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## The Chester News May 19, 1922

W. W. Pegram

Stewart L. Cassels

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### The Chester News

Published Tuesday and Friday at  
CHESTER, S. C.

W. W. FEGRAM, Editor and Owner.  
Office: 130 Main Street Phone 54

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S. C., as second-class matter.

Subscription Rates in Advance  
One Year \$2.00  
Six Months \$1.00  
Three Months .50

Advertising Rates Made Known on Application.

FRIDAY, MAY 19.

The best way to save daylight is to use it.

Don't go in yet, boys—the water's not fine.

When money talks the majority of us hear the echo.

Having a sympathetic nature lets you in on a lot of trouble.

Some men fail to get rich, while others men fail and become poor.

Folks who have the most advice to spare often need it most.

A man's faith is known by his ally as well as by his front yard.

Luck may knock at the door, but it takes hard work to force it open.

Fortunate is the individual who has a long memory and a short tongue.

One way to punish a man for his sins is to make him live with some of them.

The warmth of our welcome may depend upon the length of time we intend to stay.

Just as sure as a man plans to go to the matinee that's the day he has to take the children after school to get them new shoes.

While the lawmakers are passing laws we wonder why they cannot make one regulating the smell of pipes.

Of course the cotton crop is anything but promising, but the garages assure us that the supply of air for automobiles this summer will equal all demands.

Less than two million people in the United States are unable to speak English, including train porters and the fellows who call stations at the depot.

The result of the Pennsylvania primary, in which Clifford Pinchot has beaten the state machine and won the Republican gubernatorial nomination, was hailed by Republicans and Democrats alike in Washington as a "striking victory for Progressivism."

It was agreed generally among senators that Pinchot's showing against the old Progressive machine is one of the striking Progressive victories in a long time.

The government will ask for bids within 90 days for construction, by outside contractors of new barracks for disabled former service men.

The hospitals are to be built under the \$17,000,000 appropriation provided in the Langley bill. While the government will draft the specifications, private contractors will be relied upon exclusively in the building projects, Director Forbes, of the War Veterans' Bureau, said Tuesday.

The President's approval upon all of the proposed sites is expected within a few days. Fourteen hospitals will be built. Sites for seven of them have been approved.

NEW CHAMPION JERSEY FOR NORTH CAROLINA

Prince Eminent Lass is Setting Up a Milk Record for Bovines of World.

Raleigh, May 5.—Pender Eminent Lass E. 309040, owned by North Carolina department of agriculture, Raleigh, completed a record of merit-record that places her first among Jersey producers in this state. She produced 12,874 pounds of milk, 7924.48 pounds of butter-fat, starting test at five years and nine months of age.

During every month of her record she qualified for the 50-pound list. Her best month was May 1921, when she produced 1,026 pounds of milk, 79.80 pounds of butter-fat.

During her record she was milked three times a day. She produced 36 pounds of milk the first day of her test and 33 pounds the last day, which is a very clear indication of her persistency throughout the year.

Lass E. began her register of merit career at two years and six months of age, when she produced 7,460 pounds of milk, 884.71 pounds of butter-fat. At four years and four months of age she produced 10,722 pounds of milk, 653.39 pounds of butter-fat.

### STICKING TO COTTON.

There is a great deal of cotton planted in southwest Georgia this spring. The news is not prepared to question the wisdom of the procedure. We only join in the hope that what is left by the boll weevil will command a good price when harvested.—Early County News.

The cotton acreage has been largely increased throughout this entire section. Farmers generally have defied the boll weevil, and large numbers of them have planted as much as ever in spite of the appearance of the pest. We have heard of one farmer in a neighboring county who has 2,000 acres in cotton, and in another county a farmer who operates on a large scale has 1,000 acres in cotton. It has been demonstrated that, with proper cultivation and attention, considerable cotton can be grown in this section under boll weevil conditions; in fact, the crops have never been an entire failure here, but the heavy acreage this year may prove to be disastrous, especially if the seasons are unfavorable.

The young cotton is now in a vigorous condition, and growing nicely, with some more promising at the time of the year, and it is to be hoped that nothing will occur to blast expectations of a good yield.—Dawson, Ga. News.

