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## The Chester News June 30, 1922

W. W. Pegram

Stewart L. Cassels

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Adjoining County News.

The first York county cotton bloom of the season was received this morning from Ella E. Moore of Frank No. 5, it having been plucked from the field yesterday morning...

Dreman who will spend a while with "Roy Parks, who has been making excitement at a government hospital in Seattle, Wash., and his home at Charleston, is home for a while, having been given the O. K. by the hospital authorities...

Mr. Page, who lives 11 miles from Dublin, Ga., is this year not planting a single acre of cotton. He has a large acreage in peanuts and corn and has recently harvested a bumper wheat crop...

Within a few weeks he expects to add a herd of Jersey cows. Mr. Page has evidently become tired of trying to raise cotton under poor soil conditions.

Senator Walsh Shows Up HORRORS OF THE TARIFF Washington, June 25.—Increase in tariff duties imposed on sugar, cereal, beans, potato and rice...

THE RIGHT TO APPEAL. Here is One Judge Who Says it Should Be Restricted. "The right of appeal should be restricted to good and sufficient grounds—not over to every hole and subterfuge that is resorted to today to delay justice..."

TRY BOOKS. By H. Addington Bruce. You have a very nice copy of my paper, and have leisurely gone through the evening paper. It still is an early going, far too early to think of going to bed...

ATTENTION FARMERS!

Mr. Page, who lives 11 miles from Dublin, Ga., is this year not planting a single acre of cotton. He has a large acreage in peanuts and corn and has recently harvested a bumper wheat crop...

TO PROBE CHARGE OF BOTTLING

Former U. S. Attorney Says Whiskey Is in Atlanta Area Shaded. Atlanta, June 27.—Hooper Alexander, former federal district attorney here, will be called before the federal jury to "make good" his assertion in a statement published today that bootleggers in Atlanta are immune from prosecution...

ANTI-LYNCHING BILL GETS TO FORE AGAIN

Washington, June 26.—Another interesting and somewhat vexatious session of the Senate Judiciary committee was held today. As usual the Dyer anti-lynching bill came up for consideration, and Republican members frankly stated that they would feel compelled to do something about the bill...

TOBACCO CRAUDE STEADILY GOES ON

Florence, June 27.—With the fervent spirit of a crusade tobacco farmers gathered with merchants and bankers of Lake City and Delaware to discuss the tobacco situation and opened a remarkable mass meeting in behalf of cooperative action...

WHY DISTURBANCES COSTS

Of the thousands who annually visit Mount Vernon, it would be interesting to know how many see in this old plantation home a record of the ordinary necessities of existence, were it not for the fact that it is a great extent home production...

REPUBLICAN LEADER IN THE HOUSE TO RETIRE

Washington, June 26.—I'm tired, I am 59 years old, I want to retire now and be with my family, Chairman Joseph W. Fordney, of the house ways and means committee, declared today in announcing he had determined not to seek re-election from the eighth Michigan district after a continuous service of 23 years...

NEGRO IS KILLED BY FARM OVERSEER

American, Ga., June 25.—As the result of a shooting on the farm of J. H. Poole and sons, near City, Merrell Mann, a negro in debt, died today as a result of a bullet in the chest which was fired by the plantation owner...

DIAL WILL OPPOSE OF TOLBERT

To Protest Against Appointment of Repealer National Committee as Marshal. Washington, June 24.—If doubt has prevailed that Jos. W. Tolbert, Republican boss of South Carolina, has been named to the office of United States marshal of the Western district of the state, would be confirmed without a fight...

WHOSE FAULT?

Over his head from the Dallas group. He turned a curve. And didn't blow.

Great Falls News Items

Great Falls, June 29th.—Mrs. W. Lybrand was held Saturday evening at a delightful informal party at her home on Marion Street, in honor of Miss Elizabeth, Ophelia Chickales of Asheville and Progressive (pops and bubbles were the enjoyable features of the entertainment, Miss Elizabeth, Chickales Lybrand, highest scorer in flags. Elizabeth Lybrand, and Miss Logan, served withiced water were the honored guests of the evening. Miss Estle Orr, of Chester, Miss Zita Bruce of Winoona, Missessie Little, Logan Logan, MissKennedy, Ward, Roy Lybrand, and Pittman, Len W. Pittman, and W. Mr. and Mrs. Eckford Little and Mrs. and Mrs. Marshall of Gaffney, guests of Mr. Dever Little, Dr. C. E. Bruce and sister. E. O. Limmer, this week. Mrs. J. S. Wade, manager of the popular *Opera House*, has returned from Asheville where she presented a Motion Picture convention. Mr. and Mrs. Eckford Little and Mrs. and Mrs. Marshall of Gaffney, guests of Mr. Dever Little, Dr. C. E. Bruce and sister. E. O. Limmer, this week. Mrs. J. S. Wade, manager of the popular *Opera House*, has returned from Asheville where she presented a Motion Picture convention.

