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Chester News 1922 The Chester News

3-24-1922

The Chester News March 24, 1922

W. W. Pegram

Stewart L. Cassels

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call Enough Yet for Proclamstico, (Anderson Dally Mail.)

At the First Bapitst church Sunday, cancerning the attitude we should take in reference to the bell weed, and weeken. Governor Gooper should sall is day of fasting and the increasing of this peet, Dr. White the process of the peet, Dr. White the head of the process of the peet, Dr. White the head of the peet in the peet of the peet, Dr. White the weeken the process of the peet orose up, without a hope of human means available against, the signatic calemity. As the conference drew to its fatile close the Governor of Dakota suggested, that a day of Dakota suggested, that a day of prove be appointed, that possible relief might come from a higher provent of the conference of

DR. WHITE BELIEVES IN PRAY.

Of the Governor appointing a day of mayor about the boll weevil's not now—not yet. Why not?

But Bell Weevil Situation Not Critical Enough Yet for Proclamation, (Anderson Dally Mall.)

Can be a calcallious and the people are controlled to acroy and horror of controlled to acroy and

That little, mysterious bug has come to denounce thee. Here's is one preacher—a handred thousand '10 here are you with have to listen to, and you shall support him well, too may have the startand out dimes be gradgingly given to some church election, but in great dollars upon dollars. God is out collecting for the benefit; of another one of 'Miscreatures' what you, His dishonest contracting what you had dollars.



The Co-operative Marketing Plan is Backed by Thousands. Are You One of Them?

Georgia Raising Melona.

Macon-Between 100 and 150
cars of cantalonges will be shipped
to easiern and western markets from
Bibb county this year, providing an
average yield is harvasised from the
acreage that is to be plunted. Last
\$35,000, to say for the state of the
\$35,000, to say for the farmers above
\$35,000, to say from the malons sold
to the local market.
Four shipping points have already
been established in different "sections of the county and the malons
tions of the county and the malons.

Greenville, March 21.—After de-liberating for about five hours, the jury in the case of W. G. ("Stub") Turner, former chief of police of West Greenville, charged with criminal assault, returned a verdiet this

Clean Bill for Ku Kluz.

Knoxville, March 21—A clea
bill of health was given the Kno
county Ku Klux Klan by the crim
and grand jury which today conduct
ach investigation into the active
tes and juryoses of the klan follow
ing its request upon the aherifit
dismits a deputy on charges of
thett unbecoming an officer. To
roved inver healt that the klan w

CUSTODIANSHIP OF MUCH GOLD

DELINT COTTON SEED
BEFORE PLANTING

of the bottom with a copper places. Announcem

constantly with a wooden stick until into in-removed. Next pour seed and acid in tub "B", which has boles in bottom and which has been placed over tub "C," which has no hotes bottom. As soon as the acid is desi-ded of the stick of the stick of the bottom. As soon as the acid is desi-nded of the stick of the stick of the truning water is applied this does not take long. Spread seed on for or of inhests in the sun to dry, when the bottom are wed to nlant.

GETTING READY

Clemson College, March 18.—As many Junguires are being received daily at Clemson College regarding the delining of cation seed between the college received college and the college and t

The Chester News

Published Tuesday and Friday At

ed at the Postoffice at Chester

before the afternoon train leaves. Representatives of the industrial departments of several railway system

BOOSTS CHESTER

organization of Chester Cream-Placed Before Many Thouse People—Advertising Our Gue sey Cattle:

Union.

If any of our readers would like to subscribe to the papers we wil gladly send in their subscription without any extra charge, if they will call at the News office.

We wish to thank our friends for their kindness during the sickness and death of our brother, also for the beautiful flowers.

"THE FORTUNE HUNTER"

"Why does the American Legion need a benefit! Where does the money go ta!" Are the guestions being asked by our good head citizens, and in order to be true for the trust they place in us it is our duty to live them an honest answer and a true audit of the money they intrust to our care.

In Savannah these haves wood, S. C.

week a drive for jobs for ex-serv-fee men in order to relieve the dis-tress suffered by themselves and families.

