKETS

Table showing local market prices for New York Cotton, Liverpool Cotton, and 1994 Divorces.

ATTENTION! Automobile Buyers FOR SALE 1 Ford Light Delivery 1 Ford Runabout 1 Ford Touring Car These cars have been used slightly and in guaranteed condition. The prices are right. If these are not what you want we have others. Todd Auto Shop