The South is thus beginning intelligently to finance the cooperative marketing of its great staple, cotton. One can quite comprehend the influence which this movement will likely have upon the cotton buyer, as the marketing in the South, and its influence on the property of this section and on world affairs. It means that no longer will the cotton buyer be held in economic slavery by his power. He will be free to buy in the open market. He will be able to choose between the cotton buyer and the cotton grower himself. He will hold the old and the new. He will be able to choose between the cotton buyer and the cotton grower himself. He will hold the old and the new. He will be able to choose between the cotton buyer and the cotton grower himself.

**PESSIMISM AND FEAR.**  
By H. Adlington Brock.  
The story is told of an arch-apostle of the gospel of pessimism that night he slept with a pillow behind his pillow, having an unreasonable and constant fear of an attempt on his life. I do not know that this story is true. But it might well be. For if there is anything calculated to induce a man with fears of all sorts it is the adoption of a pessimistic view of existence and the universe.  
When one persistently affirms to oneself that the world is badly ordered and that misfortune of some sort is all the while imminent, one is naturally led to become chronicall oppressed, with sentiments of dread and anxiety. Overdevelopment of the fear impulse is further fostered by the effects of pessimism in the way of bodily weakness.  
This touches on a matter of great importance to all—the interaction of mental and bodily states. Much has been written concerning it, but as yet it can not be said that its significance is generally appreciated by the general public.  
The pessimist, in common with everyone who allows depressing ideas of any kind to become dominant and habitual, inevitably suffers from disturbances in glandular secretion, digestion, food assimilation, and other physical processes. This means a general lessening of vigor, and this in its turn reacts to undermine the morale.

"Psycho-physic condition," the psychologist Stanley Hall does not hesitate to affirm, "is the most important factor in any and every kind of success. Men slump morally, financially, in their careers, and even into ill-health because they lose confidence."  
So true is this last statement that sometimes it is enough to put a person in good physical condition—in order to insure the feeling of it in person from nervous timidity and anxiety. But, obviously, hygienic measures calculated to improve the physique will in the case of the pessimist, accomplish little until he has been persuaded to a more cheerful life philosophy.

Once this desirable change in his mental attitude has been effected, then his pessimism is replaced by a wholesome optimism, nothing more need be needed to give him the physical vigor that has been lacking. As the under the joint influence of optimism and an organic sense of well-being, his fears are likely to disappear of their own accord.  
But let him remain a pessimist and he will remain a victim of fear. Also he is pretty sure to become increasingly a victim of ill-health. Which means that his life span is likely to be needlessly shortened.  
In many, many cases there is waste

**AT THE CHURCHES**  
Sunday, July 2, 1922.  
ST. MARK'S EPISCOPAL CHURCH  
Services 11:15 A. M. and 8 P. M. Sunday School at 10 A. M. All cordially invited.  
FIRST BAPTIST CHURCH.  
Sunday School at 10 A. M. Preaching at 11:15 A. M. and 8 P. M. by the pastor, Dr. Robert G. Lee. E. Y. P. C. at usual hour. All most cordially invited. At the morning hour during July and August the pastor will preach a series of sermons on the Ten Commandments. The coming Sunday night the subject will be "Shall We Know our Father in Heaven, or Heavenly Recognition by Implication of His Rejection."  
A. R. P. CHURCH.  
Preaching at 11:15 A. M. and 8 P. M. by the pastor, Dr. D. G. Phillips. Sabbath School at 10 A. M. and Y. P. C. U. at 7:30 P. M. All most cordially welcomed.  
BETHEL M. E. CHURCH.  
Sunday School at 10 A. M. J. H. Glenn, Supt. S. S. McCullough, Ass't. Superintendent. Preaching at 11:15 A. M. and 8:15 P. M. by Rev. R. E. Stackhouse, D. D. All cordially invited.  
Purity Presbyterian Church.  
The topic for Dr. Flounery Sherperson at Purity Presbyterian Church on Sunday morning at 11:15 will be "Blessings From the West: Extraordinary Efforts and Methods," text Luke 6:18, and Sunday evening at 7:30 P. M. the theme will be "Mountain Top Experiences." Sunday School at 10 A. M. Mr. A. M. Aiken, Superintendent. The public is invited to all of the foregoing services.