Capt. P. G. Black, in

P. A. Nunnery
J. H. Wade
R. S. Nunnery
Howard Dixon
J. J. McKeown
Jas. I. Hardin
J. M. Lathan
Clyde Cornwell
R. F. Boyd
S. H. Hardin, Sn.
W. M. McEduff
G. G. Jordan
I. C. Hicklin
L. Foster Carter
J. J. B. J. E. Hamilton
L. C. Grant
H. J. Locke
W. E. Lee
H. C. Orr
R. A. Stevenson
W. S. Neely
F. N. Hall
Theo. Tinsley
A. G. Thornton
S. L. Cassels
Robt. L. Stroud
S. J. Cornwell

A BAD, BAD WORLD.

A BAD, BAD WORLD.

From the Splester Local.

If the reformers keep right on the
job maybe after a thousand years or
so the human race will be made perfect. But to do it in such a short
ime it is going to take the continued
combined efforts of the rew
generation of the rew
generation of the rew
generation of the rew
generation of the rew
mande in order to straighten out the
rising generation. There is too much
made in order to straighten out the
rising generation. There is too much
made in order to straighten out the
rising generation. There is too
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made in order to straighten out the
rising generation. There is too
much
made in order to straighten out the
rising peneration. There is too
much
made in the straight of the
present day to frivoilty, such as
a splaying marbles, swimming in the
nearby creeks, etc. With this in mind
mor of those lady reformers wrote
the didn't of the Dallais Newse a feet
days ago asting held key to prohibit
the playing of marbles in the stage
of Texas, to which he replied as follows:
"Sure!

"Let's pass a bill forbidding boys to be boys. Let's demand of." the legislature that it; take justiable sation to prevent the young from being young. Let us impress upon our frivolous judiciary that it should be more severe on all persons of the male gender who entire the should be more severe on all persons of the male gender who entire ammentation of the market polying. Also the young of the founds permanden should be more permanded in about a market which he benche against all minutes of ankles. To have a "pair for ankles which she believes to far pretty-and of which she known so harms should be brought to the attention ahould be brought to the attention of, any young woman over 16, years old, with the admonition not to let it occur again. The more we think about it the more we are convinced that people were not made right. They have been wrong from the very beginning. Bables should not be born before they are 70 years old. anse Lois Rodman spent Thursmorning. Bables should not be born before they are 70 years old.

Misses Alice Waters, Sarah Fenmorning heats of the sand type and type Lee from the Chester
are until take heas safely passed the nonhindredth birthday. And he father
is fit to train up a child-in the way
it should go until both have, gone
past the three sores and then mark.

Adam was a fallure and Eve was a
disappointmently herely because one
was of clay and bead been kind
dried and the other was composed
of a bank of thir and a bone that
had not been seasoned. What can
we expect of a world composed of
humature people,
"Darn averypoddy?"

WANT AD COLUMN

Double Veneared Mahogany Due Benches with music Compartment hirteen dollars. Shipped express Reduced from twenty dollars to prepaid. John A. Holland. Green

Wanted Man with car to sell the BEST Ford Oil Gauge made. \$100.00 per week and extra commissions. Benton Harbor Accessories Co., Ben-ton Harbor, Mich.

Special Price on Ford touring car Curtains \$8.00 per set put on. Nev Special Price on Ford touring car-Curtains \$8.00 per set put on. Now tops and seat covers, Auto Trim-ming and Furniture upholstering at reasonable prices. Quality and work-manship guaranteed E. C. Lamica. Phone 402J, 128 Columbia Street

For Rent-Eight room house on Aiken street. Water, lights and streened, Apply at Coco-Cola plant. no. M. Jones.

LANCASTER JURY
GETS JONES CASE

Reached After

Larieaster, March 22.—The case of the stale against Charles D. Jones, charged with mispepopiation of funds and breach of trust with Pravulus of the Lancaster Mercaintle company, of which Pravulus of the Lancaster Mercaintle company, of which he was former president with Pravulus of the Lancaster Mercaintle company, of which he was former president this tracting five days.

*Argument was resumed this morning. D. W. Ribbinson leading off for the state. He was rollowed by Claud N. Sapp and Homas P. McDow for the defense, and former Judge Mendel L. Smith Gense for the state. An hour each was allowed for attack and hour each was allowed for the state. An hour each was allowed for a state. An hour each was allowed for the state. The four argument governed every phase of the case from sarcasm to pathon to facts and evidence. Claud N, Sapp, for defense, made a powerful place for he client, claiming that a conspiracy had been entered into by Lerby Springs and f. T. Stevens to crush subject of the state. Judge Bow the state of the s

RODMAN ITEMS.

RODMAN ITEMS.

