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WALL STREET BLOC LOCKS HORNS WITH AGRICULTURAL

Large Eastern and Banking Interests Deeply Concerned Over Financial Depression Throughout the Nation.

By Harvie Jordan
New York, April 25.—Investigations among leading bankers and business interests of the nation convince me that the present financial condition of the country and the enormous losses resulting from agriculture are but business as a result of the drastic deflation policy inaugurated in 1920.

With twelve billion dollars losses by the American farmers, most of which is still unpaid, the depreciation and sacrifice of liberty bonds by the masses, and the wreck and ruin of a multitude of bankruptcies, this condition has generated a gloomy nightmare of serious alarm in the minds of many leading financiers in the east. These multiplied billions of losses now being held in the hands of many local departments of trade and small banks, must inevitably find their way into and be unloaded on the strong boxes of great financiers of finance. There can be no escape from this ultimate result. The farmers are unable to pay off debts contracted in an era of unbridled inflation with deflated dollars, and a continuing period of low market values for staple farm products. The truth is gradually finding lodgment in the minds of big financiers that without credits or cash farmers can neither stimulate production nor liquidate past due obligations.

It is now generally conceded, even in Wall street, that the debacle of artificial deflation went too far and that the distribution of the enormous cannot be held in suspense much longer. When the day of final settlement and liquidation comes, the overflow of government securities, small streams of the country must automatically be absorbed in large measure by the great financial centers of the nation, and the farmers by the debts now loaded with debts must be cleared and the final toll of deflation accounted for.

There is strong outspoken sentiment in Wall street against the inauguration of an agricultural bloc in Congress. This is neither surprising nor unexpected. The policies of the government have not been controlled by big business concentrated finance in the east that any attempt by Congress to enact measures of real benefit for the farmer and west is looked upon with suspicion and undisguised objection. Farm legislation of any kind in Congress, particularly if it is to be financed, arouses both indignation and resistance among those who breathe the atmosphere flowing through the corridors of Wall street.

This is not due to any sentimentality antagonistic to the welfare of the farmers as individuals or to the agricultural industry as a whole, but because a jealous and bigoted enactment of federal legislation relating directly to agricultural finance may encroach upon the rights and encroachments of Wall street, and curtail the powers of Wall street in its supreme control of the banking interests of the nation. Some of the big bankers of Wall street, reflecting the sentiment of big banking interests in that section, bitterly assail the senatorial agricultural bloc and every agricultural measure introduced in Congress which in anywise tends to bring financial relief to farmers, even in this crucial hour of their financial distress.

The new system of agricultural credits for short term farm loans now pending in Congress is being met with vigorous opposition by these large banking interests, their satellites and supporters. Wall street banking interests appear to be concerned with the idea that the destinies of American finance is a divine heritage which they alone must exercise for the benefit of the department of American life, and that for any encroachment upon such rights by government even is an unpardonable sacrilege.

Wall street bankers have undoubtedly rendered a great service to thousands of local banks throughout the agricultural business of America, but there has never at any time in the past been displayed any spirit of altruism toward the sections to which such banking services have been rendered. The number of demands for broader and more comprehensive systems of finance have grown beyond the fixed set rules and regulations of eastern finance. The farmers of the nation can no longer look with any hope for the results of the aid to the Federal Reserve

PROPER LABELING OF GOODS IS NECESSARY

Washington, April 24.—Labels on brands under which articles are sold, when open to construction in the mind of the purchasing public that they describe the component ingredients or materials used in the manufacture of the articles, must clearly and definitely describe them, the supreme court today held, in an opinion delivered by Justice Brandeis in a case brought by the Federal Trade commission against the Winsted Hosiery company of Connecticut. Justice McKeogh dissented.

The opinion of the court, while confined to the particular issues presented, it is stated, have material effect in broadening the jurisdiction of the federal trade commission "in such trade practices." Chairman Gaskill of the commission described the decision as a great victory.

