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The Chester News January 27, 1922

W. W. Pegram

Stewart L. Cassels

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What Say You Men?

Selfishness brings perhaps
less but less actual accom-
plishment. Selfishness brings only
illusionment, unless it
is to a very proper end and
to look out for one's
interests in a somewhat
we can consider our
without injuring those
and without being per-
acquaintance as well
and therefore to be av-

Moffat, lives at Monticello, Ark.;
 mother, John Moffat, lives in Ohio
 and a sister, Mrs. J. T. Curry, lives
 in San Antonio. Another sister, An-
 ne Moffat, also lives in Texas; his
 stepmother, Mrs. J. E. Moffat, lives
 in Arkansas.

Greatly Reduced Prices

We are Offering the Following Merchandise at Greatly Reduced Prices

Men's Clothing
Men's Work Gloves
Men's Oxfords
Men's Sweaters
Men's Overcoats

The Prices and Quality of these Goods Will Appeal to you. Come and See!

The S. M. Jones Comp'y

LOCAL and PERSONAL

Messrs. Goldberg & Schlosburg of Augusta and Camden have purchased the stock and fixtures of the Jax. L. Tapp Co., in Lexington, and will conduct the business in the future. They are experienced merchants, and Lexington welcomes them to this territory. They are expecting new goods every day, and when these have arrived the people of Lexington will find in their store the many wants of the populace in the dry goods and clothing line.—*Lexington Dispatch.*

Before buying elsewhere, come and see our line of Spring Hats. The Peoples Store.

The Chester High School boys basketball team is scheduled for a game in Rock Hill this evening with the Winthrop Training school.

The examination for a rural letter carrier for Rodman, which was scheduled for February 11th, has been called off by the postoffice department and will be held at a later date, due announcement of which will be made.

Tire Chains all sizes at Chester Hardware Co., Auto Accessory Department.

Hamer, Hamer and Darby, real estate auctioneers of Bennettsville, made a failure of the auction sale of the McMillan lands at Evans Wednesday. It is stated that the highest bid offered for any of the tracts was one along the road for which a bid of fifty dollars per acre was made. This land is considered very valuable and is especially well located being only a few miles from Chester, adjoining the Southern Railway and located at a station, but it is evident that the value at the present time is not in the market for farms unless they can be secured at exceptionally low prices.

Mr. and Mrs. J. L. Glenn, Sr., are visiting their daughter, Mrs. Richardson, in Orlando, Fla.

Associate Justice J. H. Marlowe for the first time with the supreme court this week. The court held a special sitting Wednesday and Thursday of this week, the principal case before it being the appeal of the Columbia Railway, Gas & Electric Co. from the decision in favor of the tax commission, rendered in the circuit court, and involving returns to profits of the Pure Foods Power Company, which the tax commission alleged should be returned by the Columbia Company as well as by the Pure Foods Company, its subsidiary.

The Rock Hill Chamber of Commerce will hold its annual banquet tonight at which Dr. S. C. Lee, of Chester, will be the principal speaker.

Special Prices on comforts and blankets at The S. M. Jones Co.

Rev. J. R. Moore, pastor of the Port Lawn group of Baptist churches, has been reported a call to the pastorate of the Baptist church in Union county. Mr. Moore has not decided yet and his hundreds of friends hope that he will remain in Chester county, where for many years he has accomplished a most constructive work.

Mr. Charles Wilson, of Gastonia, who will install an ice cream plant in Chester in connection with the Community Creamery, was a Chester visitor yesterday.

They Are showing all the new shades in Stetson hats at The S. M. Jones Co.

Mr. H. L. Schlosburg, of Camden, was a business visitor to Chester Wednesday.

J. B. McCarter, a merchant and farmer who lives about six miles from York, was held up and robbed of thirty-five dollars Wednesday evening about seven o'clock. Two negroes asked Mr. McCarter to let them in his store to make a purchase and it was while there that they held him up at the point of a pistol, robbing him.

Mr. Moore, representing the Kahn Tailoring Company, formerly with the Hamberger Clothing Co., will be in Chester on Wednesday and Thursday, February 1st, and 2nd, and will be at the store of H. L. Schlosburg, where he hopes to have the pleasure of making a number of suits of clothes for his Chester friends.