Quite a lot of had weather since our last varing, had roads as a rereall. There are places almost inreashly. Several State of sickness
in and near here.

Missee Margaret and Augusta
Says and Miss Eather Kee, and MrH. E. Hickin are attending the
Leads recently and justiced Mr. Walkee Grosby and Mr. W. F. Smith.
Mr. Gatther Kirkpatrick, of Sax
Mr. Gatther Kirkpatrick, of Sax
Mr. Gatther Kirkpatrick, of Sax
Mr. Had Mrs. Christ Robinson and
Intic daughter. Elinabeth, upon a
John Wite.
Mrs. Young Lewis and Gilleren
of Avon, age visting the formers
Mrs. Young Lewis and children
of Avon, age visting the formers
arents, Mr. and Mrs. H. J. Miller.
Mrs. W. D. Rodman spent Tuesson.
Mrs. and Mrs. H. J. Miller.
Mrs. W. D. Rodman spent Tuesson.
Measur. Q. E. Waters, John RodMeasur. Q. E. Waters, John Rod-

On Eve Of The Secret Of Perspetual
Life, Discoveries Are Revealed.
London, England—Not only may
the brains of the illustrious be raftled on the living, but we may alas be on the ever of the england, possipetual and the secretary of the discovery
by Pyor. Austic Carrel, is revealed
by Sir William Arbutnot Lane, the
frances surgeon, who worked with
Professor Carrel bagore the war.
"Any tissue lept on a microscopic
slide, at a suitable temperature, few
with the right material frow and
at convert," and Sir W. Lane.
"If this applies not only to one or
two tissues, but to all the tissues of
a living body, then it follows that
such a man woud they forever.
"We pay for civilization by eating
digestible food, as we on corn
and between stones, and the cake
he makes is most imperfectly roasis,
ed. Therefore, he avoids all disease
of, the intestines, such as cancer,
which is spreading in the civilized
world with the most alarming, rapidity.

"Professor Carrel, with whom I
"Trofessor Carrel, with whom I
"Trofessor Carrel, with whom I
"Trofessor Carrel, with whom I

which is spreading in the civilized world with the most alarming. The polity.

"Proceed Carrel, with whom I would for a short time, has made to the control of the successfully, getting a whole kidney from one ainstall place or the same with a least of the control of the contr

long as there is perfect drainag

To Cure a Cold in One Day
Take LAXATIVE BROMO Quining. It stop
Cough and Headache and works off the
Drugstin refund money it it fails
L. W. GROVE'S signature on each box.

our money we want; we don't know Georgia.

Atlanta, Ga., March 20.—Unusual progress is being made in developing the peach industry along the Atlanta, Brimingham and Atlantic Railway, between Atlanta and Pitzgerald, according to horticulturists here today.

The Institute of Northern Division S. C. W. M. U., Mrs. C. B. Bobo. President, will be held in the First described by the presented by the property of the property of the presented by the prese or mirro. Appelessated by the season of the factory with the factory with

goods to save freight./Send us all of your residy cash, so that your may not have any of it left to buy recessilist from you shall believe us rather than your bome buiness men, the proof of the property of



The Mutual Live Stock In-surance Association, of York, S. C.

At no time has the Mutual Live Stock Insur-ance Association been in better shape than now. It policy and marner of doing buliness are on a sound basis and every just claim is promptly paid in full. This Association was recently compli-mented yery highly by the Auditier of the State Insurance Department.

Are your horses and mules insured with us? If not, write to

D. E. BONEY, Sec. & Treas.



A pipe's a pal packed with P. A.!

Seven days out of every week you'll get real smoke joy and real smoke contentment—if you'll get close-up to a jimmy pipe! Buy one and know that for yourself! Packed with cool, delightful, fragrant Prince Albert, a pipe's the greatest treat, the happiest and most appe-tizing smokeslant you ever had handed out!

You can chum it with a pipe—and you will—once you know that Prince Albert is free from bite and parch! (Cut out by our exclusive patented process!) Why—were puff of P. A. mikes you want two more; every puff this the bullseye harder and truer than the last! You can't resist such delight!

And, you'll get the smokesurprise of your life when you roll up a cigarette with Prince Albert! Such entic-ing flavor you never did know! And, P.A. istays put be-cause it's crimp cut—and it's a cinch to rol!! You try it!





W. W. PEGRAM, Editor and Owner

Officer 139 Main Street Phone 54

Advertising Rates Mede Keown on Application.