### ROOTS OF PREJUDICE.

By H. Addison Bruce.

Prejudice—defined in the dictionary as "an opinion or leaning adopted without adequate reasons, or before sufficient knowledge"—is admittedly one of the chiefest of all causes of human misery and suffering.

It has rent nations in twain, has hurried nations into war. Households have been wrecked by its malevolent influence. Countless are the individuals it has cheated of the wellbeing and happiness that were their right.

Long has it been inveigled against by philosophers and poets. Nor does it seem to be obliterated by the world-wide in its most civilized forms of religious prejudice, race prejudice, political prejudice.

And it has lingered because all efforts to overcome it have been directed at its ugly blossoming rather than at its roots. There it must be attacked if it ever is to be completely eradicated.

Its roots—where are they to be found? In the life of the home.

Prejudice, upon its most fertile soil, is a thing of sudden growth. It is more of sudden growth than it is the human being of whom it takes possession. And, as a rule, it is not to take possession of him when he is a little child—and grows up with him. If only parents would appreciate this.

If only they would remember that whatever they say and do in the presence of their children may give color and direction to all the thinking of their children; and if, remembering this, they would cast their selves against exhibiting prejudice to their children, then indeed prejudice would begin to loosen its grip on the corporate limits of the City of Chester, State of South Carolina, known and designated as lots numbers 40 and 41, in Block B of the W. S. Gregg property, each lot having a frontage of 53 feet on Railroad Avenue, said lots being deeded to J. E. Ward and duly recorded in the office of the Clerk of Court for Chester county in Volume 181, page 129.

Levered on and sold as the property of J. E. Ward for taxes for the year 1920. Lots are sold subject to subsequent taxes. Term of sale, cash. Purchaser to pay for all papers and revenue stamps.

By D. COOPER ANDERSON, Sheriff Chester County, Chester, S. C., May 19, 1922.

SHERIFF'S SALE FOR TAXES.

By virtue of sundry tax executions to me directed by A. T. Henry, treasurer for Chester county, I will sell at auction before the Court House door in Chester, S. C., at eleven o'clock A. M., on Monday in June next, being Monday June 11th, 1922.

All those four (4) lots or parcels of land situated, lying and being within the corporate limits of the City of Chester, State of South Carolina, known and designated as lots numbers 14, 15, 16 and 17 in Block B of the W. S. Gregg property, each lot having a frontage of 50 feet by 150 feet, said lots being deeded to Reath, Clayborne and duly recorded in the office of the Clerk of Court for Chester county in Volume 180, page 377.

Levered on and sold as the property of Reath Clayborne for taxes for the year 1920. Lots are sold subject to subsequent taxes. Term of sale, cash. Purchaser to pay for all papers and revenue stamps.

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### SPECIAL NOTICE.

Rev. R. C. Grier, President of Erskine College, will preach at Edgemoor at 11 o'clock Sabbath morning, May 21st, at Oak Grove church at 10:30 P. M., and at Union A. R. P. church at 8 P. M.

Young & Whitley

### WANT AD COLUMN

Wanted—A large blue speckled hound, both saddle and tree, of the name of Jack. Notify R. E. Lynn, 19-23.

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

Two Million genuine Porter-Ryan and Improved Nancy Hall sweet potato plants, government inspected. Guarantee satisfaction or money refunded. \$1.25 per thousand and \$1.00 per thousand in five thousand lots or more. Tomato plants the name "Trump" shipment. Lanson Plant Co., Valdosta, Ga. till 5-25-22.

For Sale—Valuable Building Lot, 72 feet front, three blocks from Hill. Shade trees on lot. Price reasonable. Glenn-Abell Motor Company, 9-12-12-19.

Tomato Plants—Large and stalky. New Stone Earlians and Red Rocks. Sprouted 500, 75 cents; 1000, \$1.25. Express \$1.10. Per thousand and prompt delivery. F. F. Stokes, Fitzgerald, Ga. till 5-3 pp.

Double Veneered Mahogany Duet Bench—made in Germany. Reduced from twenty dollars to thirteen dollars. Shipped express prepaid. John A. Holland, Greensboro, S. C.

