

The Lancaster News
(SEMI-WEEKLY.)

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LUTHER ELLISON, Editor.

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"Let reverence for laws be breathed by every American mother to the lisping babe that rattles on her lap; let it be taught in schools, in seminaries and colleges; let it be written in primers, spelling books and almanacs; let it be preached from the pulpit, proclaimed in legislative halls, and enforced in courts of justice. And in short, let it become the political religion of the nation; and let the old and the young, the rich and the poor, the grave and the gay of all sexes and tongues and colors and conditions, sacrifice unceasingly upon its altars."

TUESDAY, OCT. 3, 1916.

Build that four mill.

A clean mind needs but few promptings from others.

If you can't speak well of this town, at least don't speak at all.

Yes, it's fact that many a great man never breaks into history. We know from experience.

Latest reports from the European front contain the same old stuff served up under a new name.

Do not overlook the fact that if we really desire it, we can secure a modern library with little effort.

The fellow who thinks he knows it all usually knows less than the one who admits that he knows nothing.

If one-half the mean things that are said of candidates were true we would be better off with no officers at all.

The latest recruit in the sea of blood is the University of Chicago. It has declared a relentless war on sparrows.

It is estimated that at 200 years of age an oak tree is full grown. At that it is a few hundred per cent ahead of some people.

Have you decided to lend your valuable assistance to the county officials in the construction of better highways in Lancaster county?

How many of you have mentioned the fact to the city officials that you appreciate the splendid work being done on the streets of Lancaster?

We are progressing—yes, progressing. The fat man is now only splendidly developed, while the skinny woman has the grace of a bending willow.

Don't delay longer, but get busy today on the proposition, and let's make the third annual Lancaster County Fair a pronounced success from every standpoint. It's up to you to work as well as others.

Lancaster is rapidly becoming the recognized cotton market center for this entire section. Many farmers are selling cotton on the streets of Lancaster who have not done so before in years. There's a reason.

Every merchant in this town wants to sell you goods. You want to trade with the merchant who will do the best by you, who will sell you the best goods at the least price. It is up to you to read the ads in this paper, and it is up to the merchant to see that you read his ads. When you both do this you both win.

Do you want to make a clear saving of \$25 to \$50 on your expense between now and the first day of next January? You can do it and this is the way you can do it. You will be making many purchases for yourself and your family for fall and winter purposes and for the Christmas time. There is always some merchant in town who will do a little better by you than anybody else. When a merchant is able to do this he is keen to advertise and let the people know just what he can and will do. Your own cue is to read carefully

each week the advertisements in this paper. They tell the story and the name of the merchant who makes the story. Read the ads.

THE KNOCKER.

Every community has him, every community cusses him, and every community tolerates him.

He is usually an unsuccessful business man whose objectionable ways have been the direct cause of his losing in the game of life. He must needs vent his spleen on some one or some thing. Admitting no fault in himself, ergo, the fault must be in his environment—hence he knocks.

He is a pestiferous cuss, and as little as we may believe it, he really does harm.

He is sure to get the ear of many new men in town and pours into their ears his abuse of the place. According to him conditions are all crosswise. The business men are cheats and swindlers. The professional men are quacks and shysters. To his way of thinking there isn't a decent mechanic in the place. Even the laborers are lazy and trifling. The town is dead and is no place for a live man to tarry. His soured soul fairly writhes and squirms with sardonic joy when he sees that his miasmatic mouthings are having their intended effect upon the victim. That is the knocker—that is his story, his way.

If there is a public enterprise planned that needs co-operation and united effort he is immediately possessed of a superior wisdom and begins with glee to point out all of the weak spots. No calculations can by any possibility work out as intended. Men upon whom the enterprise depends will prove weak or traitors. The plans are all wrong. The whole thing is a piece of stupendous folly, and he for one will have nothing to do with it.

But what a pity he will not! That would be all the community would ask of him and his mouth.

And thus it goes on year after year.

Does it have any effect, you ask? It certainly does. The business life of the community, contrary to the opinions of many, is susceptible to influence from adverse critics. Perhaps not half of his hearers know the real cause of his pessimistic knockings, and in many minds a doubt lingers and things that should go with a rush are unaccountably slow and lagging.

But what, say you, can we do with him?

May we make a suggestion? Every time this insect opens his mouth to knock tell him plainly that there are quite a number of roads leading AWAY from the town, and cordially invite him to take one of them and follow it to its end.

And let every loyal citizen of the town give him the same advice.

PEOPLE YOU OUGHT TO KNOW.

There are many people in this town you ought to know, for your own sake. Some of them you may not know, but you should.

You should know the banker. He is the one who supplies you with money when you need it, and cares for your money when you have it. No town can conduct modern business without him.

You should know each merchant. They have the goods you want, and if you know each one personally you also know something of the wares they sell. This enables you to buy judiciously and saves you many a lost penny.

You should know the mechanic. Every time an improvement is made you must call him in. If you know all you likewise know the one who is most likely to give you the best service.

You should know the school teacher. He is responsible to a great degree for the moulding of the character of your children, for the lessons they learn while under his care are not forgotten, even to the brink of the grave. Know him, and help him.

You should know the farmer. He holds the world in the hollow of his hand. To him we look for the production of the sustenance of life, and without him we could not live.

You should know the minister. He is interested in you, though you may give little thought to him. He does not supply you with the bread you eat, or the clothes you wear, but he does beckon you along the road to a better life beyond. Know him, and bear him, and heed him.

And you should know the sheriff. When the devil gets under your hide the sheriff is a good man to know. If you are inclined to kick up a little dust your knowledge of him may cause you to pause before you kick. Yes, know the sheriff, for while you are a good citizen he is your friend, and when you cease to be good he puts you where you can be nothing but good.

