$25.00 SOLID GOLD WATCH GIVEN AWAY At THE BIJOU TONIGHT

THE NORENE St. CLAIR STOCK COMPANY

Will Present Their Only Western Play Tonight

"The Cowboy and the Thief"

PHOTOPLAY

THE LURE OF THE GEISHA . . . . . 101 BISON

2 reel drama with William Clifford and Marie Walcamp.

THE DIAMOND NIPPERS (Comedy) . . . . . JOKER

FOURTH REEL TO BE SELECTED

Watch for next week's Sensational Knockout Bill.

Buy Your Fall Shoes Now

PRICES WILL ADVANCE LATER ON IN THE SEASON

OWING to the War situation prices are bound to advance 25 to 75 cents a pair on shoes. The advance will not effect the shoe on hand but as soon as these are sold they must go up. This declaration is not made merely to stimulate trade (as it would be more profitable for us to hold our shoes and then sell at an advance) but to let the people know what they may expect and give them an opportunity to buy their shoes at the same prices as last year.

HERE is what the Shoe Retailer, a Trade Journal published in Boston the heart of the leather market, has to say.: "Tentative advances ranging from 25 to 75 cents per pair, according to the grade have been figured on Men's shoes and proportionate advances will be made on womens' shoes.

HENRY B. Endicott, one of the largest tanners and manufacturers, has this to say: "It is a sure possibility and I think a probability, that shoes may be a dollar higher, in fact, as far as I can see, I don't know why we should limit the price to one dollar. It may be more."

In 1913 this country imported $50,288,228 worth of leather from the war effected countries, and exported in raw material and finished shoes $25,504,184. Besides this country imports all the chemicals and dyes used in the chrome tanning of hides. These supplies are cut off. In addition to this Africa, Australia, South America and the Far East are looking to the United States for their shoes on account of the European factories being closed down and the countries at war will have to count on us for shoes, so you can readily see why shoes will advance.

OUR FALL SHOES ARE HERE AND WILL BE SOLD AT THE OLD PRICES AS LONG AS THEY LAST. AFTER THE SUPPLY IS GONE THERE IS NO TELLING WHAT THE PRICE WILL BE. WISE BUYERS WILL BUY THEIR SHOES NOW.

Geisberg Bros. Shoe Company

UNDER MASONIC TEMPLE SHOES THAT SATISFY.

SHERLOCK HOLMES TO BE CAUGHT THIS MORNING

CONTEST ENDS TODAY AND SOMEBODY WILL GET THE $25.

Read the Conditions of the Contest if You Want to Enter the Chase for the Money.

Last call!

Just a few more hours and the fun will all be over. My name will be Dennis in box car letters. To be honest about it, I will be glad as I am tired of trying to dodge so many people, and then too, somebody will be $25 richer. I made good at the Bijou last night and tonight I will be there again but not under the same circumstances. I will go to see the play and if you don't go too, you will miss a treat. The bill is a good one and worth twice the admission.

My picture will be withdrawn today from the Bank of Anderson and placed on display in Cely's show window. For your courtesies, gentlemen, I am going to throw a bouquet at the Bank of Anderson. That this bank is conducted in every way by business principles goes without saying. The men behind the bank are all prominently connected with the commercial and industrial life of the city and the mere fact that they are connected with such an institution is sufficient evidence of its soundness and responsibility. It is a notable fact that its out-of-town patrons are increasing year by year. The banking service is equal to any in the country and as I have said before, I want to do business with conservative men when our dollar is at stake.

But just a minute while I whisper a little ditty. Talk about pretty things, they certainly have them in carload lots down at G. F. Tolly & Son. Here is one store that would be a credit to any city five times the size of Anderson. Their four story building is full from top to bottom and the stock represents the best furniture to be bought. Really, I have seen few houses in this line that offered a larger stock to select from. I believe I can safely say that this firm has a larger patronage than any half dozen furniture houses in this section of the state. They buy in such large lots that they can make prices that defy competition. They take pleasure in showing their stock and they invite you to look it over.

Don't you think that this is about the best time in the world to brighten things up around your home? You will find that by freshening up with a little paint this fall that you will enjoy home more and your friends will more gladly call upon you. Nothing like it to counteract the dying foliage and plants that make things look so dismal around the home. Go down to the Anderson Paint and Color Co., and you will be surprised how cheap they can sell you all that is necessary to give home a new coat. This store is headquarters for everything that you will need in the decorating line. Paints, wall paper, and in fact, everything you will want. They are now in their new store in the Watson-Vandiver building.

I guess if you were leaders in any particular thing you would be proud of it, wouldn't you? Well the Anderson Hardware company ought to be proud of the fact that they are leaders in their line. By the way, I must tell you that this firm has the largest and best line of ammunition and guns in the city. They have a dandy line of Winchester and Remington automatic guns and rifles. Their line of Stevens' double and single barrel guns is the best that they have ever shown. If you want a Fox gun, the kind that Roosevelt carried on his African trip this is the place to get it. You can get a Fox for from $25 to $360. This is headquarters for the Winchester and United States Cartridge Co., ammunition.

