



VOL. XXXII. NO. 316.

WHEELS OF INDUSTRY GAINING MOMENTUM ALL OVER THE STATE

Mills and Factories Opening
on Full Time, Idle Men Put
Back on Jobs and Orders
Are Pouring in

MANY LOCAL CONCERN SHOW INCREASED TRADE

Manufacturers, Wholesalers
and Others Talk in Opti-
mistic Vein of Prospects for
Prosperity Unsurpassed

A canvas by The Journal Tuesday among Atlanta manufacturers, wholesalers and shippers shows the fact that many who have been shut down or running on partial time now are back to full time. Those that have not yet returned to the city are back on the road after laying off from their men, and those that report are getting better, and that generally speaking there is a decidedly more heady and optimistic atmosphere.

The Atlanta Steel company, after being shut down several weeks, resumed Monday on full time, and is in a supply of products in the expectation of big orders in the near future.

The Atlanta company, shut down Monday on full time, resumed full time at its main plant. The Reswell plant, closed for a week, has now full time at its main plant. The Marietta steel plant is expected to start up again.

BUSINESS MEN'S STATEMENTS
Helping to give the statements of some of the representative manufacturers and wholesalers who were interviewed.

Atlanta Agricultural Works—"Our men have put back on the road, and are now encouraging others to a sticking up in business."

Atlanta Stove Works—"We are now back to full time, and are again running in a few days. Our traveling force is on the road and we are many hopeful signs. The advance in the market will probably result in a general cotton movement, and will put a great deal of money in the pockets of our men."

Southern Steel Co.—"Our full force is on the road and we are probably back to full time again, and are again running practically on full time."

In following an aggressive policy to get business, we have carried our goods into new fields and introduced them to new customers, and we are getting a great many new orders right along. We feel altogether encouraged, and are looking forward to see if from a southern standpoint, in the next couple of weeks, we will not be a steady advance for three weeks."

St. Joe's Soap Company—"Our men have started back on the road, our conditions are better, and we are encouraging others to a sticking up in business."

Atlanta Table company—"Our men are on the road, their reports are improving, and we are back to full time in thirty to sixty days, and collections are improving. During the depression in the south we have gone to back to the new market, and in the north and business we expect to make permanent."

W. H. & Malone Co., Jobbers—"Our men are on the road and already we are getting a good many orders, and we are again running in a few days, and better than they have been in thirty days. We have had in our usual spring stock, and are back to full time again, and are still in development."

Great L. Rhodes company, wholesale millinery—"Our men are on the road, and we are again running in a few days, and collections are improving. In fact, we believe the April business will go far ahead of expectations, and we are looking forward to the business and we expect to get it."

Hill & Hutchens, Shoe Co., Atlanta—"Our men are back on the road, and we are again running in a few days, and better than we had hoped for. Our men were not on the road, yet our mail order business has been good, and we expect to go up to the total in December, 1912. Our salesmen are keeping up well. Our salesmen are now on the road and their reports are improving."

McLeod Stewart company, wholesale men's wear—"The depression set in about the middle of last year, and we believed that it would only be temporary and accordingly we did not close up our business. But the last few developments have proven that our guess was correct. We have just now closed up our business again, and are satisfied. We expect 1913 to be the best year we have ever had."

W. H. & M. INCORPORATED
The local company, we have just men back on the road in the territories where they were withdrawn and were again running in a few days. Our orders for the last two days of December were the best for any two or three days in the last two months, and we have been a great deal better. We have now come out of the doldrums, and are again running off, never ceasing to be able to set. We can see nothing but prosperity ahead, and we are going to give the business accordingly."

As an indication of the revived interest, which has been manifested by the men who have been most instrumental in the success of the Atlanta Hotel Men's association, called attention to the fact that the large number of visitors who have registered in the Atlanta Hotel, most of the visitors, he said, are coming from the south, and are sending orders for materials here and in the sale of their products to Atlanta business men. In fact, there has been a time, in several years have there been so many buyers in Atlanta from different

Disease or Insanity For Those Who Miss Death in Trenches

From 200 to 300 Shells, Each
With 1,000 to 5,000 Red
Hot Pieces, Fall on a Single
Acre in Hour

BY HERBERT CORRY.

(Copyright, 1915, by Herbert Corry.)
LONDON, Dec. 22.—Five British officers, including the author, on the day each had been given the three-day leave which is being granted trenchmen whenever possible. They went to one of the Calais hotels.

"We've got a big room, with five beds in it," said one. "One of us wants a roaring fire, and kept up in that room every minute of our three days. We want a bathroom with a constant supply of hot water—very hot water—and soap and towels. They want to let us have some enthusiasm."

"It was 'dipping,'" said they, with a smile. "We were all in bed, and reviled in that wood fire, and between times ate and ate and ate. Then they went back to the trenches."

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OPPOSE CUT IN SALARY OF MANAGER OF CEMETERIES

Cemetery Commission Seeks
to Enlist Aid of Oakland
Lot Owners

The city cemetery commission, which has recently been one of Mayor Woodward's targets, has issued over 2,000 letters in an effort to baffle the mayor in his fight to have the salary of the general manager of cemeteries, J. N. Porter, reduced and to cut down the salary of the force employed by the cemetery department.

The members of the commission, Sam P. Grosheim, Forrest Green, Frank Hill, and W. C. McCall, and "Bill" McCall, Monday mailed a letter to every one of 2,000 lot holders at Oakland cemetery and the city cemetery, as well as to the members of the Ladies' Memorial association, which might be interested in the city cemeteries.

Mayor Woodward declares that General Manager Porter's work is of value to the city, and that the salary of \$100 per month paid by the city, and declared this should certainly be reduced.