FRIDAY, MARCH 24.

Federal reserve banks throughout the country and the country are shown to the country and the country are shown to complete the country and the country are shown to complete the country and the country are shown to complete the country and the country are shown to complete the country and the country are shown to country the country and the country that the country the country the country are shown to country and the country are shown to reserve the country and the country are shown to country and the country are shown to reserve the country are shown to country and the country are shown to reserve the country and the country are shown to country and the country are shown to reserve the country and the country are shown to reserve the country and the country are shown to reserve the country are shown to reserve the country and the country are shown to reserve the country and the country are shown to reserve the country are shown to reserve the country are shown to reserve the country and the country are shown to reserve the country and the country are shown to reserve the country and the country are shown to reserve the country and the country are shown to reserve the country and the country are shown to reserve the country and the country are shown to reserve the country and the country are shown to reserve the country and the country are shown to reserve the country and

Beaufort, March 22.—Beaufort's two day lettuce festival began today when her thousand acres of lettuce will be shown to visitors when the will be shown to the state of Genth Carolina. Skipmenta have 1800 per an and the fields are a beauful sight. All visitors are being-énterialed by the chamber of commerce and were given an opportunity of the state of th

as a matter of news and having a desire to advertte the Generally cattle of Chester, county and also the new creatury to be erected in Chester, W. W. Pégram, editor of The Chester News, each the following communication to Heard's Dairyman, a weekly dairy paper published in Fort Atkinson, Wisconsin, which has a circulation of something. Ike 200,000 into all parts of the United States. The article was published in the above mentioned weekly of Pel-nutry (24th. If follows:

Ho ard's Diriyman—Chester, South Carolina, is taking time by the As a malter of news

CARD OF THANKS.

Capt. H. S. Ross, Mrs. W. T. Castles

Mrs. J. Ed Cornwell, Miss Olive Ross, Miss Nenie Ross, Miss Cora Ross.

Fordson Tractor Demonstration





We are planning a Fordson Tractor Demonstration for riext Tuesday, March 28th beginning at 101 A. M. At that time we will give the farn sers of this section opportunity of seeing the Fordson at work using various types of plows.

This Demonstrati on will be held on Mr. James H. Glenn's F arm back of his residence. The plot on which this work will be held is a twenty racre field and is an ideal one in every respect to see the Fordson Tractor do the same kind of work it would do for you on your own farm. The Demnstration will be by far the biggest and best ever held in this community and we urge that every person interested in the up-to-date meth ods of farming attend the Demonstration on this date. If you will the Demonstration or m this date. If you will call at our place of business any time during the day we sha! I be very glad to provide you a way to so to andreturn from this Demonstration.

Glenn-Abell I Notor Company

The Fortune Hunter

Benefit of The American Legion boys. All money made by this performance is dievoted to the relief of exsoldiers in distress. Of the money collected—one third goes to the National organization—one third to the State organization and one third to the post here at Chester.

By purchasing tickets you will enjoy a high-class comedy and at the same time help the A-merican Legion boys who are in trouble.

Mr. W. P. Marion, cotton stalls-ticles for Chester (control and the control and the stall and Chester (control and Chester amounted to 2890 cheles as compared with 37,538 last year, it will be recalled that last year cop of cotton was the large year in the last of the control and control and

Ladies' Kimonas and house dress es only \$1.00. The S. M. Jones Co.

is in Florids.

80 Cent. Special One lot small Connecting Rods make old Fords size in Ladies Oxfords and Pumps, gan good and new Fords run better. Oxfords and Pumps, gan good and new Fords run better. Chester Hardware Co.

Milwanker There and Ningary

98 Cents—Special—One lot small sizes in Ladies' Oxfords and Pumponly be cents—and Typine.

George Ash, of year of the control of the cents of th

The regular semi-monthly meeting of the Chester Lodge of Loyal
Moose will be held in the lodge
rooms on next Thursday night. A
full membesship is requested.

tul memboship il requested.

These Desirier To Communicate
with Dr., W. K. Mgfill ican get him
by calling Thone 284. 27.