Explaining that the Winsted company for many years had manufactured underwear for the retail trade bearing the brands "natural merino," "gray wool," "natural wool," "merino wool," or "Australian wool," Justice Brandeis declared "none of the underwear is all wool," but "much of it contains only a small percentage of wool, some of it as light as 10 per cent."

In this connection, he said that while the Winsted company labels, particularly that bearing the word "merino," have long been used in the trade, "the court could not accept the contention that they are generally understood as signifying goods partly of cotton."

He declared it "unsound" asserting that the labels in question "are literally false" and except those which bear the word "merino" are palpably so. "All are calculated to deceive," Justice Brandeis added, "and do in fact deceive a substantial portion of the purchasing public."

THE ELECTRIC ENERGY.

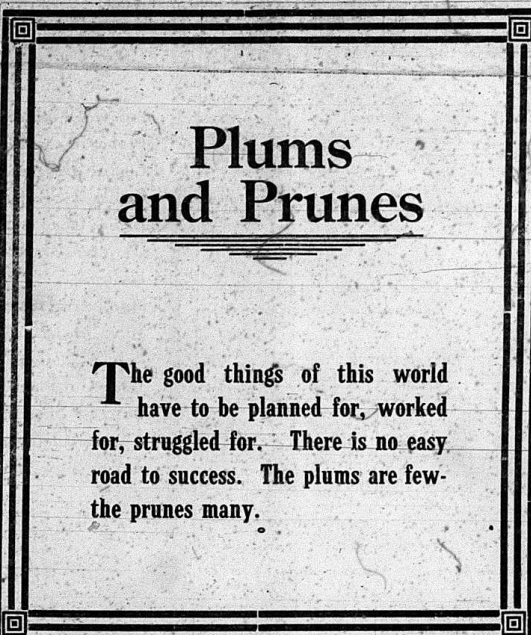
Electricity has conquered one third of the entire cultivated area of Sweden, according to the latest report of the national committee. If Sweden continues electrifying at the present rate, it will only be a few years till almost the whole country will be run by electricity. Most of the farms within the electrified area are now tapping the electric energy, and nearly all the power used in the daily labor on these farms is derived from the electric lines. It is in the whole sections of the country. Large power stations deliver most of the electric energy used in the rural communities, but in many places the farmers themselves have installed turbines and built private stations, earning for their own use. These enterprises, however, are generally unprofitable, and are generally cooperative.

A great deal of the most arduous farm labor is performed by electric power. In Sweden, as in other countries, the cost far below the cost of machines propelled by steam or horse-power or of hand labor. Water is pumped by electric power, and electric machines are driven by electric current. In many instances grain is dried and cleared by being passed through electrically-driven hot-air fanning machines. It is not uncommon to find on the larger estates electrical elevators which lift entire wagon loads of hay or grain and dump them where desired in the barn.

One Swedish estate owner has installed an electrically operated irrigation system whereby a large field can be watered in times of drought. It is now a matter of only a few minutes to open the valves and the water will be propelled by electric power.

Sweden Banking system as now dominated by eastern banking interests, for satisfactory short term agricultural credits in the future. They have their eyes turned upon the Federal Reserve system, which is established at Washington where the authorized representatives of the people sit in judgment upon the nation's financial affairs.

It has been a long drawn out struggle, and the great masses of the people have borne the suffering and trials of liberty loving, open-minded and almost exhausted and almost mendicant upon the banks of the future with renewed hope and safeguarded by a system of federal agricultural credit which will forever protect the agricultural industry of the nation from the fearful catastrophe of the past two years.



Plums and Prunes

The good things of this world have to be planned for, worked for, struggled for. There is no easy road to success. The plums are few, the prunes many.

WE HAVE MORE BACHELORS THAN ANY OTHER NATION

Washington, D. C.—About 13,000,000 adult males in the United States are unmarried, reports of the Census Bureau show. America, it is indicated, has more bachelors than any nation in the world.