The members of the commission declare they have no "political axe" to grind, and that the main reason for their opposition to the salary reduction of Porter is that of a personal grudge against the commission because it discharged an incompetent man whom they favored.

MISS MARY C. DANIEL
WEDS ROBERT E. LEE

Couple Take Sudden Notion
to Marry and Surprise
Relatives

Robert E. Lee, young Atlanta

son of the Nunnallys, composer, and

Miss Mary Clyde Daniel, a pretty graduate of the Girls' High school, have been sweethearts for a good while, and the young couple have been engaged, and their parents made no objection.

But the young couple took a sudden turn in their affairs.

Sunday afternoon that the young couple might as well start the new year right.

And when the parents, Mr. and Mrs.

Lee, came to the city from an afternoon's auto trip, they found Mr. and Mrs. Daniel at their home, 42 Ponderosa avenue, awaiting the parental blessing, which was bestowed upon them.

HERR VON WERNER, AGED
GERMAN ARTIST, DEAD

BUDINGEN, Jan. 5.—Von Wagner and London)—The death of Anton von Werner, the artist, is announced here. He was 80 years of age. He achieved fame by his very large allegorical canvases representing the most important episodes in the foundation of the German empire.

RICH'S Wonder Sales of White

Added Feature for Wednesday at 9 A. M.
\$1.50 Undermuslins \$1.05

Including Garments of All Kinds

THIS is not a hap-hazard, hit-or-miss White Sale, but a broadly planned merchandising event. It was planned to better any other White Sale; these \$1.50 and \$1.75 undermuslins at \$1.05 are the incidental profits.

You will be delighted with these attractive undermuslins, charmed with the lavish varieties, their fresh loveliness, their dainty styles.

Here are garments rightfully priced along Whitehall street at \$1.25, \$1.50, \$1.75; you will be glad to choose them tomorrow at \$1.05. There are

Gowns Skirts Drawers

\$1.05

Teddy Bears Combinations Corset Covers

Materials are fine, firm mainsooks, prettily trimmed with refined embroidery and lace. They are the styles that nine out of ten women look for, the kind they gladly buy at \$1.50. Choose them tomorrow starting at 9 a. m. at \$1.05.

White Sale is Cream Clear Through

Not a sale with the best things on top to be skimmed off the first day, but a genuinely good sale to its very core. Banked high on each table are snowy heaps of undermuslins, all specially selected and specially priced for this January Event. Choose from

Nightgowns, 49c to \$7.50. Teddy Bears, 49c to \$4.95. Corset Covers, 25c to \$3.50. Drawers, 25c to \$3.95. Combinations, 49c to \$4.95. Skirts, 49c to \$7.50.

New Beauties In 1915 Spring

Blouses

MDST an admiring chorus of "Ohs" and "Ahs", the new blouses were lifted tenderly from their individual tissue wrappings.

—Crepe de chine; net and chiffon combinations; chiffon with satin; one marvels at the glorious developments of fabric and color.

All Are at the One Uniform \$6.50

Price of \$6.50 and it's safe to say \$6.50 never before bought so much beauty. A few of the styles are

—A dark Colonial blue messaline combed with buff chiffon, \$6.50.

—A flesh embroidered chiffon developed with matching satin and buttons, \$6.50.

—Crepe de chine, military style, with high neck. Braided trimmings and lace on buttons. Flesh and white, \$6.50.

—Tailored black or white crepe de chine with high rolling collar, beautified with French knot embroidery, \$6.50.



—Crepe de chine. Black or Navy stripes colored flowers in Dresden design. White satin collar. Pearl buttons with loops.

—Crepe de chine. Black or navy stripes overcast & with large matching flowers. White braid trimmings of white crepe de chine. \$6.50.

—A white chiffon, embroidered and brocaded with gold and silver tinsel, was \$20, now \$10.

—High back, rolling collar and "V" neck. \$6.50.

(Blouses, Second Floor.)

and it's safe to say \$6.50 never before bought so much beauty. A few of the styles are

—Semi-Norfolk belted coats.

—Short flare coats.

—Military models, buttoning to neck.

—Cossack influences with abbreviated cutaway.

—The new flare ideas from London.

—All the skirts have the new circular flare.

145 Suits in all; just in yesterday; being marked and on sale today for the first time. Choose from broadcloths, cheviots, homespuns, gabardines and failles. Black, navy, green and brown. All sizes, choice \$12.50.

They Came Yesterday! 145 Brand New Suits to Sell at \$12.50

& Not One is Worth Less Than a Full \$25

THESE suits come from our buyer's late December trip. The maker had the fabrics and an idle organization. We set both to work; these suits result.

—All are in the advanced styles; all are made to our special order. They are not the season's "hold-overs," job lots nor surplus stocks. They are NEW, NEW, NEW! New to the last buttonhole. They include the smart

—Semi-Norfolk belted coats.

—Short flare coats.

—Military models, buttoning to neck.

—Cossack influences with abbreviated cutaway.

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\$12.50 New Fox Fur Coats \$6.75

Women's high grade coats, made of black zibeline; plush collar; fox trot models. Choice of two styles at \$6.75.

New Klosfit Silk Petticoats for Spring

The petticoat you see advertised in the cars. "It fits without a wrinkle." Silk messaline. Jersey and crepe de chine. Black and colors \$5.00. In cotton, black, at \$1.50. (Ready-to-Wear, Second Floor.)

Men & Women's 50c Silk & Lisle Hose: All Sizes

A clearaway of the oddments and broken lines turned up during inventory.

33¢

Women's 50c full fashioned silk lisle hose in black and tan; all sizes, 33¢.

Men's silk hose—heavy weight pure thread silk with lisle heel and top. High spiced silk heel. All sizes in black, tan, gray and navy.