Mr. W. R. Ratierree, of Cafawha
Junction, has received; letter from
his son in Atlanta informing him
of the deshi of his countin. George
Ratterrel, who was stabled by an unidentified men last

Mr. A. J. Hellman, manager of th

A big surprise took place in Cal A big surprise one pack ways Methodist church in Charliast Sunday night just after pastor, Rev. 2. A. Sharp, find his sermon. Three men robed in costume of the Ku Kluy Klian q ly walked down the aisle and he dithe pastor a letter in which Ku Klu enclosed twenty-five lars which they asked the past hand to a certain needy woman letter also approved of the ser

Use Quality Motor Oil and pro-

Mr. H. B. Branch, secretary of the Chester Chamber of Commerce, and Mr. B. G. Sanders, secretary of the Camden Chamber of Commerce, went through the country to Green-ville to attend the State meeting of commercial secretaries, of "which Mr. Branch is accretary,

The S. M. Jones Comp'y

The S. M. Jones Comp'y

The S. M. Jones Comp's

The West String-Gibbant in this same unit is same unit in this same unit in same the following in the proper in the proper in the proper in the same precised and find the control of the proper in the same precise and making over a purpose. The people have not an article of the proper in this same unit in same the control was a many of the proper in the same propose and to the mind of the proper in the same propose and to the mind of the proper in the same propose and to the mind of the proper in the same propose and to the mind of the proper in the same propose. The people have not an article of the work proper in the same propose. The people have not an article of the work proper in this same unit in same in the same propose and to the mind of the propose and the propose and to the mind of the propose and the propose and to the mind of the propose and to the mind of the propose and the propose and to the

Mr. Paul F. Davis and Miss Eline Variadore, of Leeds Route 2, took their friends by surprise last Sunday mornings by getting married while on their step 30 c characted while on their step 30 c characted to the surprise of the surprise of



CHEWING TOBACCO

Why?

quality is sealed in.
So Penn's is always fresh
—an entirely new idea for
chewing tobacco.

Have you ever really chewed fresh tobacco?

the American Wholes &

A considerable number of chattel mortgages have gone into the Clerk of Con and would judicate that people and would judicate that people an unity arrangements to do some fair the solid the "mortgage line" however, the number of chattel mortgages this year is far behind the waverage. In previous years on would find scores of chattel mortgages being recorded in January and February, whereas this year there were practically none during either January or February. One of the most handsome move-

cither January or February.

One of the post handsome moring picture houses in this section of
the Carolinas is that nearing completion at Great Falls. The building
is a massive structure and has
a seating capacity of 480, with every
thing modern and up-to-date
every particular. In the opening
iteration machine, or the opening
picture machine, the opening
has opening room angle will can
more than two thousand dollars.

J. S. Wadwoorth, who. has been
special representative of the South
error Theater and Equipment Co., of Atlanta, Ga., will be manager of the house at Great Falls.

PEOPLE OF OUR TOWN



Preaching by the paster, Dr. Robt. G. Lee, at 11:15 A. M. and 8:00 P. M. Sunday School and B. Y. P. U. at yaual hours. All most cordially invited.

A. R. P. CHURCH.

Preaching at 11:15 A. M. and 8 P. M. Sabbath School at 10 A. M. and Y. P. C. U. at 7:00 P. M. All most cordially welcomed.

BETHEL M. E. CHURCH.

Praching at 11:15 A. M. and 8:00 P. M. by the pastor, Rev. Hen-ry Stokes. Sunday School at 10 A M., Jas. H. Glenn, Supt. S. S. Mc Cullough, Asst. Supt. Epworth Les gue at 7:00 P. M. All most cordial

Regular services at Purity Presby-terian church Sunday morning at 11:15 and Sunday evening at 8:90 Sunday School at 10 A. M. Mr. A. M. Alken, Superintendent. Cor-dial invitation extended to all to be present.

To Chester County Teachers:

To The Teachers of Canter City and County Study Center:

On account of the Stor Teacher, Association meets been rimable to see the country of the Story Country of the Story Country of the Country of th

NOTICE OF FILING DECLARA

TION.

March 27th, 1922, we, the undersigned-intend-to-file with the Secertary of State a declaration for the
purpose of obtaining a Charter
the-Electric Made Bake Shops
107 to have its place of buliness in
Chester, S. C. said notice being feten in compliance with the Statutes
of this States

Chester, S. C. March 22, 1922.

Job Printing of all Kind All we Ask is a Trial

THE CHESTER NEWS

The Chester Hardware Company, of Chester, has rented one of the new billidage being served at Green Falls and as soon as completed on the poet of the

Rentz escaped without injury.
There was only one winess to the accident. D. W. Smoak, county supervisor, happened to be nearby, as a road gang was working in that section. Mr. Smoak and others rushed to the wrecked eas, but Dr. Rentz was dead, either from downing or from having his neck braken before the 'car was removed.