Auto On Service. Get your automobile parts and accessories at Chester Hardware Co., Auto Accessory Department.

The merchants of South Carolina are making an effort to get a bill passed by the legislature with reference to parties giving checks where they have no bank accounts. The law now allows one thirty days in which to make a check good, whereas the merchants want the law changed by forty-eight hours, otherwise the giver of the check is liable to criminal action.

The teachers of Purity Presbyterian church held their regular monthly conference in the Sunday school building last night.

Before buying elsewhere, come and see our line of Spring Hats. The Peoples Store.

Mr. John Moore is indisposed with grip at his home on the West End road. Mr. Moore is one of Chester's efficient rural letter carriers.

Leaves \$15 and \$10 shoes, all sizes, only \$2.50 the pair at The S. M. Jones Co.

The news again calls the attention of its readers to the meeting of the Calhoun Highway association directors and officers to be held in Chester tomorrow at ten o'clock at the Court House. A general invitation has been extended to the public to attend this meeting. Col. A. L. Gaston and Mr. E. O. Atkinson are directors of the association from Chester county.

The Petros American and the Rochester International baseball teams will play a game in Union of March 31st. Various citizens of Union have guaranteed receipts of \$1,000.

Automobile and buggy robes half price at The S. M. Jones Co.

Col. R. W. Hamilton a widely known man and former member of the legislature from Union county, died at his home near Jonesville, last night. He had been in declining health about a year. He is survived by his wife, who was Miss Mary Sma, of Union county, and several children.

Have You Seen the new spring footwear they are showing at The S. M. Jones Co.?

Miss Rebecca Hardin went to Blackstock yesterday to spend the weekend with her cousin, Miss Natalie Boyd Brice.

At The Churches

Sunday, January 29, 1922.

BETHEL M. E. CHURCH.

Preaching at 11:15 A. M. by Rev. W. Speaks, of Rock Hill. No night service. Sunday School at 10 A. M. James H. Glenn, Superintendent. Epworth League at 6:30 P. M. All cordially invited to these services.

Purity Presbyterian Church.

In the absence of Dr. Flournoy Shepperson, Dr. H. L. McMillan, of Atlanta, Ga., secretary of home missions of the Southern Presbyterian Church, will preach Sunday morning at 11:15. The morning service will be a regular gospel appeal and no money talk. No night service.

ST. MARK'S EPISCOPAL CHURCH

Sunday School at 10 A. M. Service at 11:15 A. M. by the rector, Rev. A. Rufus Morgan. No night service. All cordially invited.

A. R. P. CHURCH.

Sabbath School at 10 A. M. Preaching at 11:15 A. M. by the pastor, Dr. D. G. Phillips. Union service at 7:30 P. M., sermon by Rev. A. Rufus Morgan.

FIRST BAPTIST CHURCH.

Sunday School at 10 A. M. Preaching at 11 A. M. by the pastor, Dr. D. G. Phillips. The subject, "The Miracle Of the Uncommon." No night service. B. Y. P. U. at 6:30 P. M. A cordial welcome to the public.

Chester Men To Testify.

According to a press dispatch from Washington an ex-soldier from Chester, Ivey Henderson, will be called to Washington to testify before the investigating committee with regard to lynchings, etc., which it is stated occurred overseas during the World War. The investigation is being held at the instigation of Senator Tom Watson, of Georgia.

The dispatch says: "Ivey Henderson, of Chester, S. C., who served overseas as orderly for Col. B. O. Langdon, declared in a letter presented by Col. H. Newbold, a Chester lawyer, that Col. Paul Malone, a brigadier general in France, had shot and killed a soldier because he could not keep up with his command, and that Colonel Langdon, who was said, was witness, reported the shooting. Colonel Langdon, who was testifying when the letter was read, asserted that he never heard of an officer shooting a private and expressed the opinion that Henderson was not very bright, and that because of his mental condition probably thought the thing true, but that it did not actually happen."