Men's 50c silk lisle hose—all sizes, tan only.

Women's 25c and 35c Hose 19c

Full fashioned lisle stockings in black, white and tan. All sizes.

(Main Floor, Right.)



50c

SOLID oak dining or bedroom chairs, leather, cobbler or cane seats, like cut above. Worth \$1.50, at 50c each.

79c

SOLID oak sewing rockers, like cut above. Worth \$2.00, for tomorrow only at 79c each.

50c

SOLID oak sewing rockers, like cut above. Worth \$2.00, for tomorrow only at 50c each.

50c

Fine Mattresses Worth \$5

50c

THIRTY-EIGHT full size, roll edge, all-ester, mattresses, covered with best aterial, elastic, ticking—worth \$5.00 everywhere—here tomorrow at only—

\$1.98

No Mail Orders. No C. O. D.'s. None to Dealers.

Bass Dry Goods Co.



The 17th Annual Linen Sale Brings Bedding of All Kinds

Down to Bed-Rock-Bottom Prices

RICH'S Seventeenth Annual Linen Sale is all-embracing. It includes not only all linens, towels and white goods; it also takes in bedding. Wise housekeepers will be glad to buy our

Round Thread Sheets & Cases at Sale Prices

RICH'S Round Thread Sheets and Cases represent the ultimate in fineness of weave and fineness of finish. Yet, at present prices, they cost no more than ordinary sheets & cases. All priced singly.

Round Thread Sheets

Size	Regular Price, Hemmed	Sale Price, Cut, Cont'd.	Size	Regular Price, Hemmed	Sale Price, Cut, Cont'd.
40x63	\$2.50	\$2.19	45x63	\$2.50	\$2.26
40x66	\$3.00	\$2.46	50x66	\$3.00	\$2.76
50x66	\$3.50	\$2.98	55x66	\$3.50	\$3.26
52x66	\$4.00	\$3.48	58x66	\$4.00	\$3.76
50x100	\$4.50	\$3.98	52x108	\$1.95	\$1.75
72x100	\$4.00	\$3.19	72x108	\$1.15	\$1.05
75x81	\$1.25	\$98c	81x99	\$1.15	\$1.05
76x86	\$1.50	\$1.25	81x108	\$1.27	\$98c
78x88	\$1.75	\$1.48	90x94	\$1.15	\$1.05
84x96	\$2.25	\$1.89	90x99	\$1.25	\$98c
68x90	\$1.90	\$1.69	90x108	\$1.35	\$1.07

Round Thread Cases

Size	Regular Price, Hemmed	Sale Price, Cut, Cont'd.	Size	Regular Price, Hemmed	Sale Price, Cut, Cont'd.
40x63	\$2.50	\$2.19	45x63	\$2.50	\$2.26
40x66	\$3.00	\$2.46	50x66	\$3.00	\$2.76
50x66	\$3.50	\$2.98	55x66	\$3.50	\$3.26
52x66	\$4.00	\$3.48	58x66	\$4.00	\$3.76
50x100	\$4.50	\$3.98	52x108	\$1.95	\$1.75
72x100	\$4.00	\$3.19	72x108	\$1.15	\$1.05
75x81	\$1.25	\$98c	81x99	\$1.15	\$1.05
76x86	\$1.50	\$1.25	81x108	\$1.27	\$98c
78x88	\$1.75	\$1.48	90x94	\$1.15	\$1.05
84x96	\$2.25	\$1.89	90x99	\$1.25	\$98c
68x90	\$1.90	\$1.69	90x108	\$1.35	\$1.07

Half Price Sale of Large Table Cloths

Added Attractions That Prove the Power of

The January Silk Sale

To Distribute Desired Silks at Lowest Prices

Fine Brocaded Black Satins Half Price

Just three pieces of these fine brocaded silks and satins. Various:

\$3 Brocaded Calot black satin at \$1.50.

\$5 Brocaded fine black Charmeuse at \$2.50.

\$6 Brocaded black silk Crepe at \$3.50.

All are 40 inches wide.

Fine Trimming Silks Near Half Price

Silks of sumptuousness! Masterpieces of the foreign looms; trimming fabrics of almost barbaric splendor.

A 40-inch apricot charmeuse silk, brocaded in silver thread with ostrich plume design, was \$20, is now \$12.

A white chiffon, embroidered and brocaded with gold and silver tinsel, was \$20, now \$10.

15,000 Yards of Other Silks

—All specially bought for this sale. Include novelties and staples, at savings of a third to a half.

(Silk Annex—Main Floor, Left.)

Any \$1.50 Chiffon Taffetas at 98c

—Your unrestricted choice of our entire stock of colored chiffon taffetas at 98c. Yard wide; ten leading street shades. Always \$1.50; now 98c.

\$5.50 Imported Chiffon Taffetas \$3.95

—One of the finest qualities of chiffon taffeta woven in the world. Swiss make; purest dye. 42 inches wide; black and evening shades—lemon, apricot, Persian blue, orange.

Imported Black Taffetas in the Sale

for \$2.50 high-grade French taffeta. Chiffon thread for weight and finish. 38 inches.

\$2.00 for \$3.00 beautiful chiffon black taffeta. Swiss manufacture, purest dye. 42 inches.

Trimming Nets & Laces Half Price

—Beaded nets and laces of rare beauty. Resplendent with gold and silver. With self and contrasting colors.

3 to 5-yard lengths; all cut to suit.

Regularly \$4 to \$10 a yard; \$2 to \$5.

Europe Sends Fine Dainty Laces & Embroideries for the White Sale

Atlanta Is Fortunate to Have a Store Assemble Such Lavish Displays of Dainty Loveliness

YOU are not to go without fine laces and embroideries this season, even though conditions abroad have made such merchandise hard to get.