If I was going into business here, I would run down and see Mr. Brown of the Anderson Hardware Company and close up for a lease on one of those dandy stores he is building on East Whitner street. They are the best storerooms to be had in the city. He has about completed them and there will be five large storerooms and three small ones for shops. They are well lighted all over and he has spared no expense to make them modern in everyway. They all have splendid fronts and there is a large driveway in the rear. I'll bet they don't stay vacant long. One I believe is now occupied. Mr. Brown, as everyone knows, never does anything half way.

Do you know I am a great believer in doing things right. If you cannot afford to do a thing right, then it is better to let it go. This is especially so when you find that your eyes need attention. I really get mad when I see some people trying to save a few cents at the expense of their eyes. You know some people are foolish enough to buy a pair of glasses just because they can see through them. This is simply criminal. Go to a specialist and get a pair that will not only give you the proper sight, but will preserve the sight. It makes me think of some people who believe that they are well just because they can breathe good. They don't stop to think that some vital organ can be all out of fix. Just because you can see through a glass is no guarantee that your eye does not need treatment. Dr. Campbell, the specialist, will tell you that I am right and if you take my advice you will go to him if your eyes need attention. The specialist is the only one that give your eyes the proper test.

Say, did you ever see a microbe? Terrible looking thing- big as elephants in the cold gray dawn of the morning after, but not that large ordinarily. Anyway, if you will stick to bottle Coca-Cola or any other drink put up by the Coca-Cola plant here, you will not get any into your system. They put up a drink that you can depend upon being absolutely pure. The Coca-Cola company of Atlanta, sends out experts to the different plants throughout the country on tours of inspection. They do this to help the local manufacturers keep the product up to the highest standard. This is one reason that Coca-Cola has swept the entire country and is gaining steadily in popular favor. You will find it always uniformly good and the hundreds of imitations of Coca-Cola that have been put on the market are the best evidences that Coca-Cola leads all the soft drinks made. No other soft drink has ever gained more than a local sale. The Coca-Cola plant here uses four or five carloads of bottles a year and if you have never seen a carload of bottles you can't imagine the amount it takes to furnish the demand here.

Suppose a man walked up to you and asked to be told the best place to buy a lot for a home site. What would you tell him? I will tell you if you know cheese from chalk. You would say right off the reel, College Heights. It is not only the most desirable property on the market for a home but it has them all beat as a good investment. Ask the firm of Frank & DeCamps and they will tell you as I do that you can't go wrong on either proposition. Buy now and see your investment increase in value right along.

Have you seen 'em? They're right there in the show window. It is just as I told you several days ago. You can't make a mistake on style when you buy anything from the T. L. Cely Co., as they are the leaders in style. Look that line of Stetson and Knox hats over and if you don't say it is the best line in the city then I will take a back seat. I will get me one, that is if they have any left when I get ready to hike. They are selling them like hot cakes. How are you fixed on shirts? If you need any be sure to see the Gotham line. This store has done themselves proud on shirts this fall and you will find the Gotham shirt not only a good one, but the patterns exclusive.

Before saying goodbye, I want to tell you people that you have one of the best towns I have ever visited. I never saw a town of this size that could boast of so many small manufacturing plants. I find that the very low rate of electric power is responsible for this. You will not find another town of this size in the entire South with a greater number of small plants to say nothing of several large concerns here.

I find that you are getting the lowest rate in the country on your street lights which gives you an opportunity to be liberal with them. You have a perfect right to the name of "Electric City" and you can congratulate yourselves upon having a franchise with the company here that enable you to make the other towns all around you envious.

Now for the windup—As stated last night at the Bijou, I will give all a chance this morning for the money. Promptly at 11 o'clock I will enter an automobile in front of The Intelligencer office with a committee, and after riding around for a few minutes the committee will drop me out in the business section of the city and the first white person to approach me with the last issue of The Intelligencer and say the phrase correctly will be given the $25.00.

No one will be allowed to enter who follows the car other than on foot. We want all to have an equal show for the money. No favoritism will be played. The contest is not on until after I leave the automobile.

May the best one win is the sincere wish of,

Yours truly,
SHERLOCK HOLMES, JR.

PALMETTO THEATRE

TODAY'S PROGRAM

IN VAUDEVILLE

The same company will present one of the funniest and most enjoyable sketches ever seen on the stage in Anderson.

IN MOVIES

BRONCHO BILLY AND THE VAGABOND . . . . . Essanay
Western Drama.

SLIPPERY SLIM AND THE FORTUNE TELLER . . . . . Essanay
A Snakeville Comedy.

THE MIX-UP AT MURPHY'S . . . . . Biograph
Farce Comedy

THE STEP CHILDREN . . . . . Vitagraph
Drama

Tonight is the time to be present. You may get one of the valuable prizes Given away by

THE BEST SHOW IN ANDERSON

HOW WAR AFFECTS THE COTTON FARMER.