AN APPEAL FOR RESCUE ORPHANAGE

The main dormitory of the Rescue Orphanage was destroyed by fire Jan. 24, and the severely injured children were made homeless. At present they are crowded together into the other buildings and some are in pain. This orphanage is non-sectarian, is managed by a Board, representing five different denominations and only children that cannot be saved in any other way.

\$40,000.00 is needed quickly to remove these children, who come from every corner of the state. All people everywhere are asked to help. And contributions to Rescue Orphanage, Columbia, S. C.

Ex-governor D. C. Heyward was a Chester visitor this week.

Contract Let Tuesday.

Mr. W. T. Beanguard, of Clover, a well known contractor, was awarded the contract for the erection of the new Sunday school building of the First Baptist church last Tuesday when various bids were opened. The contract price with Mr. Beanguard is \$29,000. Mr. Beanguard has the reputation of being one of the best contractors in the South and has done considerable work similar to that which he will do in Chester.

The contract for the plumbing and heating of the building was given to the Chester Plumbing and Heating Co., their bid being \$4609.10.

The plans for this building were drawn by Mr. A. D. Gilechrist, of Rock Hill, who is well known in Chester and who has drawn a number of plans for Chester people.

Work is expected to start on the new Sunday school building within a short while and it is expected that same will be completed by the first of September.

Blaise Running for Governor.

Apparently there is no doubt about the intention of former Governor Cole L. Blaise to this year ask the people of South Carolina to again elect him chief magistrate of the State. Two members of the Legislature met Mr. Blaise on Washington street in Columbia last Thursday and one of them asked him whether he really intended to become a candidate for governor. "No," he replied, "I do not intend to become a candidate for the reason that I am already a candidate. I have encouraging assurances," he added, "of support from many influential citizens in various sections of the State who have always been against me and whom you may feel at they do, along with the support of the friends who have always stood by me. I do not expect to have much trouble to win." Mr. Blaise said the only other candidates he had thus far heard of for the governorship are John T. Duane and Andrew J. Belton.—*Fort Mill Times.*

WANTS ONE MAN TO HANDLE COMMISSION

Columbia, Jan. 29.—Representatives E. T. Hughes, of Marion, and Edgar A. Brown, of Barwell, have prepared a bill for the legislature to wholly revolutionize the organization of the State Highway Department. The bill would abolish the present State Highway Commission of seven members and create the office of State Highway Commissioner, to be elected by the Legislature. This lone Commissioner would be the chief engineer of the Department. The bill would purviewing of cars on County Commissions.

LISTEN TO ME

ANNOUNCEMENT FOR SENATOR

I hereby announce myself as a candidate for the office of Senator from Chester county to fill the unexpired term of Associate Justice J. H. Marlowe, caused by his resignation. This announcement is made subject to the law providing the special election ordered by the Lieutenant Governor of South Carolina to be held on Tuesday, January 31st, 1922.

David Hamilton.

January 19, 1922.



The Famous Dancing "Six" Featured with the Season's Smartest Musical Extravaganza

"Listen To Me"

Coming to the

Chester Opera House

Thursday Night, February 9th.

It is These Clever Girls Who are Largely Responsible for the Success of this Brilliant Musical Offering

MR. MONDELL INTERRUPTED.

Mr. Mondell, raising his voice in a pitched championship of the anti-lynching bill, was given quite a set-back by Congressman Summers, of Texas. The Texas Representative stated an admitted truth when he said the Republicans are basing their talk on misleading information. The Tarkenton statistic for instance, had included in his list of 1921 lynchings, as may have been remembered by observer readers, "only one man in the North." Mr. Summers brought out the point that in "one Minnesota city, alone, three negroes were lynched by a mob." The Texas Congressman, however, may find that Mondell and his crowd are relying upon information even more misleading, and that it has been supplied by the organization known as the National Association for Advancement of the Welfare of the Colored Race, or some such thing, which has headquarters in New York, and is diligently engaged all the time in keeping race feelings stirred up, and which, during periods when there are no mob troubles or lynchings going on, must find it impossible to enjoy a condition or normal

happiness. A fallow once in a while, such as Mr. Mondell, is given, operates to a clarification of the atmosphere.