Iron salts are being used for ning, and manufacturers have gun to prepare iron tanning ex-

"The Best For Less" -

Buy \$2.00 worth and we deliver to any part of the City.

A FEW EXTRA SPECIALS

A FEW EXTRA SPECIALS

15. LOWNEY'S COCOA ... 36

12. Ib. LOWNEY'S ... 50

12. Ib. LOWNEY'S ... 50

21.3 Ib. Jar PEANUT BUTTER ... 30

3 pkge: HECKER'S CORN

FLAKES ... 50

Large can HESSYALES ... 50

Large can LIBBY'S circled ... 30

Large can LIBBY'S or DEL ... 30

Large can LIBBY'S or DEL ... 30

BROWN SUGAR, Ib ... --- 70
Douglas Building Phone 71

> Chester Cash & Carry Grocery

Douglas Building

DR. J. P. YOUNG

Eye, Ear, Nose and Thre · Glasses Fitted

Dr. C. R. Alexander Office Over Hamilton's Book S

No. Six-Sixty-Six

MALARIA or CHILLS & FEV re or six doses will break any case

When You Want Something Different

try our old fashioned salt-rising bread.

If you don't know what it is, ask your neighbor.

Makes delicious sandwiches. It's the bread everybody's been talking

EGGS ARE CHEAPER

We have therefore reduced our layer cakes to fifty cents.

Why worry to make them at home when we can supply you so reasonably? And they're good!

HOME MADE ELECTRIK MAID 40c per pound. Made Fresh Daily

Electrik Maid Bake Shop

Powitine of a decretal order to directed, I will adjusted to the control of the c

Kundreds Are Usina Electric Ranges

More than 640 families in the cities and towns served by the Southern Public Utilities Company are using electric ranges.

These hundreds of families use electric ranges because they find them the cleanest, most convenient, most economical and altogether the most desirable cooking appliance that has ever been developed.

Many families have not permitted themselves to think of the splendid qualities of the electric range because they have thought it an expensive appliance to operate. Exactly the contrary is true. It costs no more to operate an electric range, intelligently handled, than it does to operate a coal or wood range. The average monthly bill of the more than 640 range customers on our lines is very little in excess of \$5.00 per month.

And think of the convenience! You dont even have to strike a match. Just turn the switch and the heat is on—any degree of heat that you want.

ou will want an electric range before summer is over. Why not investigate and make your selection now?



Our Proposition

For a Limited Time Only:

Any electric range on 12 month's time (small cash payment at time of purchase and balance in twelve equal monthly payments.)

Similar proposition on sweepers and other electric appliances.

This proposition puts an Electric Range within the reach of almost everyone. Take advantage of this liberal proposition.

Southern Public Utilities Co.

ITS NOT WHAT IT COSTS TO GET IN THE NEWS-BUT WHAT IT COSTS YOU TO STAY OUT.

What Does It Cost to Stop Advertising

You remember James Pyle's Pear-line. 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 bub-bles go. In 1914 Pearline, like Jess Wil-lard, 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.

You can't make progress against the current unless you keep rowing. But the harder you row, the faster you go.

How much will The News' readers spend in your store?

Doesn't the answer to that question depend upon you?

Advertise-means to sell.

Not to advertise usually me s is ;

THE CHESTER NEWS

Work.

When the plant gais its growth then frequent cultivation is not so essential. Shallow cultivation of a ternate middles, as practiced librate report, just published by the nation characteristics, as better at that stage of the crop.

festation it is possible to set, the greater amount of the crop befere the weevils become a serious meane. Under such conditions a farmer would not be justified in using

told bottom soils. Rich alluvis of river or creek bottom

A Kentucky lawyer was stadio

୭

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 mest effort to impress its reputation on the publif mind. People remember the things they hear about constantly, and they orget 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 enterprises, its goods, its methods, its prices, and the advantages of trading with it. Consequently the inner conscioueness, 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 the are offered them at low fig-ires. 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 buy-ing in a large way and taking advantages of spec-ial opportunities, they are able to offer special values.

Advertising increases volume of trade, thus reducing the operating and overhead expense per article, making it pour aid to our prices to the public. The advertised at re huys and operates at low figures, and can thus make low prices.

The News, Only \$2.00 a Year