### POLITICAL ANNOUNCEMENT

I hereby announce that I am a candidate in the Democratic primaries of South Carolina, for the nomination for Representative of the Fifth Congressional District at the 68th Congress and I take this opportunity to thank the people of the District for their loyal support in the past and to say that I shall endeavor to deserve their support and confidence in the future.

W. F. Stevenson.

### FOR JUDGE OF PROBATE.

I hereby announce myself a candidate for re-nomination for the office of Judge of Probate, and pledge myself to abide by the results of the Democratic primary.

A. W. WISE.

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### ARAGON BESTED GREAT FALLS BY SEVEN TO FOUR SCORE

Rock Hill.—In an exciting contest on the Aragon diamond Saturday afternoon, the fast Great Falls team went down in defeat before the local nine, the score being seven to four when the last man counted out. There was a good sized crowd out, but the contest waxed slow. Two hours and 15 minutes being required to get the last of the 27 men out. Emory Maxwell held the indicator.

Scanders did the twirling for the locals and was not up to the usual class. Five bobbles were made. The visitors started in with a win—and piled up three runs. After that the entire team streaked down and the twirled five ball. Two men got free transportation to first, while two wild pitches were chucked up against the twirler. Three miscues were made behind him. Yarbrough was in the box for the visitors and he allowed six hits, two of them doubles. Five bobbles were made behind him. The second inning was an unfortunate one for the visitors, as the Aragon boys went to bat determined to overcome the lead gained by the visitors in the first frame, which they did by piling up four tallies in the fourth Great Falls count-off again and evened the score. In the sixth Aragon shoved two men over the pan and in the seventh added another as a matter of precaution. The scoring days of the visitors were over after the fourth frame.

### BENEFITS OF EDUCATION.

Many students of history will be inclined to concur in the opinion advanced by Vice President Coolidge the other day when he said that so purely technical, vocational or industrial school can supplant the classical curriculum. The Caucasian of the present day does not lie in the military life of the nation, but in the economic life of the nation.

The Vice President was right, we think, when he declared in an address at the New England Association of Colleges and Secondary Schools at New Haven that American institutions have come from the people, directed and inspired by the "ideals which came from the colleges of the people. Those who founded these institutions of learning took a wise course. This fact is demonstrated both by reason and experience."

They wished to secure a certain action on the part of their fellow-men. They realized that what men do depends upon what they know and think. They wish to increase the knowledge and thought of men that they might live in harmony with the truth. There was no other course

## SPECIAL SHOE SALE AT WYLIE'S

\$2.98 Patent Leather and Kid Pumps \$2.98

We have a limited number of pairs of ladies' patent leather and kid pumps, with Baby Louis and full Louis heels, that have been selling at \$8.50 and \$10.00 a pair. We are going to close them out at \$2.98 per pair. This will be a wonderful opportunity to get a pair of high-grade dress pumps at a sacrifice price.

Every lady needs a full dress shoe at times. This sale will enable you to have a pair and not miss the price.

Sizes run 2 1-2 to 7 1-2, widths A to D. Come early and secure your size.

## Jos. Wylie & Company

those who have the power, which great financial success brings and yet are lacking the character to administer it wisely. They know well how to make a living but they do not know how to live.

The main emphasis of our educational institutions must be put on the soundness of the fundamental principles of free institutions. Self-government, the rule of the people is a finality. It is written deep into the very veins of our constitution. Colleges were not founded to support the government. If they fail in that they fail in their chief purpose. The only way to prevent them from falling is their continuance to support and elucidate the best and safest sort of freedom. They have

conclusion that liberal education should be discarded for something practical. While there is urgent need for technical, industrial, commercial and professional schools, these could not be a substitute for liberal education.

They cannot replace it, they supplement it, said the Vice President. They could not long endure without the support of those influences which flow from institutions of liberal culture. There are men of liberal education who are unable to make a financial success. There are those who know how to live and yet do not know how to make a living. If they make little positive contribution to the general welfare, at least they do not detract from it. There is a far more danger, more of menace, from

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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."



