



5-9-1922

The Chester News May 9, 1922

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Recommended Citation

Pegram, W. W. and Cassels, Stewart L., "The Chester News May 9, 1922" (1922). *Chester News 1922*. 38.
<https://digitalcommons.winthrop.edu/chesternews1922/38>

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MYSTERIOUS ? MESSAGES ?

ARTHUR B. REEVE'S GREATEST LOVE-MYSTERY SERIAL

Thousands Of Dollars — IN — CASH PRIZES

For Clues to the Secret Codes and a Solution of the Mystery
EVERYONE HAS AN EQUAL CHANCE

To Win one of the
BIG CASH AWARDS

First Chapter of This Remarkable
Prize Offer Serial Appears in The

**ATLANTA
GEORGIAN**

Monday, May 15.

It May Mean Money to You—Order The Paper Now.

GET-ACQUAINTED ORDER BLANK

The Atlanta Georgian,
Atlanta, Ga.

I am interested in "Mysterious Messages." Send me
your paper at the regular rate.

Name _____

Address _____

(Special rate to R. F. D. Subscribers)

ABSURD IDEALISM.

By Dr. Frank Crane.

News from Manchester, Ky., some time ago announced that members of the Benge-Marshall feud section, 75 of whom made peace and shook hands in the circuit court room, have returned to their homes and, for the first time in more than a year, residents from the Little Goose Creek section are able to travel the mountain roads without fear of being shot from ambush.

This peace came at the close of a four-day hearing on peace bonds, more than 100 of the clansmen being in court, while 50 militia men

surrounded the court house, Judge Johnson, after placing 40 under bonds, urged them to "act like men and shake hands."

This feud followed the slaying of Wood Benge by Steve Martin, after the men had quarreled over a shotgun stolen from the former and sold to the latter. Six men were killed, 15 persons including two children were shot, and more than 50 homes were desolated. On Christmas day three men were shot to death in a battle in which a dozen participated.

While we sympathize with the good intentions of Judge Johnson,

we must condemn his absurd idealism. We have been reading up the convincing words of many newspaper editors, statesmen and near-statesmen upon the subject of war. And we wish to remind the judge, upon no less authority than President Harding himself, that war is human nature. It can not be stopped. Men have always fought and always will fight.

The same logic which declares that France must go on manufacturing submarines and America must never let up building dreadnoughts, and that the only safety consists in military preparedness also holds good in Little Goose Creek. The idea that a Benge or a Martin should start to town in a spring wagon without a loaded rifle is entirely impracticable. It may do "in the millennium" but will not hold good now.

Just how Judge Johnson imagines

that red-blooded Kentuckians will consent to give up their guns and settle their disputes in court when almost the entire public press is howling out the argument that it is absolutely impossible to establish any kind of a league that will make

Was Very Weak

"After the birth of my baby I had a back-set," writes Mrs. Mattie Crosswhite, of Glade Spring, Va. "I was very ill; I thought I was going to die. I was so weak I couldn't give my baby to get a drink of water. I took... medicine, yet I didn't get any better. I was constipated and very weak, getting worse and worse. I sent for Cardui."

TAKE

CARDUI

The Woman's Tonic

"I found after one bottle of Cardui I was improving," adds Mrs. Crosswhite. "Six bottles of Cardui and... I was cured, yes, I can say they were a God-send to me. I believe I would have died, had it not been for Cardui." Cardui has been found beneficial in many thousands of other cases of womanly troubles. If you feel the need of a good, strengthening tonic, why not try Cardui? It may be just what you need.

All
Druggists



SIDNEY LANDON

Illustration of a number of the best-known men of letters and while in make-up, he reads from their best-known masterpieces. One of Mr. Landon's favorite impersonations is of Mark Twain as that famous humorist appeared on the occasion of his seventieth birthday anniversary banquet. Poe and H. H. Munroe and Kipling also appear in the Landon gallery of impersonative portraits. The Landon lecture-recital is instructional, educational and entertaining.

Deciding Where To Buy

The success of a business depends on its ability to attract 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 enterprises, 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.

BAMBONE'S MEDITATIONS

PANSON IS A MIGHTY
FINE PREACHER, CEFM
HE EXPOUNDS ON DE
TABLE SO HAND WID
HE FIS A MAN JES
CAN'T TAKE A NAP!



Copyright, 1917 by the McClure Newspaper Syndicate

nations give up their guns and settle their disputes in court it is difficult to say.

Perhaps the judge has an idea that morality, law and common sense should be applied to nations as well as individuals. But if he has any such notion he is not aware of the fact of the profound hypocrisy of our civilization, which, while it professes to be Christian in its principles, still follows the ideas of Machiavelli in practice.

Condemns Church Clowns

Hurrah for the back pew! From that logical center a worshiper writes in to the Baltimore American to deliver a few sledgehammer blows on the body of the clowns just now so popular in some of the pulpits here and there—some-times not far from Columbia. The correspondent thinks the best advertisement to be used in filling church houses is a given congregation for its organization and for its pastor.

We have often thought ourselves, after long observation of full-pew and empty pew church establishments, that next to a happy, congenial family circle in the home, comes a congregation that is happy and in which there is no discord or factionalism. The successful of both should say is the one where the membership always has a good word for its own pastor, one that has many visitors and one that makes the stranger feel at home.

There has been no lack of church advertising—far too much of sorts. We read on great sheets of masthead Kate Jones, the flapper evangelist, will hold forth next Sunday; that Kid Sluggs, the ex-pugilist, will preach next week; or that Corboz Bill will make an stir up and take notice. It does not seem quite right to see the house of God turned into a sensational billboard in this manner nor that flappers, pugilists or cowboys after an any incentive to go to worship. Preaching is the job of a preacher and, even if he has been a prize fighter or a cowboy in earlier years, his recommendation should be that he is learned in the Bible and has had years of preparation for his high calling.

The question of sensationalism in the pulpit has had a thorough airing recently and has proven a failure so far as filling the empty pews is concerned. There should be no fireworks in religion. Salvation or damnation are matters to be settled by careful thought, competent teaching

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 have 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 in using them.

LIEURANCE'S

Little Symphony Orchestra

A Notable Organization.
Popular and Classical Selections.

FIFTH DAY

Redpath Chautauqua

18 Splendid
Attractions

SEASON TICKETS \$2.75

7 Big
Days

Will be in Chester May 12 to 19.

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 TRES.

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 starve.

THE CHESTER NEW