Despite the war our manufacturer's agents went personally to Europe. They, personally, saw that our entire shipments of advance importations came through. You will see here

A Spring Shower of Dainty Buds and Blossoms Enmeshed in a Bed of Snowy Whiteness

—Organzines sheer as gossamer, bedecked with flowers that fair by name S-P-R-I-N-G.

—Chiffon volutes, light as thistle down, soft, embroidered or vivid with gay colors.

—Crepes, limeries, swisses—a sea of white, with billowy waves of beautiful ruffles.

You can well imagine that these laces and embroideries make a brave show. Knowing conditions abroad, you will, of course, wish to choose early while assortments are fresh and complete. On special sale are

\$1 to \$1.50 Embroideries 69c

\$1 Flounceings, 69c—embroidery flounceings for infants and children. Lingerie with scalloped edges and headings; other styles embroidered. 37 inches.

\$1 All Over Embroidery, 69c—All white, in infant buds and sprays. 27 inches.

\$1 to \$1.50 All Over Embroidery, 69c—fancy, a 40-inch white crepe brestewn with buds and sprays in dainty shades of pink or blue.

15c Embroideries 10c

—Swiss and Nainsook Embroideries. In edgings, insertions and headings. Widths range from 14 to 35 inches.

50c Flounceings at 35c

—12 and 18-inch Swiss and Nainsook Embroidered Flounceings. All white with regular and scalloped edges, the latter including the new Tango and Castle top designs.

A Remnant Sale of

—Curtain Nets

—Silk

—Madras

—Cretonnes

—Scrim

—Drapery, etc.

—Every length under 20 yards uncovered during inventory is included. Hundreds of pieces are from one to five yards; hundreds more are from five to twenty.

All are one-third to one-half less than regular prices, thus:

15c to 75c a yd. for materials formerly 25c to \$1.00 a yd.

Women's Knit 29c

50c Shirts . . .

Pleco-lined undershirts: low neck, sleeveless styles, as illustrated. Just the garment to wear into late spring. Sizes 4, 5 and 6.

Boys' 39c 19c U'wear at

Heavy ribbed shirts and pants. High pants, long-sleeved shirts; ankle length pants. Sizes 4, 5 and 6.

M. RICH & BROS. CO.

M. RICH & BROS. CO.

COURAGE IN WAR

What war teaches as well as business life.

Courage in war or business is born of good pure blood. Few blood is the greatest asset any man can have.

Millions of people need this powerful vegetable remedy that puts the stomach, liver and bowels in fine condition; that clears the skin of pimples, rash, blemishes and acne; that cures diseases of the bowels and stomach; that makes nerves stronger and sturdier and gives to pale, weak, rundown people the fullest measure of health and happiness.

It is the world's greatest Blood Purifier, so enters joints, dissolves the impure deposits in the body, carries out, removes all impurities, through the Liver, Bowels, Kidneys and Skin.

If you have Indigestion, sluggish bowels, constipation, piles, rashes, or other Catarach, instead nerves or any skin, get P. C. Black's Gold Seal Medicine, today and start at once to replace your impure body with the kind that puts energy and ambition into you, makes you look youth and vigorous action.-(ADY)

A GREAT BOOK EVERY WOMAN SHOULD HAVE.

If you will pay the mailing charges, Doctor Pierce will send you his book, "How to Live," a powerfully revised with color plates and illustrations.

Everyone should read and have it in case of accidents or sickness in the home.

There is so many subjects in such an interesting manner that knowledge of the human body is quickly and easily attained by all.

Send 25 cents in stamps for mailing charges to Dr. Pierce, Invalids' Hotel, Buffalo, N. Y., and enclose this note:

IF CONSTIPATED OR BILIOUS "CASCARETS"

To-night! Clean your bowels and Stop headache, colds, sour stomach

Get a instant box.

Take a Cascaret tonight to cleanse your Liver, Stomach and Bowels, and you will surely feel great by morning. You will be free from all pain, aache, constipated tongue, a bad cold, are bilious, nervous, upset, bothered with constipation, etc. Cascaret will have immediate and feel all worn out. Are you keeping your bowels clean and free? If not, take Cascaret, pass away every few days with a cathartic pill or castor oil. Cascaret is a safe, reliable, safe, cleanse and regulates the stomach, remove the indigestion and fermenting food and foul gases. Cascaret is a safe, reliable, safe, liver and cure of the constipated waste matter and poisons from the body.

Remember, a Cascaret tonight will straighten you out by morning. A 16-cent box, ready to use, takes but a few moments to open a clear, clean, healthy bowel action; a clear head and cheerfulness for months. Don't forget the children.-(ADY)

No Trouble to Remove Superfluous Hair

TOILET TIPS.
It is an easy matter to remove the skin of objectionable hair, or, if you prefer, to seal as follows: Mix a paste with some water and a little flour, and apply to the surfaces and in 2 or 3 minutes rub off, wash the skin and the hair will be removed. This is a safe, painless hair growing is painless and does not mark the skin, but to avoid dis- appointment be certain to get real de-

signation to get real de-

GRANDMA NEVER LET HER HAIR GET GRAY

Kept Her Locks Dark, Thick, Glossy, with Sage Tea and Sulphur.

When you darken your hair with Sage Tea and Sulphur, no one can tell, because it's done naturally, so even if you are a woman of the world, home is misery and troublesome. For 50 cents you can buy at any drug store the ready-made Sage Tea and Sulphur Compound. You just dampen a sponge or soft brush with it and draw this through your hair, then lay it on the hair for a time. By morning all gray hair disappears, and after another application or two, your hair is dark, thick, glossy, smooth, glossy and luxuriant. You will also discover dandruff is gone and hair is strong.