How War Affects the Cotton Farmer.

The discussion on the editorial and business pages of the Examiner of the menace to the cotton farmers of the South from the European war has excited wide interest and attention.

Throughout the South and at Washington the conditions described in the Examiner have awakened practical action.

The cotton states' senators in the senate, with Hoke Smith as chairman of the executive committee, and the cotton states' representatives in the house, with Oscar Underwood as chairman, have organized to help the Southern farmer through the emergency created by the possible loss of a market for the 4,000,000 bales of cotton which have heretofore gone to Germany and the nations on the other side of it, with the reduced demand from England and France.

The cotton crop of the South is an enormous part of the nation's wealth. Its 14,000,000 bales, at about $65 a bale, are worth over $900,000,000, and the 8,000,000 bales that go to Europe make a trade balance of more than a half million dollars.

It would hurt the whole country to have panic and depression strike the Southern farmer, and have him rush his great crop to market at panic prices for fear of the paralysis of his great market for 4,000,000 bales in Germany and beyond.

And so the business statesmanship of the entire country joins with the business statesmanship of the South in protecting the great staple from unnecessary depression.

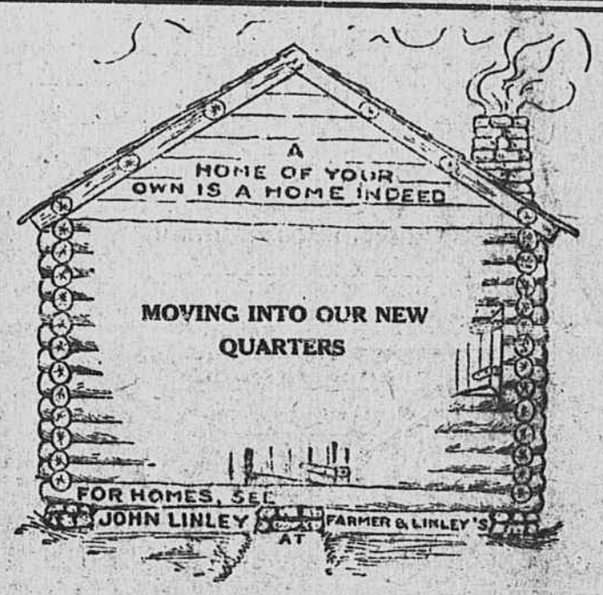
The first effort of the cotton states congressmen doubtless will be to reassure and stiffen the confidence of the cotton planter. He should be told that cotton is selling today in England, in the very face of the war, at 13 cents; and that England indicates no intention whatever to shut down its mills or throw its workmen out of work; that England's navy, that all-satisfying, all-protecting asset, guards England from financial and from physical panic.

He should be told that of the emergency currency which the common sense and vigor of the country has provided, more than $300,000,000 will go to the South to enable its banks and money men to help the farmer carry his cotton through this uncertain period, and that the money that comes to the Eastern centers will help the South as well by relaxing the pressure of the money centers upon the Southern finances.

And the congress and the government should lend a hand to help the establishment of Senator Hoke Smith's proposed licensed government warehouse, whose very name as a depositors of any surplus cotton will give it dignity and credit.

If the Southern farmer can only be assured that the government is in full sympathy with the Southern business man in the protection of the great industry, confidence should take the place of apprehension, and the surplus cotton can be held until it is evident that there will be no surplus of the indispensable staple.

The Southern farmer is reasonably rich in the recent fat years of prosperous cotton behind him, and should with this stiffening of confidence be fully able to hold his surplus bales abode the necessity of sacrifice to panic prices.



We are moving today into our new quarters in the Watson-Vandiver building.

Getting ready to tell you lots of new things about North Anderson.

SERVIANS ARE ENTHUSIASTIC

London, Sept. 11,—Reuter's Rome correspondent sends the following message received in Rome from Nish, Servia:

"The taking of Semlin has caused great enthusiasm throughout Servia. The people are proud that their army after seven weeks of war, not only has prevented a powerful enemy capturing Belgrade, but has inflicted humiliation on them by forcing them to evacuate their base of operations against Servia.

"The vitory has had a wonderful moral effect on the army and people."

The capture of Semlin by the Servians had long been planned and operations were conducted with great ability.

"Several Servian divisions camped in the hills extending from Topchider to Resnick, occupying all the heights about Mount Avala. The Austrian garrison in Semlin did not suspect the presence of the Servians and continued to bombard Belgrade daily, without causing much damage, until the Servians surprised them.

"The audacity of the Servian movement was extraordinary as, in order to reach Semlin, they had to cross the Save and Danube rivers on pontoons built during the night. They also took heavy artillery with them."

"Trey 'O Hearts"

First Installment

—at—

The Bijou Theatre

THURSDAY

September 17th

Read the story In this paper,

Then

See it on the Screen