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The Chester News January 2, 1925

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There is a danger in success. Perhaps, many of our readers would be more than willing to face this danger. Chester, corner many of us are entirely free from any need to worry about the laxity that comes with prosperity will, some day, be in the position where they have attained even more than they are now in hope of doing. It is when a man has reached the rung he has marked for himself that his real danger comes. We must not let up just because the spur of financial or other necessity has ceased to prick us. We must not begin to swell up and make up our minds that we are fastened to the top rung with rivets that are clinched on the other side. Growth is the only safety. Life is a hill up which you climb or down which you slide, but on which you never stand still. Stagnation is the unforgivable and unpardonable sin, and the punishment for committing it is failure and death.
Start your Fire with

Dixie Fire Kindler

("Handy As A Match"

Boon To Housewives
Safer Than Kerosene
Quicker Than Lightning
No Dirt—No Explosions
No Waiting For Warmth

Chester Ice Cream Company
Distributors
Ask Your Grocer For It: Only 20c A Package

More Comfort for Less Money

The Ford Coupe is the lowest priced closed car in the market—yet one of the most satisfactory. Cutting less to buy and maintain, every dollar invested brings greatest returns in comfortable, dependable travel.

Snugly, long-lived and adapted to all conditions of roads and weather—it meets every need of a two-passenger closed car.

Steadily growing demand and the resources and facilities of the Ford Motor Company have made possible a closed car at a price millions can afford, rightly designed, carefully built and backed by an efficient service organization in every neighborhood of the nation.

GLENN-ABELL MOTOR COMPANY
Mrs. Georgia Woods has been at her home on Pinckney brook, Mr. W. T. Way, on Spartanburg with relatives.

Mr. J. M. Kirkpatrick has returned to his home in Charlotte after a visit.

Miss Nan Philips has returned yesterday. It is stated, that the fortune to lose a good mule yesterday.

Mr. Emil Wald has returned to Charleston.

Special Prices on Blankets and New.

Miss Louise Alexander has returned from New York.

Mr. David Peden had the misfortune to lose a good mule yesterday.

Mr. and Mrs. J. N. Gaston, of this city, Dec. 16, 1924. The Associate Reformed Presbyterians of this city, yesterday, blessed with the event of the marriage of their beloved daughter, Miss Sarah Gaston, to Mr. R. D. Hodge, of Goldsboro, N. C.

The reason why I think this sale was put on are as follows:

1. It is a good policy to make goods selling even if it depresses returns. This is the only way to keep prices for their dollars.

2. The public has shown there is time to unload their counters and storekeepers, for the dollars. But that they might give value received and not get customers and at the same time to have less price.

I am a humble country school girl nine years in the 4th grade. This is unknown姓名，MARGARET I. BLAIR.

Local and Personal

All Leader payments going to half price at the Robert Prince Co.

Mr. W. H. McPhail of Newberry, Miss Edith Brown of Easley, Miss Belle David of Simpsonville, and Mr. W. H. Wells of Spartanburg, are visiting with relatives.

Mr. George Bullock of Philbert entertained a number of his friends at his home, last evening, on the 28th. A sumptuous supper was served.

Miss Alice Tillman has returned to her home in Spartanburg after spending the summer in Florida and New York.

Miss Bessie May Wilson, sister of Mr. C. B. Wilson, of this city, has taken a trip to New York.

Mr. W. A. Ward, has returned from New York, where he spent a number of days visiting with friends.

Miss Emma L. Johnson of Spartanburg has returned from a trip to New York.

Mr. W. E. Ellis, Company Secretary, was in Greenwood, Friday, where he attended to details of the merger of the city of Greenwood with the United Gas Company.

Mr. and Mrs. W. F. White were married in Charlotte Wednesday afternoon.

The V. E. R. Company's open house was held last evening.

Miss Mary Anne Winder, has returned to her home in Spartanburg after a trip to New York.

Mr. W. H. Wood, has returned from New York, where he spent a number of days with relatives.

Miss Olive Maddox, one of the nurses of the Spartanburg Hospital, left early this morning for New York, where she will remain for some time.

Miss Mary Little, the first female employee of the United Gas Company, has returned from a trip to New York.

The members of the Red Cross have been electing their officers for the coming year.

Mr. and Mrs. Enright Medical College, were in Charlotte last week.

The young ribbon-bearers were Mrs. E. G. Adkins, Misses Ruth McAllister, of this city, Dec. 16, 1924. The Associate Reformed Presbyterians of this city, yesterday, blessed with the event of the marriage of their beloved daughter, Miss Sarah Gaston, to Mr. R. D. Hodge, of Goldsboro, N. C.

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WOMEN DO THE BUYING

The modern woman is a business woman. She makes eighty per cent of all purchases made in retail stores. She is an astute, clever buyer and runs her house on a strictly business basis.

The modern woman is constantly in touch with the store and their offerings. Through the advertising she knows the lowest prices, the best qualities and the latest commodities. Long before she leaves the house for a shopping trip, she knows exactly what she wants, where to get it and how much to pay.

She buys merchandise of established reputation. If it's clothing, she knows how well it should wear and what the style should be. If it's furniture, she knows what to expect in quality and price. If it's a vacuum cleaner, she knows what kind of service it should give.

Ask her and she will tell you that it pays to read the advertisements. It will pay you, too. It will save you time, money and effort. It will make you dress better, eat better, sleep better and live better.

NOW IS THE TIME FOR THE PROGRESSIVE MERCHANT TO PLAN HIS 1925 ADVERTISING

The advisable thing for the Wide Awake Merchant to do is to plan his advertising for the entire year. The modern way is to make a budget for advertising and do it consistently throughout the year.

- Make a resolution that you will advertise regularly and that you will strictly adhere to facts about your merchandise. When you do this kind of advertising you win the confidence of the people and you can rest assured that your advertising will be effective and that you will reap your reward in an increased patronage as many firms have done.

Advertise right and you are assured of greater business.

You will find The Chester News an excellent medium to carry your message to the people of this section.