**NOTES FROM EDGEMOOR.**  
Edgemoor, June 26.—We are very dry at Edgemoor. Gardens are needing rain very badly. Cotton is looking fairly well with plenty of boll weevils.  
J. D. Glass gives the little negroes a party in one stick of candy for every 30¢ bill they give.  
The Ladies' Aid Society will meet Tuesday in July. All attendance is desired.  
Miss Mary Whitson of Blackstone spent last week-end with her school-mate, Mrs. J. L. McDonald at Edgemoor.  
The Edgemoor Girl Scouts served ice cream, lemonade and candy last Saturday night from 8 to 12. They realized \$14.  
Mrs. Rudolph Hamilton has been on the sick list for the last week, but we are glad to say she is much improved.  
Mrs. E. G. McGregor spent one night recently with Mrs. W. B. Simpson at Catawba.  
C. G. McGregor of Thelma, N. C. spent last Monday at Edgemoor with kinfolks.  
Mrs. J. L. McDonald entertained at a delightful rock party Saturday afternoon in honor of her friend Miss Mary Whitson. Those present were Misses Martha Glass, Elizabeth Gaston, Rose Seass Hoke, Louise Hamilton, Augusta Orr and Mrs. Rudolph Hamilton. Sandwiches and drinks were served.  
Miss Virginia Wood of Rock Hill is visiting her sister, Mrs. C. C. Murphy.  
Dr. and Mrs. Robertson spent last Friday with Mr. and Mrs. L. C. Culp. Miss Alva May Westland has returned home from a three weeks' stay in Asheville, N. C.  
Dr. and Mrs. L. C. McDonald took supper with Mr. and Mrs. E. L. Kilian recently.  
Mrs. Nannie Kilian is attending summer school at Wintham.  
Miss Louise Hamilton spent last week in Chester visiting her aunt, Mrs. Mary Hamilton.  
Little Miss Margaret Blain is visiting her grandparents, Mr. and Mrs. Blain of Greenwood.  
Mrs. R. A. Willis returned last week from a few days' stay in Danville with her daughter, Mrs. John Todd.

**CONFEDERATE COLLEGE.**  
No. 62 Broad Street, Charlotte, S. C.  
A Boarding and Day School for Girls, opened its session September 26, 1922. Its session continues in a healthy location. Advantages for outdoor life, large college course of studies in a well planned atmosphere. A Business Course for Seniors and electives course for Juniors and Seniors.  
A Domestic Science Course to Senior, giving practical and open credit in the degree of a Bachelor of Science in Education.  
A Sewing Course, cooking, and Junior A work for Seniors and Primary Department equipped Library.  
The catalogue and further information apply to the college.  
July 8-1.  
CLUB MARKET TOMORROW.  
Chester People Are Interested—  
County to Send Products to Market.  
The Chester Club Market will open tomorrow in the garage on Valley street owned by Messrs. Jenkins and Barrow a part of which has been given by the owners for this purpose. Mr. J. C. Shannon, of Blackstock, will have charge of the market and will be assisted by the Women's Department of the Chamber of Commerce.  
The market has been fitted up for the opening. The different county communities have been organized to bring in the products. It will be conducted on the same basis as the many successful club markets in the State at this time.  
The people from the county are expecting a liberal patronage from the Chester people. The market will be conducted for a period of two months to determine whether or not an enterprise of this kind is justified in Chester. The market hours are 8 A. M. to 11 P. M.  
**THE FOURTH IN CHESTER.**  
Ice cream Bros' Band and Two Baseball Games Will Feature.  
Chester as usual will celebrate the Fourth Day two baseball games and a band concert will be the feature of the day. In the afternoon the famous Ice cream Bros' band will give a concert at 2:30 o'clock at the fairground. The baseball game between Chester and Rock Hill at 3:30 P. M. The game promises to be the best of the season. Both teams are already claiming the victory. It will be an evenly matched contest.  
Chester is fortunate to have Ice cream Bros' band which can be made possible on account of the excellent train schedule between here and Monroe. The band concert will last one hour. It is a splendid attraction for this occasion and the Chamber of Commerce committee had considerable difficulty to add this feature to the baseball game. They will attract the usual large crowd. The committee is receiving inquiries from Chester and surrounding counties and a large attendance is expected. Additional seating capacity has been arranged for at the fairground. The starting game at 10:30 A. M. will be between the rocks and Arcady mills.