PEOPLE OF OUR TOWN

The Print Shop Barnhill attaches himself to the Office Chair and enters a Steady Drizzle of Puck Chatting which gives the Busy Editor collect his thoughts. A real Barnhill can be got rid of by Dry Docking and Bumping, but only Dink can remove the Print Shop Barnhill.

Specials

- Large can Libby's Sliced Pine-apple 30c
- Large can Libby's Best Dessert Peaches 30c
- Large can Libby's Royal Anne Cherries 30c
- Anchor's Fruit Slices 60c
- Cocoa Pudding, large 15c
- Cocoa Pudding, small 15c
- Libby's Cooked Beans 25c
- 7 bars Arrow Brand Soap 25c
- Snow Drift, 8 lbs. 65c
- Snow Drift, 4 lbs. 65c
- Swift's Silver Leaf Lard 10 lbs. \$1.75
- Loose Peanut Butter, lb. 17c
- Fresh Calumet.
- We deliver any order amounting to \$3.00 or over.

Chester Cash and Carry Grocery Co.

"Best For Less"

Phone 71

conclusion of his sermon on the text "Is it well with thee, and with thy husband and with the child." In the audience was a delegation from Gastonia, N. C., of more than 200, a delegation from Easley and 800 members of the Woodmen of the World. The delegation seemingly responded to Mr. Bixby's appeal almost unanimously by coming forward to take his hand.

His sermon was one of the most appealing he had delivered. In it he said the greatest monotony on the face of the earth is a mother with a family of children about her who has never spoken to them of Christ and his teachings. In that case, he said, a stepmother would be a godsend to those children, if the stepmother were a Christian. He also said there were not devils enough in hell to pull a boy out of the arms of a Christian mother.

Brave Snow Storm To Hear Sunday

Crowds at Tabernacle in Spartanburg Despite Inclement Weather.

Spartanburg, Jan. 26.—Though snow two inches deep covered the ground and a snowstorm raged with the labernacle in which the Rev. Billy Sunday is preaching was filled tonight and more than a thousand who came to hear the preacher crowded the "saw dust trails" when the invitation was extended at the

The Best Hot Weather Tonic

GRAVES' TARTAR EMERALD Tonic enriches the blood and gives the system a healthy, refreshing and invigorating effect on the hot summer.

Spring Tailoring Opening

Kann Clothes

Personal Representative

Will be with us on

Wednesday and Thursday, February 1st and 2nd.

Come in and let us fit you for a Spring Suit

K. S. Schlosburg

Corset Sale

1 Lot of Warner Corsets, worth up to \$4, going at 85c

1 Lot of La Camilla Corsets, worth up to \$12.50, going at \$3.99

We have only a limited quantity of the above, so would advise you to come early.

Joseph Wylie & Company

Genuine Presto-Lite

BATTERIES

Every Battery Guaranteed

The Presto-Lite Battery is the Manufacturers Choice, Why not Yours?

\$19.95 up for the following cars: Ford, Chevrolet, Doria, Oakland, Scripps, Buick 4, Cleveland and Overland.

\$24.65 up for Chandler, Hudsons, Essex, Reo, Cole Eight, Studebaker, Case, Davis, Lexington, Nash, Grant and Buick 6.

Victory Service Station

C. C. Young, Prop.

DUE WEST RAILROAD NEVER HAD A STRIKE NEVER RAN ON SUNDAY NEVER HAD AN ACCIDENT

(By Louis B. Wright)

Greenwood.—A railroad which has no labor troubles in 34 years, a railroad which never had an accident in its history, a railroad which has never run on Sunday but once, a railroad which never hauled a drop of whiskey even in pre-prohibition days, a railroad which today is out of debt, such is the record of the Due West Railway, according to an interview given a Greenwood newspaper man by President R. S. Gallows, the directing genius of the system.

The record of the Due West Railway, a line running from the quaint old college town of Due West to Dapids, the junction point with the Southern and Piedmont and Northern, is unique in the history of railroading in the United States. The road, a five miles long, standard gauge, using locomotives which a few years ago would have been regarded as first-class engines.