Gray, faded hair, though no disgrace, is a sign of old age, and as we all desire to look young, let's have a chance, get busy at once with Wey's Sage and Sulphur Compound.

Take POMPEIAN Olive Oil every Meal, and be Healthier and Betterable to stand the cold this Winter!

ASK YOUR DOCTOR

Full Measure Tins

POMPEIAN COMPANY

GENOA, ITALY BALTIMORE, MD.

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GEN

Makes Stubborn Coughs Vanish in a Hurry

Surprisingly Good Cough Syrup
Easily and Cheaply
Made at Home

If some one in your family has an obtrusive cough or a bad throat or chest cold that has been hanging on and refuses to go away, we can help you. Just store 2½ ounces of Pineal and make it into a pint of cough syrup, and watch this vanish.

Pour the 2½ ounces of Pineal (50 cents worth) into a pint of plain boiled water, add 1½ cups granulated sugar syrup. The total cost is about 50 cents, but the Pineal is a most effective remedy, at a saving of \$5. A day's use will usually stop the cough. It is a safe, safe, safe, instant lung cough. A splendid remedy for those who have a cold, bronchitis and whooping cough.

Pineal is a special and highly concentrated compound of genuine Northern pine extract, resin, pitch, pitch, which is in healing to the membranes.

Avoid disappointment by asking your druggist to prescribe Pineal. You do not get anything else. A guarantee of absolute satisfaction goes with this prescription. Pineal is rapidly reduced. The Pineal Co., Ft. Wayne, Ind.

Highs

PURE FOOD GROCERIES

DRAYTON, ATLANTA

PHONE: Main 1601; At. 464, 4838.

WEDNESDAY, JAN. 6

Special Sale

500 cans PINEURE OF TOMATO,
500 cans PINEURE OF SPAGHETTI AT 50¢.
4¢.

SPECIAL SALE THE FAMOUS ASSORTED

"Franco-American" Soups

100 cans 75¢
200 cans 14¢

Hams

WHITE PROVISION CO.,
"CORNFIELD'S" 8 to 12 lbs. each.

17c Lb

Bacon

KINGMAN'S FAVORITE SMOKED BACON IN LB. CARTONS,
32c Lb.

NOTE-TAKE OUR ADVICE, FILL YOUR PANTRY, THERE'S NO BETTER WAY TO SPEND YOUR MONEY IN PRICES AGAIN. READ 2000 WORDS OF ADVICE, NOW BUY YOUR FOODSTUFFS AWAY FROM US AT ADVANCING PRICES

Flour

YOU CAN STILL BUY OUR SUBLIME "HOME-MAID" FLOUR
24-lb.

Sack at 95c

Coffee

OUR FRESH ROASTED "HOME-MAID" DELICIOUS COFFEE—
22c Lb

Pure Lard

SWEET'S "SILVER LEAF."

No 10 tin \$1.28

**BIG JUICY GRAPEFRUIT,
50¢ each**

**FANCY APPLES, THE BIG
GROS. AT 40¢ Pk.**

"Butter Day"

WEDNESDAY, JAN. 6, 1915, FRENCH,
HOME-MADE, CREAMERY BUTTER—THE FINEST FOR THE TABLE AT 34c

Special Sale

THE FAMOUS "SUNDAY'S"
JAMS ASSORTED,

2 Jars for 28c

**COFFEE—Single Spec.
Ground, 1b. 19c**

**FLOUR—The celebrated "White
Crest" brand, made from the very
heart of the wheat
berry, 24-lb. sack. \$1.10**

**WHEAT—Ground
60c/lb.**

**35c
23c**

**LAUNDRY—New
19c**

The Atlanta Journal.

ATLANTA, GEORGIA.

Journal Building, 5 North Forsyth Street.
Entered at the Postoffice in Atlanta as Mail Matter
of the Second Class.

Daily, Sunday, Semi-Weekly.

JAMES R. GRAY,
President and Editor.

TELEPHONES:

Circulation Department..... 40 and 5000
Local and News Departments..... 1445
For all other departments, ask for Journal's ex-
change—Main 2806.

It's a long, long way to Warsaw.

The trouble in Mexico is that there are more gen-
erals than common soldiers.Outside of the weather, we can't see any justifi-
cation for pessimism just now.

The Awakening.

More than a thousand persons were given em-
ployment in Atlanta factories which opened Monday
after a season of reduced or suspended operation.
At one mill alone hundred found work, at another
one hundred and fifty were taken back, and at an-
other one hundred workmen were added to the
payroll.The effect of this renewed activity will be incal-
culably helpful to the community's life. It means the
lifting of burdens in many homes. It means the pay-
ment of debts, the circulation of a larger volume of
money, the enlivening of trade, the solving of old
problems and the bringing in of new opportunities.
It is another omen of returning prosperity.The Atlanta incident is paralleled in scores of in-
dustrial centers throughout the country. Mills which
have been suspended or running on short time and
short forces for months are reopening at full ca-
pacity. Fire is being kindled in dead furnaces, em-
ployment is developing for idle men; enterprise is
taking fresh heart and business is getting into its
old vigorous swing.

Now let the soldiers swear off fighting.