### COTTON.

For the first time in many months cotton has made progress up the hill without slipping back—the clutch has been holding. The explanation is in the fact that conditions have developed which have forced a responsive movement by the market, and which have broken the artificiality of the influences that have held cotton down throughout the entire marketing season for the crop that was grown last year. In the developed situation there is something back of that late season, bear rains, floods and prospective shortage in the 1922 production. It is the call of the world for a supply of cotton. The voice now being heard is that of Demand. Those who argue that the advance in cotton is destined for permanent appear to have ample facts to support their argument. These are being supplied by the W. J. Wollman & Co. review, a conservative authority in New York from which The Observer makes occasional quotation. The Wollmans find significance in the statement by the Department of Commerce that world consumption for the year ending next July will be about 21,000,000 bales, or about 5,000,000 bales more than was produced in all cotton raising countries. This means that the carry-over of all kinds of cotton at the end of last season amounting to 14,135,000 bales, will be reduced to 9,135,000 bales.

These figures would indicate that the carry-over of American cotton, placed by the Census Bureau at 9,172,000 bales, will be reduced to less than 5,000,000 bales. If we would give a total supply of American cotton should raise 12,000,000 bales. This cotton for the new season of consumption of American cotton is less than 17,000,000 bales, whereas likely to approximate 14,000,000 bales. American mills have had their operations this season interrupted

by the slow recovery from industrial depression and the recurrence of strikes and curtailment. Great Britain has taken less cotton from America than she has imported in nearly half a century—since 1874, to be exact. With the settlement of labor troubles in Lancashire, her takings should increase materially. The Continent also is in position to import more largely of American cotton. Loans are under consideration for the purchase of raw material, and much of it to cotton.

Figuring on a total supply of American cotton amounting to 17,000,000 bales and a consumption of 14,000,000, we find the huge carry-over of last season reduced at the end of next season to about 3,000,000 bales, which is less than in any recent year. If by unfortunate circumstances, the crop should prove to be less than 11,000,000 bales, the possibilities for stringency become decidedly apparent.

In view of the conditions thus described, the Wollmans declare that it would be well for users of cotton goods to take this situation under consideration. There are no burdensome supplies of cotton fabrics. The same time it should be borne in mind that the lessened production of the last five years leaves a deficit of nearly 15,000,000 bales, and this represents the world's shortage of goods made out of American cotton.

It is the belief of the Wollmans that with industrial users coming into the market for their requirements and with the demand arising from rejuvenated buying power, there need be little fear that any crop the South may raise this season, no matter how large, will prove a burden on the market.—Charlotte Observer.

### THE DYING PROFITEER.

A war-time profiteer, he lay, Much wasted, on his bed; The preacher had come in to pray. The doctor shook his head. Sure that he was about to die, The pallid profiteer Said sadly: "There are things that lie Upon my conscience that I must Now be making clear."

"I overcharged the government For hides and food and coal; I charged my tent, its too much rent, And that disturbs me. I furnished cans of beans and meat And lots of other stuff."

"That wasn't fit for hops to eat; I hope that at the judgment-seat I'll not be treated rough."

"I cleaned up millions, and I've still Got money stored in sacks; I've found sly ways, as people will, To fudge the income tax. I fear that many soldiers died, Or that their health was wrecked."

Because of stuff that I supplied, Or safety that they were denied Or aught I might collect."

"It seems that I am going now Where money isn't made; I feel a dampness on my brow, And I am not so afraid."

But promise me that you will fight The bonus, won't you, please? Don't let the halo that is bright Be dimmed by money—it ain't right."

So passed a piece of cheese.

### MIXED MARRIAGES.

By Dr. Frank Crane. Considerable attention was attracted some time ago to the marital difficulties of an opera star who had married a chauffeur and proclaimed that she had found a 100 per cent man.

The venture, however, did not pan out. The chauffeur went back to the car, and the opera star continued her operatic career. The partying was attended with hard words on both sides.

The incident called attention to the infinite experiments that have been made, and are still being made, by young people undertaking marriage thus coming from different worlds.

Some of these have had a measure of success. A few King Cophetua have married beggar maids and lived happily ever after. Here and there we read of a millionaire aged 60 who marries a shoe clerk aged 22; of a Spanish Roman Catholic gentleman whose name might have been "cigar box marrying Farmer Hopkin's daughter, who lives on Lick Creek and was brought up a Methodist; of a preacher who married a young lady of his own denomination.