President Gallows believes that no railroad in the United States of the world has a record which can equal that of the Due West Railway. The system, if a line five miles long can be called a system, is owned by the community of Due West, a community composed of God-fearing Sabbath observing members of the Associate Reformed Presbyterian faith.

Train Ran Once on Sunday

So strict is the observance of the Sabbath at Due West that one of the iron-clad rules of the road is that no train shall run on the Sabbath. Only once has the rule been broken, and that time only in the time to save a human life.

A woman was ill and physicians declared it was necessary to take her to a hospital in the shortest possible time. The roads were impassable with mud. It was on the Sabbath. Friends of the sick woman approached President Gallows of the Due West Railroad and asked if he would permit the train to carry the patient to Donalds to board a train for Columbia. Under the circumstances, he consented to break the rule against running the train on the Sabbath. Calling Jim Rowland, the engineer into his office he said, "Jim, you can run this engine

today but don't blow the whistle. The train was run, but the blast of the whistle broke the Sabbath stillness. Since that time several years ago, it has never been necessary to run the train on Sunday.

Labor Troubles Unknown.

Since the first train was run over the Due West Railway on December 24, 1901, fourteen years ago, there has never been a strike or any labor trouble of any kind. There are no brotherhoods or unions in the Due West Railway system. Jim Rowland, the engineer, runs the first engine and has been running engines on the Due West Railway ever since. When he is sick, Rowland Hawthorne, a relative of his, who is now agent at "Due West, runs the engine. Hawthorne was first fireman, then conductor and now agent, also having been with the road since its formation. Ben Magill is now conductor.

President Personally Supervises.

President Gallows personally supervises work on his railway. He knows every inch of the five miles of track and regularly inspects it. When a reporter seeking to interview him a few days ago, finally found him, he was directing the building of a trestle over a ravine. With his long black cane hanging on a plum bush nearby, he was leading a hand wherever needed.

"I haven't got time to talk now," he told the newspaper man, "I've got to get this trestle fixed in time for the next rain."

President Gallows is a Southern gentleman of the old school; a kindly, ruddy face, a white pointed beard, a white standing collar and a neat black tie. His manner was not brusque but he explained politely that he must have the track in shape for the next train to pass over. Due West could not be cut off by his failure to repair a trestle.

But the old gentleman did talk; talked while the newspaper man followed him about as he satiated and directed in building the trestle.

Believes Road Divinely Guided

"We've never had an accident," he said. "This railroad has always tried to do what was right and I believe Divine Providence has protected us and kept us from serious accident."

"Of course we've had minor accidents, such as side-swiping a few freight cars, which cost us about \$15,

but we've never smashed an automobile or run over anything. We have never had a damage suit in its history. Since that time several years ago, it has never been necessary to run the train on Sunday.

"Big business may say what it pleases about efficiency but the Due West Railway obeys the laws of God and I believe a Judge will direct and protect us," the picturesque old Southern and pious churchman reverently declared.

When President Gallows is not supervising the operation of his railway, he is visiting the "Camp of the Associate Reformed Presbyterian Church of South Carolina. Six days he does this and on the seventh, not a cog moves here and all the rest of Due West go to worship in the old, white church.

Read Has Made Money

The Due West railway has been a money maker up until last year, when it fell into deep depression. It has swept the country. President Gallows said. All of the earnings it has put back in equipment and improving the road. The road was capitalized at \$24,000 and has bought \$40,000 worth of new equipment since it began operation fourteen years ago.

"All of the stock is owned by citizens of Due West. Efforts of other more powerful railway lines to acquire the railway have been unsuccessful, the citizens of the community holding on to their stock, so that they could dictate the policies of the road."

Passengers are now hailed at a low, the round face being fifty cents. President Gallows said. The multiplicity of automobiles has worked a handicap on the railway and has curtailed the traffic. Trucks have also taken part of the freight the road formerly hauled. President Gallows recently placed the road under the management of the community, the citizens, who agreed to cease using trucks and to resume patronizing the railroad exclusively.

The railway equipment consists of two locomotives, two passenger cars, a combination passenger and express car, a flat car and a freight car. Most of the freight is hauled in solid cars belonging to other roads.