Well, have you passed the crisis of your new
year resolution?The trouble with new year resolutions is that
most of them are too revolutionary.Forward With the
Ship Purchase Bill.The Senate has given the Ship Purchase Bill right
of way over all business other than appropriations,
by the significant vote of forty-six to twenty-nine, a
fact which augurs well for this important measure.
Opposition of a stubborn nature will be encountered.
Republican leaders having served notice that they
will fight this measure to the last, but indications are
that this timely plan to secure an adequate mer-
chant marine will grow in favor as discussion pro-
ceeds and will be adopted.Certainly, it is the one feasible plan for making
the most of the nation's rich opportunities in foreign
commerce. It is the only plan that will meet the
urgent need of vessels in which to transport cotton,
foodstuffs and manufactured goods to the eager mar-
kets of the Old World. This measure is designed
to serve the interests of the whole country—the
South, the North, the East and the West—by pro-
viding prompt and ample means whereby American
producers can utilize their present advantage. Its
enactment will quicken the forces of prosperity which
are already at work, and will usher in the United
States a commanding position in the world's future
commerce.The outbreak of the European war found this
country virtually shipless as regards over-seas trans-
ports for its merchandise. Senator Fletcher has
pointed out the remarkable fact that England had
five thousand and Germany two thousand vessels en-
gaged in ocean trade, while the United States had
only six, and that American merchants were paying
annually to foreign ship owners three hundred million
dollars in ocean freights. This state of affairs should
not be suffered to continue. If we are to enjoy the
opportunities now offered us in foreign trade, if
the South is to sell its cotton, the West its foodstuffs
and the East its manufactured products, there must
be ships enough to meet export demands. And since
private capital is manifestly unable to shoulder this
great task, the Government itself should take the
initiative.Enterprising New England manufacturers will
reap a harvest making souvenirs of the European war
for sale in Europe.The man who is disposed to hold the Wilson
administration responsible for the European war will
please explain the higher price of cotton.

Our Sea Rights.

Indications multiply that our Government's protest
to Great Britain against the latter's interference with
American ocean commerce has been accepted in an
amicable spirit, and that prompt measures to relieve
distressing conditions will be taken. This much is
gathered from recent comment by Sir Cecil Spring-
Rice, the British ambassador to the United States,
and also from the views expressed by Sir Edward
Grey to Ambassador Page.The statement of the American case was so
friendly and well considered, so rooted in principles
of recognized justice and reinforced by specific evi-
dence that the British Government could scarcely do
otherwise than give it favorable consideration. Our
commerce has suffered, unfairly and unnecessarily;
it is to be expected that a fair-minded nation will
grant a prompt and adequate remedy.

Without This, Nothing.

It is conceivable that if man were put severely
to the pinch he might live without houses and
clothes, as he did in care-free, romantic ages long ago
and still does in a few balmy regions where the
sophistries of civilization have not entered; but
never, this side of Elysium, can he live without food.
"I think, therefore I am," says the philosopher. "I
eat, therefore I am," says the typical human creature,
and forthwith orders dinner. Whatever else the
world might dispense with—its magic machinery, its
sacred temples, its fashions, theories and faiths—
should it lose bread and meat, it would become an
unpeopled planet. The man who ploughs the earth
and brings the harvest forth has the one art that
keeps himself and his fellows in flesh and blood.

It is not remarkable, then, that so many folk
should abandon or overlook this fundamental occur-
rence, the hope of winning fortunes in relatively
unimportant pursuits? During the decade ended 1895,
according to figures recently published by the na-
tional Department of Agriculture, the average value
of farm products increased seventy-two and seven-
tenths per cent, while the value of things produced
elsewhere increased only twelve and one-tenth per
cent. Last year the value of the country's crops
was nearly seventy-four per cent greater than in 1889,
while the value of what may be termed town products
was only seventeen and eight-tenths per cent greater.

To this interesting record, should be added the
fact that the production of food lacks more and more
of keeping pace with the growth in population.
Surely, there was never a time of richer opportunity
for the man who can raise corn and wheat, cows and
pigs and the other essentials on which the world's
life leans.

Laughter is merely a smile set to music.

Words of wisdom are few, but there are many
echoes.

Captains of Agriculture.

The townswoman at the expense of food pro-
duction is still disquieting, but hopeful tendencies are
at work. Recent years have witnessed vast improve-
ment in rural life—a brightening of the farm house-
hold and the advent of fresh opportunities for country
boys and girls. Good roads and good schools,
regular and frequent mails, telephones, labor-saving ma-
chines, scientific methods of planting, cultivating and
marketing, and above all, the enrichment of social
interests are making the families on the farms con-
tent to stay there, and are beckoning others to come.

Agriculture is taking its place among the more
profitable occupations. "The haphazard farmer," it
has been well said, "will find difficulty in making
ends meet, as he always did and always will, but the
energetic, alert man who studies markets, soils, fer-
tilizers, systems of distribution and all the manifold
details of his profession is growing rich."

Furthermore

"His demand for instruction is compelling the
agricultural colleges to take information to him, and
when this cannot be done the colleges pro-
vide special courses for him in the winter. Out
of all this study of the subject, when reinforced
by the knowledge that the demand for farm
products is so great that the supply cannot equal
it for years to come, there must come a rejuvenation
of life and health that man needs in the nation
will have a realizing influence. The man
in the old saying that God made the country and
man made the town, and young man will see
opportunities for great wealth through the develop-
ment of vast farming estates, as they now dream
of wealth through tying themselves up in the
office of a wooden mill or an iron foundry. And
then the high cost of eating in the towns may be
lowered."

America has been famous for its Captains of
Industry. It is going to be famous for its Captains of
Agriculture. And when that time arrives, we shall
have a stronger, happier nation; many problems,
economic and social, which have perplexed us will
solve themselves, and many opportunities hitherto
unknown will unfold.

It will be some weeks yet before the soldiers come
of their trenches to observe their shadows.

In every case of a warship being blown up, care
should be taken to state whether by submarine or
mine. The victims are entitled to that little dis-
tinction.