Reports that a new record for the number of marriages was established during the last twelve months are not credited by government officials. Matrimony has and still is claiming less persons now than at any time in a decade it is believed.

Young men and women seemingly learn the cause of the apparent unpopularity of romantic love. The cost of living was examined first, but it is not believed that high prices tended to discourage matrimony until after the armistice, when they began to act as a brake upon the establishment of new families.

Approximately 1,000,000 marriages occur each year in the United States. This is not a large number in proportion to the adult population. Japan, England and especially Germany the proportion is much higher, officials say.

The nation-wide housing shortage is believed to be an important factor in the situation. Widspread unemployment is another. Both men and women hesitate to assume responsibilities when pay envelopes are an unknown quantity.

The so-called "new independence" of women is being studied to determine whether it throws any light on the problem.

According to many sociologists many women hesitate to marry because generally they must give up their jobs. Approximately 8,500,000 women are regularly employed in the United States, according to the census returns. The number is constantly increasing. A propaganda is being carried on in many sections intended to keep married women widespread among the male of the species.

Other reports to the Census Bureau seem to make the problem more complex. These reports show that the age of marriages is generally being lowered in many sections of the country. Women especially are assuming the responsibilities of matrimony at ages very much under formerly. Most women married between the ages of twenty and twenty-five. Earlier marriages used to point to more marriages, but in this respect the returns do not coincide.

The majority of men marry between twenty-five and thirty, the reports show.

FURS.

By Dr. Frank Crane.
A new item from Olympia, Washington, this last winter, gave some interesting information about those animals which supply mankind with furs.

No human skill has ever been able to construct any sort of clothing that will keep out the cold, and that may be made of a "minium" of weight, so well as the furs of animals.

I note the following points which the correspondent made. The greatest breadwinner for the Northwest trapper is the muskrat. The sale of its skin brings him more money than any other fur animal. During the winter seasons they did not serve in the cavalry in any modern crusade. Other than some storemen and the riders and a few blundered heels for the markets, there were no casualties reported.

Following the parade the first session of the grand encampment was opened. A banquet for the grand master and members of the grand encampment tonight was followed by a half dozen band concerts in different parts of the city as an elaborate fireworks display at Spanish Fort.

Exhibition drills in which the many specially drilled teams will take part will begin at Hippemans park tomorrow and be continued on Thursday. These drills are features of the triennial meetings, and much rivalry is being shown in this year's events.

In addition to the drills, the best new sessions of the grand commandery will continue.

COMPROMISE ON BONUS
BILL IS NEXT IN ORDER
Soldiers Want Cash, While Senators Favor Insurance to Avoid Cash Outlay.

Washington, April 26.—The soldier bonus bill has now reached the stage of compromise in the Senate. This is the point of life in important legislation, at which its ultimate fate is usually decided.

The organized former service advocates want it in cash, while the Republican leaders and head of the Finance committee decline to impose any new taxes and there is no bonus. Therefore, it is obvious that if the wishes of those demanding the cash bonus and those who are opposed to new taxation are to be brought into accord, there must be a compromise.

KNIGHTS TEMPLARS MARCH IN PARADE

Twelve Thousand Pass in Review at New Orleans While Many Bands Play.

New Orleans, April 25.—More than 12,000 Knights Templars, clad in the full regalia of their order, marching to the martial strains of two score bands, passed through the downtown section of the city today while a crowd estimated at 200,000 lined the sidewalks, numerous stands and every vantage point to watch.

Many of the drill teams were passed by few beginners. He began it, indeed, with the serious disadvantage of being obliged to march long before he had anything like an adequate education.

At the age of 13 he was tramping the streets of New York looking for a job. He was assigned to a department store, where he was assigned to the task of laying out manufacturers' dress samples for the store buyers to inspect before he had anything like the day's regular work was done.