The Due West Railway has no high salaried "dead head" officials. President Gallows explained. He is president, treasurer and general manager. M. B. Chickaleas is vice-president; O. L. Brownless is traffic manager and everything else.

Road Swamped Twice Yearly

Twice each year the Due West Railway is swamped with traffic; the beginning and ending of each college year, for it is the only line leading into a college town, famous throughout the South. Due West is the Associate Reformed Presbyterian educational center for the entire South. In it are situated Erskine College and Due West Woman's College, both Associate Reformed Presbyterian institutions. Annually students come to Due West from all parts of the South.

There is an air about Due West that is peculiar to it. There is never hurries. It is quiet, studious, even scholarly. One takes time to dream, to build air castles, to think. One's contemplation is only disturbed by the tooting of the Due West train whistle in the week day. On the Sabbath, a brooding silence settles over the community where now and then the ringing of a peal may be heard.

IMPROVED ROADS SUFFICIENT TO ENCRUST THE EARTH

What the new Federal highway appropriation to be expended under the direction of the Bureau of Public Roads, United States Department of Agriculture, will mean to the country is accurately gauged in a synopsis prepared by the bureau, showing the use to which the \$275,000,000 previously appropriated by Congress has been put. Up to December 31, \$212,977,246 has been put to work in projects either entirely complete or under construction. To match that amount the States appropriated \$208,207,815 making a total of \$421,185,061.

If placed end to end the roads to be put under construction would encircle the earth at the Equator and extend as far as from New York to San Francisco on the second lap. The total mileage of roads under construction and completed, the department's records show, was approximately 27,000 miles. Of this mileage 9,558 miles was in projects entirely completed. The balance of 17,442 miles was in projects which were still under construction but reported 51.1 per cent complete October 31. In the case of completed roads, so that the completed road to date was more than 51,000 miles or nearly enough to encircle the globe.

Prior to 5 years ago the Federal Government took no active part in the road construction of the country. Today about one-half of all roads under construction are being aided financially by the Federal Government, and the construction is subject to inspection and approval of Federal engineers.

THE SKELETON KEY

The byways of life are not set with false lights and lying mirrors of the route to success that it is a wonder any one of us manage to succeed at all. A rising generation, to whom life is a continued mystery, is befuddled with wrong directions to reaching success, when we wonder why the average person ends his life about three months removed from the broad line.

The young man, going into the world, has an inflated idea of the

possibilities of success. He has had drilled into him the false notion that every boy can become President, that the top of the ladder is big enough to hold every one, that every man is a potential John D. Rockefeller. If he learns the system and follows tried-and-true rules.

Yet all grownups eventually know that chance is seldom met. That many of our greatest successes are creatures of chance. Why not be honest with ourselves and admit this, also let the young into the secret instead of misleading them.

The young man is told to "work hard." Yet hard work often leads to failure. It all depends on what the hard work is applied to. A Hercules could work himself to death, making fire poker out of wax. But his efforts would be neither useful to society nor profitable to himself. Misdirected energy. What the young man needs, first of all, is to find the work to which he is best suited. And then to use his brain. Try to derive a way of doing the old thing more quickly and economically. For instance, the humble maker of shoe heels. Some men make millions by inventing a device with a metal tip that wouldn't keep slipping off.

The man who watches the clock is universally condemned. Yet the man

For Torpid Liver

"Black-Draught is, in my opinion, the best liver medicine on the market."—Wm. W. White, of Keosauqua, Iowa.

"I have used Black-Draught in my chest about once—right, wonderfully effective—and this will very disagreeable but brought me back to my normal state. I was very fatigued and knew I was ill. I began the use of Black-Draught, right and morning, and I am now well and certainly very content."

Thedford's BLACK-DRAUGHT

For over seventy years this purely vegetable preparation has been found beneficial by thousands of persons suffering from effects of a torpid or slow-acting liver, indigestion, biliousness, colic, coated tongue, dizziness, constipation, bitter taste, sleeplessness, lack of energy, pain in back, puffiness under the eyes, etc. or all of these symptoms often indicate that there is something the matter with your liver. You can't be too careful about the medicine you take! Be sure that the name, "Thedford's Black-Draught," is on the package. At all drug stores.