The fact is that marriage is not entirely a matter of young love, poetry, and passion. It also has its economical side and its social bearings. Doubtless it is cruel and unfeeling for the stern parents to pick out a husband for their daughter with reference only to his bank account, but after all that is not much worse than the daughter picking out a husband for herself with sole reference to the color of his eyes and his taste in silk shirts.

Marriage is the big business where there has to be some sort of common sense blending of romance and prudence. The problem is not wholly one of young people getting together; they also have to get together. And it takes other things than sentiment to insure that.

When a girl marries she not only marries an individual, she marries also a background. She may, after the first flush of romance is passed that her husband's way of doing things, his estimate of values and even his moral convictions are utterly irreconcilable to her own. Unfortunately she often does not find this out until it is too late.

Love and trust and utter confidence are magnified and a girl often takes a matrimo life pride in refusing to consider more practical matters.

We are not likely in America, satisfied as we are by novels full of the ideals of romantic affection, to take up with the European notion that parents should arrange marriages without reference to the young people's tastes, but it certainly might be well if the young people would consult with and give heed to their parents before they take an important step that may mean misery or happiness for life.

### THE BAN IN SAVANNAH.

The Asheville Citizen of recent date, in its usual trenchant style, strikes out in the following effective way against putting the ban on everything in the heavens above and on the earth below.

"Here in our own beloved Southland where chivalry was once our gospel, a monstrous thing assails us. It is among our hills and our valleys, where freedom dwell and conscience roams, tyranny appears its awful head. Savannah—Savannah, home of ease and laughter—Savannah, Ga., famed for her revelry and liberty—Savannah is the place where liberty gasps its last faint breath and Independence fights for air and falls. Savannah—tread softly and speak low—has embraced that foul and festering thing, the Ban! By solemn and official act, and in the parchments of her City Hall and in the columns of her public press, Savannah has announced, proclaiming as she ruled that in her ballrooms, dance halls and all other public places jazz music and jazz dancing are forever banned.

We weep, not because we love jazz, but because we hate the Ban. The Ban threatens all Americanism. It is an American. There is nothing upon which it does not lay its hands. That which it has not already touched it plans to touch. All things that men and women eat, say, hear, feel and desire, it takes for its lawful province, it belittles us. It is a control that no man has a shred of self-control or a trace of decency. Its highest ambition is to make of women dolls and of men marionettes. It is a Peeping Tom! It is the long nose that prudery thrusts into the neighbors' affairs. It is hypocritical fondling as it covets with its greedy fingers, in which money and silver are the springs of self-reliance. Its fundamental lay is that no man may be trusted to harden the muscles of his

character or the fibres of his morality. It is mediocreness gone mad. "And in Savannah! In our beloved South! We weep no tears when certain mid-west school authorities came out for prohibition of bobbed hair in the school rooms. No soba shook us when others sought to put the Ban on the teaching of evolution. We have, without one unmanly breakdown, seen the Ban sweep through North and West and put its insidious touch upon every phase of individual freedom. That to see it rampant in the South! Ah, Savannah, how hast thou fallen! Ah, Savannah, how hast thou made the South ridiculous! Ah, Savannah, for the sakes of thy fathers and the temples of thy gods, ban that Ban!"

### BAMBONE'S MEDITATIONS

AN DODGED A MAN FOU  
DE LONGES' I KEEP OUT  
D'OMY SOME WORM FOU  
IM EN NOW ATTER AN'S  
DOME BID FOR WORK ME  
BIN DODGM' ME!



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THE OLD RELIABLE  
PLANTERS  
C & C OR BLACK  
CAPSULES  
REMEDY FOR MEN  
AT YOUR DRUGGIST.

### SEABOARD IMPROVES SERVICE.

Through sleeping car service between New York, Washington, Richmond, Norfolk, Atlanta and Birmingham. Two hours quicker time to and from New York and other Eastern points.