All that was required of him was to group the samples according to sizes. This, clearly, was not a difficult task. Many boys would have rejoiced in an abundance of idle time during the winter months.

But this particular boy took a different view. He decided that his job was too easy, and of his own accord began to make it more difficult.

Besides grouping the samples according to price, he began to arrange them so that the department store buyers would have the strongest "selling points" that the strongest catch the buyers' eyes. To make judgment in choosing between samples, he began to make a study of textile books.

Evening after evening he pored over books, often reading until late at night. Eagerly he questioned department heads, to add to his stock of textile knowledge. He studied countries, too, as minutely as he could.

And with the result, that at the age of 16 he was himself a buyer for the department store, at 23 was drawing a salary much higher than most men ever receive, and at 33 had saved enough to go into business on his own account. Every New Yorker is familiar with his store—the store of Franklin Simon.

BAND OF AUTO THIEVES IS BELIEVED BROKEN UP

Four Men Have Been Arrested at Asheville Under Serious Charges.

Asheville, April 25.—With the arrest of four men here police believe they have broken the backbone of a well organized auto ring, which during the winter has been carrying on extensive operations in the two Carolinas and surrounding states.

Two of the alleged members of the band, C. C. Moore, and R. W. Wilson, are of Columbia, S. C.; the other two, A. B. Brown and C. B. Guyer, gave their address as High Point. Police believe the names are fictitious.

Two of the reported band escaped when police rounded them up in an apartment house on Asheland avenue, and the four are being held in the city jail without bond.

Information which came into the hands of the police with the arrest of the men tends to lighten somewhat the mystery surrounding the disappearance from Asheville in the past two weeks of more than a dozen automobiles, all new, and of a like number in Gastonia.

According to arresting officers, in their possession indicates that the members of the band picked up automobiles in numerous North Carolina cities, and either altered the identification numbers or replaced the numbers which they wanted, as was alleged to have been their method here or else rubbed them across the state line to Greenville or Columbia, where they were altered and sold.

Two automobiles reported stolen several days ago were found in a private garage rented by the band here, according to the police.

HOW ONE MAN ROSE.

By H. Adington Bruce.
Here is a little story that I would narrate for the benefit of those numerous beginners in business who have no clear appreciation of fundamentals in business success, and as a consequence miss success entirely. The story concerns a well known present day New York merchant.

This man began business life with far fewer advantages than are possessed by most beginners. He began it, indeed, with the serious disadvantage of being obliged to march long before he had anything like an adequate education.

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EXCURSIONS IN THOUGHT.

The Four Keys To A First Class Literary Education.

R. N. Allen, Teacher of Manual Training.

Two years ago while upon a trip to Greenville, I met a soldier who had been home from an army hospital for a few days vacation and who was then returning for further treatment. We entered into a very pleasant conversation and in the course of it the soldier spoke of how he had availed to the need of a good education. He stressed his very limited opportunities and asked me to tell him what I thought he ought to do. The first thing that I did was to stress the fundamental need of to attain WILL and DETERMINATION to get an education. I tried to make it plain that more people have

will-bone than back-bone. I told the young man that I was going to assume that he had all of the will-bone and back-bone that he needed. I stressed, however, that he must have a good education, for they simply can not appreciate the privileges offered to them, unless they ever go to a college or not, can get that education with a little perseverance. Getting a good education is not a matter of much difficulty, but it is a matter of a little perseverance. Getting a good education is not a matter of much difficulty, but it is a matter of a little perseverance.

I endeavored to show the young man that it is not a matter of much difficulty to get a good education. I endeavored to show the young man that it is not a matter of much difficulty to get a good education. I endeavored to show the young man that it is not a matter of much difficulty to get a good education.

After making those matters plain, I told the young man that I would tell him what I considered to be the four keys to a first-class literary education. These keys are as valuable to the great aim of education and every one of the keys has to do with self-expression. No college boy or girl should be without these keys—no person who is educating himself can afford to dispense with their study. They are indispensable to the mastery of words.