**BIG FOURTH OF JULY IN CHESTER**  
Ice cream Brothers' Famous Band Concert 2:30 p. m.  
**BASEBALL CHESTER vs ROCK HILL**  
3:30 p. m.  
Best Game of Season  
All Events in Afternoon at Chester Fair Ground  
Pryor Service Station  
Remember, if your battery needs recharging Hydro will do it in FIVE MINUTES.  
Absolutely guaranteed by Hydro Manufacturing Co., Little Rock Ark.  
Call on us and let us tell you all about HYDRO.

**Open For Business**  
The Store Without a Name Opened For Business Yesterday  
We wonder if you have been thinking about how much money you can save by trading with us and paying the cash.  
A grocery man who does a \$3000 business a month on credit and who delivers the groceries, will have to expend just about \$300 for a truck, driver, gasoline, oil, repairs, depreciation, etc.  
The consumer must foot the bill, you can't expect otherwise, it must be done or the auctioneer will get to sell a bankrupt stock. We have no delivery—we have no credit accounts—we have no bookkeeper, so we can sell you your groceries at the lowest possible prices, and we have an up-to-date, as well as complete line.  
COME IN AND LOOK OUR PLACE OVER  
**The Store Without a Name**  
F. J. KEY, Manager.

**Norug**  
is really clean  
until this dirt  
is removed



Let us show you how the Royal gets the unsanitary embedded dirt



The worst dirt is the you rob—not only the jar-of-water laboratory test shows that a large part of the dirt is embedded in the rug. (It sinks because heavier—the surface litter floats.)  
This embedded dirt is full of sharp grit that cuts and ruins your rugs. And it is the unsanitary dirt—the worst kind of dirt.  
The jar-of-water test shows how the Royal Electric Cleaner gets this embedded dirt in the only way it can be removed—with a powerful scientific application.  
The Royal gets more than surface litter—it gets ALL the dirt.  
Let our Royal Man clean a rug for you in your home—free, and show you how the Royal gets the embedded dirt—the worst dirt.

**THE ROYAL Electric Cleaner**  
Cleans By Air Alone!  
Let Us Clean Your Carpets FREE  
Call No. 50  
Southern Public Utilities Company

BAD COPY NARROW MARGIN



SENTIMENT IN BUSINESS.

Almost anyone is willing to admit that farm implements are a vital necessity in agriculture. They have made it possible for a fraction of the population to produce food for all. They have freed millions of people from the soil to engage in other industries; they have helped build our great cities; they have given the farmers a larger labor income and relieved them of much drudgery; and they have had such influence in developing America as a world country, highways, our railroads or our steamboats.

In view of all these benefits, one might suppose farmers would have a kindly feeling toward those who design, make and distribute farm implements, but apparently their feeling is one of cold suspicion. They grumble about prices, about service, about quality, and at various sundry times have called for investigations and the enactment of severe regulatory laws. In fact, the farm-implement industry for many years has been in the anomalous position of being on the defensive against its customers.

What is the reason for this state of affairs? Why the lack of friendly, chummy feeling when both should be and are working toward the same goal, the upbuilding of our great national industry?

It is not because the implement companies have tried to extend credits or to recognize the need for service when new machines are placed on the market. It is not because they are trying to earn interest on piled stock, nor because they have made exorbitant profits. If we may trust the reports of the Federal Trade Commission, other concerns have made more money and interest-

ingly higher profits in the farm trade than the implement companies, and are looked upon with high favor by the farmers.

Evidently farmers are not averse to paying liberal profits to those who supply their needs. Their grudge is deeper-seated and is not economic at all; it is sentimental. The implement companies have made the fatal mistake of always talking price and profiting; they have tried to justify their existence solely upon cold, hard economics and have overlooked the important fact that in all human relationships it is sentiment that rules the world.