Editorial Echoes

If President Wilson stands resolutely by his de-
termination not to allow the corrupt politicians of
New York City and St. Louis to dictate his appoint-
ments, if he defies the machines of other big cities,
so powerful and so malignant, he will be fighting
for the people's interest in the South as well. If
the people abolish the "administrative state" in
national government, they will abolish the same
in individual states as well. It is only common sense
that when the people select a man to govern them
they should give him the real power to govern, so
that the full responsibility can be placed squarely
on his shoulders.—Boston Advertiser.

It's a poor resolution that will not hold water.

Don't let your pretensions take a fall out of your
intention.True domestic happiness is founded upon the rock
of a cradle.A foolish woman grows old about as gracefully as
she climbs a fence.Any old resolve with a new coat of varnish will
not answer the purpose.By the time the average man reaches the age of
fifty he knows a lot of things he would like to get rid
of at 99 per cent less than cost.

Shakespeare Says--

"They saile, and their holiness
Are not thine owne so proper as to waste
Thy spoile upon thy vertues, they on thine:
Heaven doth with us as we with torches do,
Heigh light them for themselves. For, if our
vertues
Did not goe forth of us, 'twere we all alike
As if we had them not. Spirits are not finely
touched
But to fine issues: nor nature never lends
The smallest scruple of her excellencies.
But like a thrifty goddess, she determines
Herselfe the glory of a creditor,
Both thanks and use.

Measure For Measure.

Volumes have been written on him, and yet nothing
has been said, or at least all has not been said, and that
is my excuse for trying his portrait. The great distinction
of Joffre is that he was perhaps the only man who
fore saw the kind of war which we are witnessing. I
can not say that he was the first to do it, but he
was the first to see it coming.

"He is no longer the general in chief who will in
future win battles; it will be the colonels and even the
simple captains. Battles will be engaged along fronts
of 250 to 300 miles, and along such a distance the will
of the general will be of little use. One can make
but few combinations or use many rules.

"The general in chief's role will then be almost
inactive, when he has brought his determined point on
the line, but he will not be able to maintain his
position in it. The role of the colonels and captains will
commence as soon as the firing has begun. It is they
who will decide the fate of the combat. The troops
will win or lose which holds with the longest
and have the most endurance, energy and faith in
their success."

He said to that in August, 1912, some days before
the great war, when General Gallieni, his chief, said to him
of his histrionic qualities of coolness and method.

"The generalissimo's words, which I registered in
my heart, have remained engraved in my memory.
And I am still in the same state of mind, with the
same kind of light of hope in me, as when I was in
the council of war of the Invalides with the man with
the blue, limp eyes, and hear his voice, slow and almost
drowsy. Never did an eye look more clearly into
the future; his voice utter a prophecy more striking in
its fulfillment."

Never, furthermore, even in a country which can
pride itself on having had the greatest leaders in his-
tory, has there been a more pure, the image of
France has been looked to from the Roman legions
gave the name of "Cesar," "the Delayer," but Joffre
is more and better than a Cesar.

It is true that by his shyness and modesty he
was not a great orator, but he was a great general.
May he help to advance the true welfare of the
people and to secure their deliverance from the
dreadful calamity.

The power of the press is enormous. It can pre-
vail even against tuberculosis, the most powerful
of sickness and death and the most frequent cause
of death.

It can prevail also against the condition of almost
world-wide warfare that now engulfs humanity.
The strong insistence of the press of America
on the crime of war and the need for peace may
make the world consider war, but after all what
concerns the citizens of this country now is how to
profit by Europe's crime and imitate her virtues and
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Manager Herzog of Cincinnati Club Holds Conference With Wingo Here

DIANA DILLPICKLES IN

(HER TREE DOCTOR BEAU)

A 4-REEL "SCREECHER" FILM



McGraw Puts Over Trade for Hans Lobert

Philly. Third Baseman Will Join Giants in Exchange for Players, Stock, Demaree and Adams, and a Cash Consideration

NEW YORK, Jan. 5.—The New York Nationals obtained the services of Hans Lobert, third baseman of the Philadelphia club, in exchange of a trade consummated in Philadelphia.

In exchange for Lobert the Philadelphia club received the services of the following players: Al Emanuels, pitcher; Milton Stock, third baseman; and a \$10,000 cash, which catcher bought last fall from New Orleans. This announcement was made last night by Manager McGraw, of the Giants.

The deal was virtually completed last night, but the players between McGraw and William P. Baker, president of the Philadelphia club, who sent the players to the Giants, were not.

McGraw binding the bargain. It was stated last night that Lobert had accepted the offer of the Giants.

It was understood that the third baseman would sign a three-year contract.

Lobert is one of the best third basemen in the game. Philadelphia got him in 1915 from Cincinnati, and he has been a valuable player.

It was the general opinion that Lobert would put his team back in the running for the pennant.



"That fellow's some hustler." You often hear that phrase applied to an energetic man.

Why is he such a hustler? Because he has no fatigue germs, putting the brakes on his system.

Jacobs' Liver Salt is the foe of fatigue germs—eliminate them and all poisons from the system. Mister, if you MUST work in an office and WILL live in a flat and don't EVER chop any wood, you have got—HAVE GOT, I say—to help nature eliminate the accumulation of poisons that this wrong living produces. Jacobs' Liver Salt is the one persuasive eliminant.

25¢ and 50¢ as druggists.

Jacobs, Pharmacy

Main Store and Laboratory: 6 and 8 Marietta Street.

55 Whitehall Street, 425 Marietta Street, 102 Whitehall Street, 102 Marietta Street, 102 W. Mitchell Street, 246 Houston Street, 100 Marietta Street, 210 Lee St., W. Marietta Street.

Everything a drug store should have.

The Sportlight

BY GRANTLAND RICE

AS FOR RE-NAMING THE YANKS. (With a change in the ownership of the club, the Yanks are to be re-named.)