AS THE EDITOR SEES IT.

Bickering, backbiting and lack of harmony have wrecked more community prospects than we care to enumerate. They are the granite upon which many a bright commercial future has been smashed to nothingness. They are the death knell of prosperity in any town.

And yet we see reputable and high standing and well meaning business men continually taking little, vicious digs at their competitors in the commercial field. We see them throwing out innuendoes in the hope of curtailing the trade of their rivals. We see them casting veiled reflections on the business integrity of other firms who may perchance be more successful than they are.

It doesn't pay. It doesn't pay either the man, his rival, or the commercial life of the community upon which we all must depend.

Many business men have no thought of the far reaching effect of their inconsiderate words to the detriment of others, but the disastrous effect is felt on all hands. It creates a spirit of discord in the community, destroys the confidence of one in another, and prevents that cohesion of purpose by which we accomplish the greater achievements of life.

We would like to see every man speak well of his business associates. We would like to see them all laboring in harmony in commercial union for the advancement of this town and this community. We would like to see them all pulling together in order that the load may be lighter for each.

We have everything to gain by such a unity of purpose. We have nothing whatever to lose.

Are you for it?

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The spectacular arrest of a gang of blackmailers who have been preying upon rich men and women of the metropolitan cities furnishes us new food for thought—and skepticism.

When the arrests were made in Chicago a few days ago it was heralded broadcast that millionaire men and women had been caught in compromising positions. It was even said that many social families of prominence would be rocked to their very foundations. Federal prosecutors gleefully announced that no one caught in the net of the blackmailers would be shielded—that everything would be laid bare to the world.

The public gasped with anticipation, and the victims shivered with apprehension.

And then an order suddenly came out of Washington directing that the names of the victims be kept secret.

Money, money, money! The overpowering influence of money!

If poor men and women had been caught in the net of exposure no consideration would have been vouchsafed them, no mercy would have been shown them. The searchlight of publicity would have been turned on to the full.

But not so with the socially prominent, not so with those of the swollen bank accounts. Money and positions give them influence, and influence grants them immunity from publicity.

Skeptical? We are just skeptical enough to wonder if the time will ever come when the law will be for all people alike—not a law for the poor man and none for the rich.

HOME DEMONSTRATION CLUB ORGANIZED AT RICH HILL.

The Rich Hill Demonstration and Improvement Association was organized Sept. 27th at Rich Hill school building. The following officers were elected:

President, Mrs. I. M. Blackmon; vice president, Mrs. B. F. Carson, and secretary and treasurer, Mrs. M. A. McGuire.

Twenty-four ladies joined the association and it was decided to meet once a month at the homes of the different members in alphabetical order.

The first meeting will be held with Mrs. J. W. Blackmon.

Miss Martha Creighton was present and demonstrated the fireless cooker and gave much helpful advice. She also served beef roast and loaf to the ladies, which was highly enjoyed by all present.

ANOTHER CANDIDATE OUT.

J. H. Gosnell, Spartanburg, Wants Penitentiary Job.

Spartanburg, Sept. 30.—J. H. Gosnell, of the Switzer section of this county, announced today that he would be a candidate for superintendent of State Penitentiary to succeed D. J. Griffith, whose term will expire early next year. Mr. Gosnell has been for six years a member of the State Democratic executive committee, and who was at one time a member of the board of township commissioners. He has been engaged in farming at his home near Switzer for several years.

DO YOU LIKE MONEY?

If You Do We Can Help You Get Some

HOW?

By Selling Just A Little Cheaper Than Anybody Else.

WHY?

Because We Sell for Cash, Which Means No Loss In Delinquent Accounts.

If you Don't believe we can do what we say, why don't you try it, and then you will be Wise.

ASK THE MAN WHO IS NOW TRADING WITH US

Remember -- Every Saturday at 4 P. M. **\$6.00 FREE** To Those Who Trade Cash At Our Store

"THE MIDWAY BOOSTERS" **YOURS FOR SERVICE** "WE DIVIDE PROFITS"
W. B. PLYLER & CO.
"MIDWAY HEADQUARTERS."

HALF BILLION FOR SODA AND ICE CREAM THIS YEAR

New York, Sept. 30.—Experts have estimated today that \$500,000,000 is the retail value of the sodas, sundaes and other fountain refreshments sold in the United States in 1916.

The soda fountain is a great American institution. Americans have introduced it successfully in Aus-

tralia and slightly in England, but elsewhere it is unknown.

Two hundred million gallons of ice cream will be consumed in the United States this year, according to the statistician for the National Association of Ice Cream Manufacturers. This means a retail value of \$80,000,000.

There are about 100,000 soda fountains in the United States, more than half of them in drug stores.

Advertised Letters for Week Ending September 30, 1916.

Jan Kinney, Harie Gamble, Mary Gilmore (2), J. D. Carraway, C. H. Cole, Eulice Crenshaw, Miss Georges Alanim, Mrs. Willa Carnes, S. N. Collins, Mrs. H. A. Cralley, Nancie Fifer, Mrs. Eyners Right.

When calling for above letters please say advertised.

JAS. F. HUNTER, Postmaster.

The Way To Greater Growth

No town or city can make its industries great, but industries can make a town or city great. A live community is the manifestation of business enterprise. If this community is to grow in importance it will have to be by the enterprise of stable business interests.

We are ready to co-operate in every way to make local business safer, better and bigger. We are sincerely interested in giving individual service to every depositor, regardless of the size of his account. Talk your plans and business problems over with us. We may be able to make helpful suggestions.

WE PAY 4 PER CENT ON TIME DEPOSITS

FARMERS BANK & TRUST COMPANY
W. H. MILLEN, Cashier.