The first key is a first-class dictionary. To the person who has a dictionary, the words of a new International Dictionary is a veritable treasure. With its vocabulary of over four hundred thousand words, a person who has a dictionary is a person who has a feeling of power. A fine dictionary is an "Open Sesame" to the store of Aladdin's lamp to all the treasures of thought. A smaller and cheaper dictionary is a person who has an advantage when a large one cannot be obtained.

The next key is Roge's "Thesaurus." The word "thesaurus" means "treasure." This book is a veritable storehouse of words. It is a veritable storehouse of words. It is a veritable storehouse of words. It is a veritable storehouse of words.

The third key is the "Open Sesame" to the store of Aladdin's lamp to all the treasures of thought. A smaller and cheaper dictionary is a person who has an advantage when a large one cannot be obtained.

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The fourth key is a practical book of good quotations. Bartlett's "Familiar Quotations" is the oldest and the best known. The number of quotations which have been made which are perhaps much better. To be able to quote beautiful and appropriate gems of good literature is to give a person a certain amount of distinction in the eyes of those who hear him.

That person who has these four keys and who uses them in season and season can be said to get a splendid education. To express one's self is the aim of education and words are the agents by which we express our thoughts. To get a good education is to get a splendid education. To express one's self is the aim of education and words are the agents by which we express our thoughts.

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POTATO VENTURE

WELL WORTH WHILE

Farmers to Lease Section of Fort Mill Township Conduct Experiment

Fort Mill, April 25.—About a year ago the York Potato Growers' association, composed principally of farmers in the lower section of the Mill township, was formed with the purpose of growing, curing, and marketing sweet potatoes and with the sale of the last of last year's crop. The association has since that time, through the efforts of its members, made a report of the operations which include the sale of 900 bushels and to seedlings of 200 bushels, while the families of the members were benefittingly supplied throughout the year. The sales were made in Fort Mill and Rock Hill, Winthrop college being supplied from time to time, and the average price obtained was around \$1.50 per bushel.

The beginnings were on a small scale, a storage house of 2,500 bushels being built, in which were stored during the year 1,800 crates for curing. The experiment is considered so successful that planting on a much larger scale will be done this year, and to care for the product another storage house of 3,000 bushels capacity is being built, and still another of 2,500 bushels capacity is in contemplation. It is the intention of the local association to join the state association as soon as the production is sufficiently large to make a car load shipment. The Puerto Rico variety is grown exclusively, and consumers testify to the superiority of the "cured" product over that of former days when the potatoes were kept under hills. S. C. Armstrong, president of the association, is given much credit for the success of the past year, and is satisfied that potatoes are a very much more profitable crop than cotton, even at 20 cents per pound, under best weevil conditions.

WRECK AT FORT MILL

TRAFFIC IS DELAYED

Fort Mill, April 26.—Traffic was blocked on the Southern railway between Fort Mill and Charlotte about noon today when a northbound freight train suffered the wreckage of three flat and three box cars loaded with lumber from its train, the accident occurring just outside the Fort Mill yards at a point where the side track to the cotton mill leaves the main line. Three of the cars were completely demolished by going down an embankment. The accident is attributed by employees to a defective brake beam of one of the cars which caused it to leave the track just after the train passed the station, and proceeding on the ties to the point of the wreck, a distance of about half a mile. Wrecking crews from Rock Hill and Charlotte will probably clear the wreck by 6 o'clock this afternoon.

LIVES ON THE TOP

OF A BOILING CRATER

Italian Scientist Risks His Life For The Purpose Of Studying Vesuvius

Mount Vesuvius again is in eruption, and in the face of the impending cataclysm that may cost the lives of the Italian peasants clustered on its side Professor Alessandro Malladra, director of the Royal Vesuvius Observatory, again has ventured the volcano's crater. He has been in the crater at the beginning of the eruption and the first cablegram describing his perilous adventure stated briefly that the "heavens scorched his face."

