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### PREPARING THE WAY

We wish to announce the installation of a new Mergenthaler Linotype Model 14. The Linotype Company has been making rapid strides forward lately in improving the Linotype and this Model 14 is the "Last Word" in Linotype construction.

The Publishers of News, realizing the wonderful possibilities of this machine and being ever mindful of any improvement we could make for our readers and advertisers, have brought to Chester the second machine of this type to be operated in South Carolina.

This Model 14 is a machine of the Multiple Magazine type—that is, the magazine, of which there are four, are arranged one over the other so that the operator in about one second can switch from one size type to another, setting eight, ten, fourteen or thirty point type and in varying measures.

The wide Awake advertisers can at a glance see what this will mean toward improving ad composition in The News Office—for practically every line of type in your ads will be absolute—new type each week.

With the addition of this machine The News places at the disposal of its patrons the best equipped newspaper and job printing plant in this section. This means better service more careful handling of advertising and commercial printing than can be secured elsewhere.

Nothing but "Delivering The Goods" has enabled us to secure the very liberal patronage both from our readers and advertisers, so we are prepared now more than ever to "Deliver" by the installation of this latest and most modern composing machine.

The installation and erection of this latest Linotype was not only new to many who came to the office, but was also one on the publishers. Mr. L. M. Cowgill, who was sent here to erect the machine is beyond doubt right on the job. He knows the Linotype just like a school boy knows the alphabet and a machine certainly goes up when he gets around.

We wish to extend a cordial invitation to our many subscribers and friends to call and see this new machine.
We had been talking for half an hour and our voices had become husky and low. I felt it was time to request our Guest of Honor to make way for me. I paused. "Excuse me, Mr. Chandler," I said. "I don't mean to interrupt, but I believe I see a signboard that says: "Come to the Dreamland Theatre for the Dreamland Theatre has secured the services of the greatest artists of the world."

Mr. Chandler smiled. "Ah, yes," he said. "That's quite an advertisement."

I nodded. "It's quite an advertisement," I said. "But I have a feeling that it's not the kind of thing that will work in this city."

Mr. Chandler shrugged. "Oh, I'm not sure," he said. "But I'll give it a try."

I smiled. "Thank you," I said. "I appreciate your support."

Mr. Chandler nodded. "My pleasure."

I turned to leave. "Goodbye," I said. "And thank you again."
THE S. M. Jones Company

Local and Personal

Miss M. V. Thomas, who has been visiting in Greenville and other South Carolina points, left on Tuesday for New York, where she expects to spend the summer. She is visiting her father, Mr. and Mrs. F. C. Johnson of this city, who are in the city.
Fresh From the Ovens

New Post Toasties represent the most appealing form in which choice, nutritious Indian corn has ever been prepared. A new patented process which includes rotary toasting under quick, intense heat, makes these flakes a delicious, new and distinctive flavor.

The New Toasties are featured by the luscious appearance of the surface of the flakes—due to the new set of heating which releases the wonderful new and attractive true corn taste.

New Post Toasties are not "chaffy" in the package; and they don't crumble when milk or cream is added like common "corn flakes." For tomorrow's breakfast...

New Post Toasties
—your Grocer has them.

PORCH ROCKERS, PORCH SETTLES AND PORCH SWINGS
In all sizes and styles, at prices to suit everybody.
Mr. J. C. Leckie was awarded the price, 4-1
Lowrance Bros.
131 Gadsden Street
Phone Store 292 Residence 136 and 356
Undertakers and Licensed Embalmers.

Announcements

Furniture

In all sizes and styles, at prices to suit everybody.

The Semi-Weekly News

Where Do You Buy Your Drugs?

Drug buying is not "easy" buying. But it is SAFE when you ask YOUR OWN druggist for drugs. He has your interest at heart—he sells you the BEST because he wants you to be satisfied and come again.

Cowan Drug Company

YOW ARE BETTER OFF THAN THE FARMER

That's my conviction, and I think the average citizen of most of the States and Territories of the United States will agree with me.

But the farmer today has no advantage over you. In the old days when he was looking for the right cotton, he was working out the details himself. Now, with electric lighting in your windows and in the sign across the street, he can shop around and buy from the man who will give him the best deal.

For instance, here's what happened recently...