People like the intimate gossip and interesting news about things in which they are concerned. Other enterprises with keener insight into the workings of the human mind have capitalized sentiment and prospered mightily. The farmers are not to be blamed for not always recognizing relative values, because they have not always been able to separate hokum from reality. They respond as does every one else to friendly human sentiment. Farm-implement manufacturers seem to have held their noses too close to the grindstone of business. They have been blind to sentiment and the value of the human touch; they have failed to take the farmers into their confidence; they have worked out their inventions in secret, and expected an ungrateful world to receive them joyfully. They have rendered immense service to agriculture and kept still about it, trusting that the product would speak for itself. But, in practice, it does not work out that way. The human touch must be there. Steel and wood and the inanimate products of the shops are not vocal. Country Gentlemen.

ACCEPT NO SUBSTITUTES

This is a good rule in most instances, and a particularly good one when it comes to parts for your Ford and to your repair work. We sell genuine Ford parts, and have a force of trained mechanics who specialize on Ford work.

It will pay you to have us do your work.

Glenn-Abell Motor Company

CHESTER, S. C.

WILKES COUNTY HANGED FIRST WOMAN IN GEORGIA

Polly Barclay of Wilkes county, was the first woman hanged in Georgia, according to Dr. Lucian Layan, the Atlanta Journal.

In a letter to the Journal Mr. Knight takes issue with the numerous statements made in an aftermath of Mrs. Cora Lou Vinson's case, that Susan Eberhardt was the first Georgia woman to hang. Susan Eberhardt, according to Mr. Knight, paid the penalty in Webster county in 1872, but the Barclay woman was hanged in 1896. She was hanged from an oak tree in the Lexington road in Wilkes county, he declared.

His letter follows: "It is quite generally believed that the first white woman ever hanged in Georgia was Susan Eberhardt, who paid the death penalty in Webster county, in 1872. The particulars of the crime have been extensively reviewed by the state press within the past few days. But all this deluge has proceeded on a false foundation. The first white woman ever hanged in Georgia was Polly Barclay. Her execution occurred in Wilkes county, in 1896.

His superior court records of the county of Wilkes, there are brief minutes of the trial. The presiding judge was Honorable Charles Tall, afterwards, a United States Senator. Two days were consumed in the trial. The minutes do not give the names of the lawyers, but the attorney of the woman was Christopher Rhine. The defendant was sentenced to be hanged within twenty days. She did not die on the gallows, but was hanged from an old oak tree, on the Lexington road. Instead of using a rope, the executioner employed a chain. The late Mr. James Callaway, of the Macon Telegraph, in my authority for this statement. It is said that believers in the supernatural, especially negroes, avoid the weird spot, to this very day, and that windy nights, when the storm is abroad, in this neighborhood can still hear the rattle of iron manacles.

"Tradition states that the woman was hanged for procuring the murder of her husband. The real perpetrator of the deed was a half-brother, who effected an escape. It was believed that Polly planned and instigated the murder. Sentiment was against her, and she was convicted chiefly on the testimony of a man who was ill at the time and who from his sick bed overheard the plot.

"Polly Barclay was above the average in intellect. She also possessed several personal attractions, of which she was somewhat vain. Expecting an acquittal, she was festively arrayed for the occasion. Nevertheless, when the judge pronounced sentence, she was the coldest person in the courtroom. Her love of luxury appeared to be deserted, and she went to her execution in her best evening dress.

TOLBERT MAY NOT LAND THE MARSHAL'S OFFICE

Washington, D. C., June 27.—One member of the senate judiciary committee, not a member of the committee, having the investigation of the nomination of Joe Tolbert, Republican national committeeman for South Carolina for the position of United States marshal for the western district of South Carolina, before it, said today that it appeared to him that there would not be a favorable report on the nomination and that Tolbert would not be confirmed. The sub-committee has not yet gone into the case and at the meeting of the senate judiciary committee today there was no mention of it.

Farmers used to haul their cotton to town and give it away. They don't do it now the way it got it.

BAMBOONE'S MEDITATIONS

BE OLE 'DIAM BIN WEARIN' GIBBERIN' TWELL MISS LUCY'S GIBBERIN' DAT LOUD WAYS 'GIBBERIN' DAT 'GIBBERIN' WAN! SHE AIM' WEARIN' MOUNTAIN NO MO'—CEP'S JES' FUM DE WAIS' DOWN!!



Copyright, 1921 by Medicine Research Institute.