For more than a decade Professor Malladra has been living and sleeping with Vesuvius at the observatory, located as close to the great active crater as scientists deemed it wise to erect a permanent building. He recorded its first hand in all its moods, taking "its temperature daily, studying its eruptions and analyzing the gases it exhales and the molten metal it spouts forth. All this has been done in the interests of science and in the hope that some day eventually will be discovered that will make possible the prediction of its greater eruptions and the saving of human life.

Refracted Crater's Floor. Frequently Malladra has penetrated toward the heart of the cone, and once, back in 1912, he actually had enjoyed a particularly quiet spell, he reached the center of the floor of the actual crater and with a companion planted a flag there. Whenever the volcano shows signs of activity or presents any unusual phenomena his efforts are redoubled, for it is then that he has the best opportunities for learning something of value from the scientific standpoint.

In his famous descent into the crater in 1912, when he reached the very center, Professor Malladra and his companion took two ropes, one 350 feet and the other 500 feet long. Using the long rope for the first part of the descent they dropped down into the crater, armed with cameras and other scientific instruments. They were struck by burning rocks and were nearly blinded by the gases.

The scientist encountered terrific heat in the crater, the stones, which he brought back as specimens, having a temperature of about 900 degrees Centigrade. At times the lava reaches a temperature of 2,000 degrees Fahrenheit. The climb to the top of the crater, after their exploration, was the hardest ordeal for the two men, who several times were nearly overcome by gas.

The observatory is 2,620 meters from the central chimney of the volcano. It was begun about 1840, when an eminent naturalist, Malloni, was called to Naples by King Ferdinand II. It was completed in 1847 and installed with three stories of large rooms, a platform on top for meteorological observations, and cellars

underneath containing astronomical registering apparatus. Every scientific device needed is contained in the equipment, and the temperatures and chemistry of the emanations from the vents of the volcano are constantly observed and studied. The seismographs show that the mountain is in a perpetual quiver, the needles oscillating day and night, even when the volcano is quiet.

FOR TORPID LIVER

"Black-Draught is, in my opinion, the best liver medicine on the market," writes Mrs. R. H. White, of Rock Hill, S. C. "I had a very bad case of torpid liver, unaccountable feeling and this was very disagreeable and brought on headache. I was convinced I had my liver in a very bad state. I tried Black-Draught, and it did me splendid and certainly gives relief."

Thedford's BLACK-DRAUGHT

For over seventy years this purely vegetable preparation has been found beneficial by thousands of persons suffering from biliousness, indigestion, biliousness, colic, coated tongue, disordered bowels, liver torpid, flatulency, loss of appetite, sleeplessness, lack of energy, pain in back, puffiness under the eyes—any 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.

Save Old Sages, Other Remedies Won't Cure. The secret of the matter of no drug standing. The cure by the wonderful, old reliable Dr. Thedford's Black-Draught. It cures biliousness and Head at the same time. See box, 25c.

BORAH OPPOSED.

Independent Republican Says Bonus is Effort to Buy Votes

Washington, April 24.—Senator Borah (Republican) of Idaho stated in a letter to the Paetello (Idaho) Post, American Legion, that if he voted for the soldiers' bonus bill "it would be a simple matter of barter in which to use the people's money to buy somebody's vote." The letter was in response to a telegram received by the senator from the Paetello post and was made public by him.

"I observe in your telegram," it says, "the threat which you impliedly make as to future political punishment. It was wholly unnecessary for you to make this threat, reflected no credit upon you and it has had no effect whatever upon me. When you come to that fight in which you propose to inflict punishment, you will doubtless be able to say many things in the way of censure upon my public record."

"That one thing neither you nor any one else will be able to say, and that is, that I ever sought to purchase political power by draft upon the public treasury, or that I chose to buy a continuation in office by paying \$4,000,000,000 out on the bonded backs of American taxpayers."