Accept Only the Genuine.

DR. J. P. YOUNG
Acute Building
Eye, Ear, Nose and Throat
Glasses Fitted

Dr. C. R. Alexander
Dentist
Office Over
Hamilton's Book Store
Phone 512, Chester, S. C.

Why Cut Yourself Off From Success?

You CAN win if you let us look after the

CLEANING AND PRESSING
of your clothing and wear neat laundered linen.

Chester Laundry
Phone 5

who is spending his youth, trying to make more productive effort into a few minutes, late to watch the clock. Its efficiency expert lecturing junior clerks, said, "As I came into the room, I saw the secret of success on the desk. What was it? It expected to hear, 'Thank you, very much, please.'"

In a sense, the who boy was right. The platitudes tell us that platitude doesn't count. But we all know that cultivation of influential friends often is a shortcut to success.

The greatest lesson that can be learned by the young man, far from being one of specialization and that the average man must find his life-field and start getting training in it before he is 25. Many of the platitudes that held good a generation ago have been voted by modern life with its automatic machines, spurred efficiency, mechanical production, specialization and conservation of energy, cultivation of influential friends often is a shortcut to success.

EAGLE "MIKADO" Pencil No. 174

For Sale at your Dealer

Look for the TRAILER PENCIL, WITH THE RED BAND EAGLE MIKADO

EAGLE PENCIL COMPANY, NEW YORK

Deciding Where To Buy

The success of a business depends on its ability to analyze the mental operations of the public, and to determine how people decide as to where they shall buy goods. The merchants who read the public mind most accurately get the business.

When one finds that he needs something, the question comes up where that article should be bought. From some source back in the mind the suggestion comes that such and such a place would be a good store to visit for that purpose. Whence comes that suggestion?

In the majority of cases, it is created by the store that has made the most effort to impress its reputation on the public mind. People remember the things they hear about constantly, and they forget other things that are rarely called to their attention. The advertised store conforms to the laws of psychology, by constantly calling public attention to its enterprise, its goods, its methods, its prices, and the advantages of trading with it. Consequently the inner consciousness, when asked what or where a person should buy, is apt to respond by suggesting certain advertised goods.

It is of course true that while a store by advertising can always draw in a lot of new trade, it can't keep it unless it really does give good values. But advertising helps a store do that, notably in these two ways:

Advertising encourages merchants to handle big lots when such are offered them at low figures. They know that by appealing to the public by advertising, they can swing these big lots and turn them into money in a short time. Thus buying in a large way and taking advantages of special opportunities, they are able to offer special values.

Advertising increases volume of trade, thus reducing the operating and overhead expense per article, making it possible to cut prices to the public. The advertised store buys and operates at low figures, and can thus make low prices.

You Cannot See Public Opinion

You can not see the Law of Gravitation, yet it controls every action of your life. You can not see Public Opinion, but you are influenced by its force every hour of the day.

The man who does not advertise realizes the might of Public Opinion in politics, war, ethics, religion, but he fails to apply this force to his business.

Yet Public Opinion is so real a thing that we talk of moulding it as though it had three dimensions like a cake of soap. Advertising is moulding Public Opinion to a favorable view of your business.

Public Opinion is as potent a force in the business world as it is in the moral world. The organized application of it to business is new because the multiple printed page and swift transportation are new.

In your line of business there are or will be firms that will continually reap the rewards of favorable Public Opinion.



Wholesale Meat Prices UP DOWN WHY?

Do wholesale meat prices go up and down with fluctuations in live stock prices?

Why do live stock prices fluctuate?

Why are some cuts of meat higher than others?

What kind of competition is there in the meat business?

Where does your meat come from?

How does it happen that you can always get it?

Why is the large packer necessary?

Swift & Company's 1922 Year Book answers these and many other questions.

It's ready for distribution, and there is a copy free for you. Send for it. You'll enjoy reading it. It's a revealing document.

Address Swift & Company,
401 Packers Avenue
Union Stock Yards, Chicago, Ill.

Swift & Company, U. S. A.