DIVERSIFICATION

"Diversity," some said when it was seen that the hazard of uncertain prices made cotton unsafe as a money crop. "Seek other sources of cash," others said when the boll weevil came and made the crop itself uncertain. "Grow your own food and feed, and avoid the necessity of paying out cash for them," became a standard recommendation urged by all. But to this, many thoughtful leaders added, "Develop one or two additional sources of cash with which to add to whatever the cotton crop brings in."

"It's 'nt put all your eggs in one basket," is a lesson that is ages old. Many years ago farmers of Wisconsin were depending solely on wheat. When they went broke they turned to livestock as a new source of cash. They succeeded so well with dairying that that has now become the one-crop system on many farms in the state. And even dairying is not considered safe as a "one and only" source of cash. In fact the following paragraph was first among several recommendations recently sent out to farmers of the state by the University of Wisconsin. It appeared under the heading, "Practical Farm Hints for Season of 1922."

"Restore balance.—In many cases dairy products are the only source of income. Even dairying should be diversified. Hops may be an important source of income on a dairy farm."

This is just another bit of evidence that the farmer must not pin his faith to any crop. Changing from one one-crop system to another may not be a simple matter. It is a complex thing, and in practice to develop a diversified wherby cash can be secured from two or three important sources rather than one.

A gold field and dope field are similar; they've got to have their shills about the same time each day.

CLOCK WEIGHT CRASHED DOWN

Callan and Floor of Famous St. Michael's Church Damaged.

A large 800-pound weight attached to the clock in the steeple of St. Michael's Episcopal church, fell down into the vestibule of the church at about 9 o'clock yesterday morning, when the rope by which it was suspended gave way. The big weight smashed through some flooring and the ceiling of the vestibule in its

fall to the bottom, where it tore a hole in the tiling just to the right of the inner door.

No one was in the vestibule at the time, but the sexton had passed through there only a short time before, accompanied by two men whom he was showing through the church. They were standing at the other end of the church, near the vestry room door, when the crash occurred. To them it sounded as if the whole steeple had fallen, and their conversation was abruptly ended.

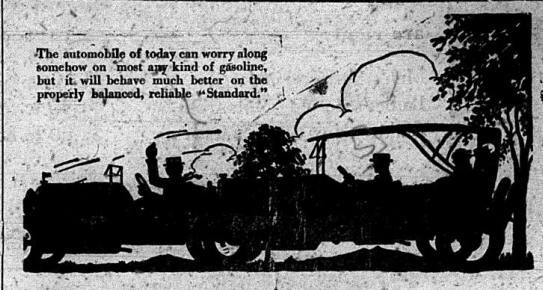
The weight which came tumbling down yesterday is made of eight cast iron disks, attached to a pulley and rope. The weight was nearly intact after its fall, suffering less damage than the obstructions which it struck. This weight, which had a similar fall about fourteen years ago, is one of three connected with the clock and chimes, the other two being smaller, weighing about 600 pounds.—Charleston News & Courier.

News! Only \$2. 00

Compared With Other Luxuries There's Nothing so Inexpensive as an Electric Fan. Snialt cost small, economical to operate. We have them in all styles and prices. Set us Show You.

Southern Public Utilities Co. Chester, South Carolina

Week End Fares From All Principal Stations to Principal Mountain and Seashore Resorts. Announced by Southern Railway System. Effective May 20th to September 30th. Round trip tickets will be sold for all trains Saturdays and Sundays limited for returning Tuesdays following date of sale.



Why "STANDARD" is consistently good

"STANDARD" Motor Gasoline doesn't just happen to be right in Ridgewood, N. J. or Baltimore, Md. There is a reason why it gives the same splendid results wherever it is used. Every lot of "Standard" Motor Gasoline that leaves the refineries has been carefully tested at one of our refinery laboratories and checked up at the central laboratory in New York.

We know that what every user of gasoline wants is consistent quality, something that can be depended upon. And that is what this company's standard of testing insures. One feature of "Standard" Gasoline is the fact that it vaporizes completely—affording instant ignition, abundant power and maximum mileage. Do you use Polarine? You should, to get the full benefit of "Standard" quality.

"STANDARD" The Balanced Gasoline! STANDARD OIL COMPANY (New Jersey)

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 Pearline. It had been advertised regularly from 1873 to 1907.

Then the trustees of the estate saw a brilliant chance to save money.

They cut out advertising.

Sales dropped like a clap hammer—profits went where 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 lose.

THE CHESTER NEWS