Train No. 6 passes Chester 7:17 P. M. arriving Richmond 7:50 A. M., Norfolk 8:00 A. M., Washington 10:35 A. M., Baltimore 11:50 noon, Philadelphia 2:15 P. M., New York 4:30 P. M. Dining-room sleeping cars, dining car, serving all meals, and through day coaches. Excellent service throughout.

Week-end, Sunday and Summer Tourist round-trip fares will be available during the Season.

For total fares, train schedules, routes, service and Pullman accommodations, apply to nearest SEABOARD Ticket Agent, or FRID CRISSELL, Asst. General Passenger Agent, S. A. L.

Atlanta, Georgia. 19-23-26.



Me-o-my,  
how you'll take to  
a pipe—and P. A.!

Before you've a day older you want to let the idea slip under your hat that this is the open season to start something with a joy's jimmy pipe—and some Prince Albert!

Because, a pipe packed with Prince Albert satisfies a man as he was never satisfied before—and keeps him satisfied! And, you can prove it why—P. A.'s flavor and fragrance and coolness and its freedom from bite and parch (cut out by our exclusive patented process) are a revelation to the man who never could get acquainted with a pipe! P. A. has made a pipe a thing of joy to four men where one was smoked before!

Ever roll up a cigarette with Prince Albert? Man, man—but you've got a party coming your way! Talk about a cigarette smoke; we tell you it's a peach!



## PRINCE ALBERT

the national joy smoke

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. 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 Pearline, 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 fail.

TRUSTEE'S SALE IN BANKRUPTCY.  
In the District Court of the United States, for the Western District of South Carolina. In the matter of W. G. Gaston and G. Gill, Bankrupts. Pursuant to an order of J. A. Marion, Esq., Referee in Bankruptcy, made in the case of W. G. Gaston and G. A. Gill, trading as Gaston & Gill, on the 3rd day of May, 1922, I will offer at public outcry, for cash, to the highest bidder, subject to the approval of this court, at the store room or building formerly owned by Gaston & Gill, at Rodman, S. C. on the 15th day of May, 1922, at 12 M., the following real and fixtures now being worth \$225.00.

(2) All that piece, parcel or lot of land with house thereon, lying, being and situate in the town of Rodman, County and State aforesaid, containing 15.00 acres, more or less, bounded by S. A. L. Railway and lands of Brice M.D. Waters, being the identical lot of land conveyed to W. W. Gaston by his late wife, Annie M. Waters by deed dated February 9, 1910, recorded in office of Clerk of said County of Chester, South Carolina, in Book 118, page 709, which lot and store building is now worth \$500.00.

The tract of goods, furniture and fixtures and lot and store building will be sold in separate parcels or as a whole, by the trustee as may appear to him to be for the best interest of the bankrupt's estate.

M. L. MARION, Trustee. Chester, S. C., May 8, 1922.

TRUSTEE'S SALE IN BANKRUPTCY.  
In the District Court of the United States, for the Western District of South Carolina. In the matter of S. Robinson, Bankrupt. Pursuant to an order of J. A. Marion, Esq., Referee in Bankruptcy, made in the case of S. Robinson on the 9th day of May, 1922, I will offer for sale at public outcry for cash to the highest bidder, subject to the approval of this court, all of the stock of goods, merchandise and fixtures of the bankrupt, consisting principally of dry goods, notions, clothing and shoes, in his two stores, one at Chester, S. C. and the other at Great Falls, S. C.

The stock of goods in the Chester store has been appraised at \$4913.76, and will be sold at the store building on Gadsden Street in Chester, on the 23rd day of May at eleven o'clock A. M.

The stock of goods in the store at Great Falls, S. C., has been appraised at \$1911.67, and will be sold at the store on the 23rd day of May at three o'clock P. M.

These two stocks of merchandise and fixtures will be sold in separate parcels, or as a whole, by the trustee as may appear to him to be for the best interest of the bankrupt's estate.

R. L. DOUGLASS, Trustee. Chester, S. C., May 1922, 1922. 13-16-19

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 satisfaction you get in using them.

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 to influence them, 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 value, 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 the more they advertise by advertising, they can draw 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 unit cost, 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.

Used 40 Years  
The Women's Tonic  
Sole Dispensaries