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A FOOL AND HIS MONEY.

Aged 56. All of it.

Rainor Thousand* of Poor

Go through the list of those who have made a success and you will find men that overcame the obstacles—the impossibilities, so called.

Few of them had the up-road paved for them in advance; instead, they grew by using their judgment and doing things for themselves.

Theodore Roosevelt said: “The way to wealth is thrift.”
Don't Forget—
"Rose of Washington Square"
At Opera House Thursday, Feb. 25th.

Reed and Fibre Go-Carts

Carefully Selected Stock. All have latest improvements and up-to-date features.

CLARK FURNITURE CO.

FOR SALE!

25 or 30 head good breed heavy milk cows, also some springers.

Garage for rent. Old Ford Stand.

FRAZER LIVE STOCK COM'PY.

What Does It Cost to Stop Advertising?

You remember James Pyle's Pearline. It had been advertised regularly from 1873 to 1907. Then the trustees of the estate saw a brilliant chance to save money. They cut out advertising.

Sales dropped like a clap hammer. Profits went where soapsuds and bubbles go. In 1914 Pearline, like Jess Wilard, tried to come back, but it was too late. The business was sold at a price which is said to have covered barely the value of the machinery and inventory.

Moral: A business will grow as long as it advertises. A salesforce will thrive as long as it tries.

How much will The News' readers spend in your store? Doesn't the answer to that question depend upon you?

Advertise—means to sell.

IT'S NOT WHAT IT COSTS TO GET IN THE NEWS—BUT WHAT IT COSTS YOU TO STAY OUT.
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

Jan. 15th.-To scatter flowers on the grave of Mrs. E. G. Jones.-Willie W. Davis.

Mr. W. W. With artifacts, a collection valued at $25,000, will be held for inspection from 10 a.m. to 5 p.m. on Tuesday, January 26th. The collection includes ancient artifacts from various parts of the world, including Egyptian, Greek, and Roman items.

The annual meeting of the Golden Building and G. W. B. Mason Lodge No. 3 will be held on January 25th, beginning at 7:30 p.m. All members and their guests are welcome to attend.

H. H. Tuttle, of the firm of Tuttle & Tuttle, has opened a new office in the old bank building.

The City of Chester is proud to announce the opening of the new City Hall, which will serve as the headquarters for all city departments.

Chester Hardware Company

"Quality First"

FENCING

We have the fence at very reasonable prices, in most any height you want.

Call and get our prices and do your fencing now.

Chester Hardware Company

A REMINDER

Have You Failed to Keep Your Agreements With Your Merchants?

The time may come when you will want the credit favors of others and you will be judged by past performances.

If you owe a bill of long standing and can't pay it all, don't be ashamed to pay some part of it.

A reputation for honesty is the most solid asset any man can possess. Don't jeopardize your credit.

The Chester Merchants are banded together for protection.

Do you want a good rating with the Credit Bureau? If so, the chance is given you now.

A man who pays his bills can look the world in the face, and better still, that man can buy again and say "CHARGE IT."

Make the most of your opportunity by paying your bill promptly.

Electric Bitters

Made & New Man Of Him.

"I was gorgering from pain in my stomach, head and back," wrote J. T. Alston, Kalchah, M. W.

Liver and kidneys did not hurt, but four bottles of Electric Bitters made me feel like a new man.

[PRICE 50CT.]

Join our Home Club Plan.

$1.00 Cash and Balance in 35 Weeks.

Clark Furniture Company

This weather is just right for

The S. M. Jones Comp'y

Join our Home Club Plan.

$1.00 Cash and Balance in 35 Weeks.

Clark Furniture Company

The S. M. Jones Comp'y

Join our Home Club Plan.

$1.00 Cash and Balance in 35 Weeks.

Clark Furniture Company
Opera House Thurs. Feb. 23

"Rose of Washington Square"

The Same Show that is Playing all of the Larger Cities. An Excellent Attraction and on Which You Will Enjoy

1. The seats will be sold on sale at the Chester Drug Store

3 Prices: 75c, $1.00, $1.50 and $2.00, Plus War Tax

Trade At Home

Have you ever thought about what the Home Merchant does for you in the way of taxes? Do you ever stop to think how materially he assists in educating your children? Have you ever stopped to think that the Mail-Order House is not contributing to the education of your children? Can you show one single instance in which an out-of-town merchant has contributed to the development of your community?

We can show you that ten mercantile establishments in Chester have paid $10,656.98 in taxes, which went toward county, city and state governments. Most of that goes toward maintaining the roads and streets.

Ten merchants of Chester paid $1,289.50 this year to help educate the children of the City of Chester. All these merchants paid their taxes to educate your children, yet not entitled to our patronage.

Every dollar sent out of Chester hurts Chester just that much and helps some other community.

Approximately one-fifth of the taxes paid in Chester county are paid by the mercantile establishments in that city and they are not entitled to our patronage.

Don't give up your post of 40 years in the County. Castoria, the old castoria. If you are advertising your business, you may want to check out some of these older ads for some tips. It's not just about selling products, it's about educating your customers. This is an important message for any business looking to succeed.