"I haven't much respect for the man who buys office, even though he pays for it with his own money. If I thought this measure a proper one, I could and would vote for it. But believing with thousands of former service men who have written me that it is not a proper one, if I should vote for it it would be a simple matter of barter in which I use the people's money to buy somebody's vote, in which the account of my political expenses would be charged to the taxpayers."

"Of course, you understand that I have at all times supported and stand ready to support any measure which will help the disabled veterans."

At the outset of his letter Senator Borah said he had taken his position on the bonus "after great consideration and with much reluctance." He added that he understood perfectly the criticism it would invite "but believing that his position was a righteous one he could not change it."

Redpath Chautauqua
7 Big Days
18 Attractions 18
including
Two Notable Comedies
"Turn to the Right"
and
"Friendly Enemies"
Lieurance's Little Symphony Orchestra
Collegian Male Quartet
Irene Stolofsky and Assisting Artists
Montague Light Opera Singers
Vierra's Hawaiians
Cramer-Kurz Trio
Jess Pugh Fan Specialist
Special Children's Programs
Notable Lectures on Timely Themes
SEASON TICKETS \$2.75

Will be in Chester May 12 to 19.

Electric Bitters
Made A New Man Of Him.
"I was suffering from pain in my stomach, head and back," writes H. T. Alston, Raleigh, N. C., "and my liver and kidneys did not work right, but four bottles of Electric Bitters made me feel like a new man."
PRICE 50 CTS. AT ALL DRUG STORES.

WORK THE LITTLE CORN.

Every farmer knows that the best time to kill grass is when it is just coming up. But most of us are mighty busy planting cotton when the grass is coming up in the corn. The result is that most folks just go ahead and let the corn get grassy until cotton is all planted. Then they almost plow up the corn trying to get all the grass out. And you know how one thing leads to another. That fall when they gather 15 or 20 bushels of corn, they will say, as they have always done: "Oh well, this ain't no corn-growin' country, nohow."

There is one big reason why we do this. It is because we don't know how to work young corn. To work young corn most of us think we have to use a one-horse plow with scudder, serape, and fender and make a round trip to the row. And of course, cotton planting can't wait on such a slow way of doing things. There is a way to make time on this job and save money and make more corn. If your corn was planted on beds or on a level, use the section harrow or weeder and work 12

acres a day. If the corn was planted in ordinary water furrows, use the one-horse spring-tooth cultivator or V-shaped harrow and work a whole row at a trip. If planted in later furrows, get regular later harrows and work two, three, four, or five rows at a trip, depending upon local conditions. With the comparatively inexpensive modern implements now available, there is little excuse for letting the corn crop suffer, even though you are in a hurry to plant cotton or other crops. Progressive Farmer.

MORE FORDS IN MAY

Know to Turn One Out Every 1 1/2 Seconds.
Detroit, Mich., April 22.—All previous records for the Ford Motor Company will be smashed during the month of May, with a schedule of 125,000 cars announced today, following a conference of executives.

This means the employment of from five to ten thousand more men, and it also means production of a new car every six and one-half seconds for 27 working days of 8 hours length.

There Are Thousands
Of makes of typewriter ribbons. Some of them are very good, some of them are a nuisance, and a few of them are real typewriter-ribbons. If you want the best typewriter ribbon made you will find it at the Chester News.
Try just one and if it is not the best ribbon you ever used we will make you a present of an Eskimo pie.
They do not cost any more than the ordinary ribbon and they last five times as long, to say nothing of the real satisfaction you get using them.

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 Pearl-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 soapuds and bubbles go. In 1914 Pearl-line, like Jess Willard, 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 means to lose.

THE CHESTER NEWS

More than Two Hundred Million Dollars is sent out of the Carolinas each year for Products which can be produced and manufactured in the Carolinas.

What are we Going to do About it?

"All things being equal, demand Carolina Products."