A rose by any other name Would smell about as sweet: We'd still be walking just the same If "the Yanks" were called "the Teet." A certain strident ad-man, If labelled chimpanzee, Or onion marked as "Hib," pat. Would make no hit with me.

If squash was known as cocoon-fruit, Great players known as beer, I'd eat it if I had to, but I'd eat in with no cheer: Or if you called a five-cent note A quid or a quidnunc. Would that assist the hungry pote In grasping with the rent?

Smiling Bill Donovan will now arise and sing that popular little ballad—"It's a long, long way to go."

Sir Ernest Shackleton is now on his way to the South Pole, while Bill Donovan is just starting from with a fresh supply of pennants.

AN OVERSIGHT

We forgot to extend a New Year greeting to the White Hope outfit. Which is hoping that the Truck Drivers' union will finally relent and agree to take them back with a warning not to break camp again.

THE GLASS HOUSE BRIGADE

—Charging the average ball player of the present epoch with being a more wordily commercial soul is all very well. In most cases the charge is fairly well put.

Now, however, enough of the aforesaid commercial taint—that is, the idea of getting all they can while getting it ripe—among those few enough to peg the first brick there are possibly nine-tenths out of our 100,000,000 souls. The average ball player may be something of a show-off, but he is not a show-off in the sense that much has the average ball player upon our average politician, business man, lawyer, or the rest of it? One-tenth of one per cent? We doubt it very much.

A REBUTAL FROM BROOKLYN.

Dear Sir—Please be kind enough to tell me why George Burns is considered a bold out-and-out Zootie. When I last saw Burns by 16 points. When I last saw Burns by 55 points and Burns 57. When he had a better fielding average by 12 points and covered more ground by accepting more chances in the field than any other outfielder in the league. When Burns is driving in more runs than Burns outfields. Burns—yes and outfields Burns is a better ball player. Why? —Chas. Cornell, Brooklyn.

ALSO WHY IS THIS?

By introducing Brooklyn into the argument we come upon another queer shift of the game.

Daubert and Dalton fought out the battle for the betting leader. Daubert, hitting only 44 runs and Dalton only 41, were 10 points together. Sam Crawford alone batted in 112 runs, and in the National league Mager drove 101 precious tallies over the plate. Daubert outfields Mager and Cravath, but the latter two drove 201 runs against 58—despite thereby a fearful waste of Brooklyn-made bats.

ANOTHER JOLT.

Well, Daubert, you say, wasn't a tinsy bitter. Now then about Johnny Evers, supposed to be one of the timeliest? Johnny batted over .280 and drove in 53 runs. Marville batted under .260, and over .250, and drove in 55 runs and Burns 57. When he had a better fielding average by 12 points and covered more ground by accepting more chances in the field than any other outfields in the league. Wheat outfields Burns; drives in more runs than Burns outfields Burns—and yet Burns is a better ball player. Why?

CONSIDER THEM ADDRESSED.

Dear Sir—The first of the first direct baseball evidence, which should be admissible in the Supreme Court of the Dope. Near the end of the recent Yale-Harvard game, Frank Hinkey turned to Eastern and said: "This is the best Harvard team I ever saw, and Tack Hardwick is the best man on it."

Sam Crawford, All-around All-American Thorpe, Brinkley and Coy—why not add Hardwick and Tack Hardwick? Both were great backs and great Human. And both were in so many useful ways that neither should be rated below the celebrated trumpet.

If the Feds intend to establish a football base, we have no richer field than Columbia university, N. Y. City; an assortment of 7,000 to pick from adjacent to a Stadium capable of seating 45,000 at a push with a city of five million to shoot at.

Billiard Match Begins Tonight

Players Hurt in Game Saturday

The first block of 800 balls in the special pocket billiard match between William Williams, of St. Louis, and Ed Wren, champion of Georgia, was to be played Saturday night at the Atlanta Billiard parlor tonight. This pair will play a 600-ball match, dividing it into three sessions, on consecutive nights beginning tonight. In addition to the pocket billiard, the players Baker will give a demonstration at making fancy shots. He had cut out the eye in that game, and was forced to retire shortly after it began. Later during the fray, Tilden, who had been a spectator, got into the act, which may be termed a "hurting" session. The X-ray plate is being made to determine the exact nature of the injury. The loss of the eye, two of the fingers, and the thumb of the team for the game with the Knoxville Tigers, but Coach Davis is fortunate in having some good substitutes to replace these regulars.

Herzog Seeks To Yank Magee Back Into Fold

Manager of Cincinnati Meets Ivey Wingo Here for Conference. Would Dissuade Him from Joining Federals, Both Decline to Make Announcement

Local friends and admirers of Ivey Wingo, bricktopped catcher of the New York National, and prominent citizens of Atlanta, were not surprised when it was learned yesterday that the "King of the Hill" had a spring training camp next spring in the city. Wingo, who has been in the city for the past month, is a sure bet to remain here, and the manager of the Federals, Hans Herzog, has been in town for a week, and is here to stay.

He was playing his usual good game Monday, but he was in against some very high class golf. This time, it was Maxi who was to be the touchstone. He had a 70, and Herzog a 71, and the two were tied for the eighteenth hole. Going out in 31 and coming in 27. Maxi did his best to outplay Herzog, and the two were tied for the eighteenth hole.

He took a clever 2. Johnny Rogers put up an excellent game for the first couple of holes, and Herzog closed with a card of 15 for the eighteen holes.

The players met at Evans during his visit just ended produced several interesting stories, and the two old-timers, like the two old-timers in the game, were in high spirits. In the match Sunday morning, Evans sliced his drive on one hole, and Herzog did the same on another. In 27.

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