

The Clinton Chronicle

Established 1900

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The Chronicle seeks the cooperation of its subscribers and readers—the publisher will at all times appreciate wise suggestions and kindly advice. The Chronicle will publish letters of general interest when they are not of a defamatory nature. Anonymous communications will not be noticed. This paper is not responsible for the views or opinions of its correspondents.

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CLINTON, S. C., THURSDAY, DECEMBER 31, 1953

A New Curtain Raiser

Today we tear the last sheet from the 1953 calendar and begin a brand New Year. Tacking up the new calendar is a curtain raiser, an important turning point with new problems, opportunities and responsibilities.

The beginning of a new year always calls for resolutions to be noted on the crisp, fresh pages of a new diary. Many people say making resolutions is nonsense and just a bit silly. Some psychiatrists say they don't think resolutions the best method of curbing little differences and correcting mistakes. The best method, they say, is giving some thought to what causes our troubles and trying to correct them rationally, and that, of course, makes sense. But we don't agree that making resolutions is an idle pastime or waste of time. It is a fine idea, we think, to the contrary. Human flesh is weak, we all know, but new resolves and a determined effort to carry them out, will do us all good. It is a two-way road—the things you hope to do, and the things you hope not to do. It's nothing against you to fall down flat, but to lie there and give up is disgrace.

Let's face 1954 as one with hopes and promises, and with a determination that we will all strive hard to make the grade whatever our goals may be. The truth is we don't have to wait until we tear down the old calendar at the end of a twelve months period—any day in the New Year can be calendared for new resolutions.

Happy Season Passes

Christmas, the greatest season of all the year, has come and gone. For this community it was a happy, enjoyable occasion with family dinners and reunions the order of the day.

Local merchants reported lively holiday buying with record crowds on the streets and in the stores until late Christmas Eve night.

The city had been attractive and inviting for several weeks since the arrival of Santa at which time it overnight became a lovely "Christmas City". The decorations brought cheer, happiness and commendation to our town people, and to many passing through the city, traveling in all directions.

Many unfortunate families and individuals were remembered with gifts to add to their needs, and happiness. That is the true spirit of Christmas. There were needy children who were made happy because of interest and generosity of others. There would have been an absence of good cheer had everybody been interested only in their own happiness.

The streets for several days were crowded with people with parking lots and meters jammed to overflowing. The free parking facilities made shopping easy for many and satisfactory. We need more of such areas—they draw people and trade to a town.

All in all it was a happy occasion with no tragedies to mar the season.

Our Responsibility To You

With today's issue of the paper The Chronicle reaches another milestone and with the dawn of tomorrow begins its 55th year. The paper was established in 1900 and has been owned and directed for a number of years by its present ownership and staff. A glance at the front page headmast shows that the date will change next Thursday to Volume LV, Number 1.

As we enter the new year we are fully mindful of our responsibility to this community and are grateful to each one who has contributed a large or small part to the growth of the paper which has enabled us to offer an expanding service, a better newspaper, and additional badly needed room for the plant provided by our recent change of location. We have made mistakes, of course, the only persons who don't make them are resting in the cemeteries. But our mistakes should stand out as a bold challenge to us in the future.

As an important part of this community The Chronicle has always keenly felt its responsibility. As we have said before, a newspaper is a peculiar institution, different from every other type of business. It is a community institution dedicated to service. If the publisher is honest, service will come first, above

money and everything else. You are under no obligation to support your home town newspaper in order that those who produce it are provided a livelihood. You support your home town paper because you have confidence in it, you need it, because you feel it gives you full value for your money, because you believe it stands for those high and fine things in the community that count for good citizenship that cannot be purchased with money. You have confidence in it because you consider it reliable and fair whether you always agree with it or not. A newspaper that does not have standards and convictions and live up to them does not deserve to exist.

We received an appreciated letter Christmas from a mother thanking us for taking an uncompromising stand against liquor and drunken drivers, and our refusal to fill our columns with whiskey and beer advertising. Often we receive such commendation from mothers and fathers. This is mentioned to emphasize that readers appreciate a paper with policies and principles from which it will not swerve.

Readers come first with The Chronicle, their confidence and support must be held if circulation and reader interest is to be maintained. The AAA rating we hold given us by a national rating bureau shows we are discharging this important responsibility.

Our advertisers with whom we have enjoyed the very finest association make it possible for us to publish a better newspaper. The relationship of a newspaper and its advertisers is basically a cooperative business enterprise, beneficial and profitable to both. We are producing a newspaper that is widely read through Clinton's trade area and helps merchants and others sell goods by bringing old and new customers into their stores. What their customers read and see makes the most lasting impression, and advertisers know it. The life of the weekly newspaper for the home family is longer than that of any other publication produced. We anticipate these same pleasant relationships with our advertisers, local and national, in the years that lie ahead. And so to all groups, readers, advertisers, commercial printing and office supplies customers, and our own loyal employees, we are indebted in many ways and express our profound gratitude.

This newspaper rededicates itself to service for 1954 and stands ready to do its part. We reaffirm our faith and confidence in this community and its people. We say Happy New Year to each of you.

IF YOU DON'T READ THE CHRONICLE YOU DON'T GET THE NEWS

Think it Over!



We've made a firm resolution to continue to serve you to the best of our ability every day of the new year.

Lester Bates
PRESIDENT
CAPITAL LIFE INSURANCE COMPANY
"Founded on Faith—Dedicated to Service"
COLUMBIA, S. C.

Yule Spending Described As Best On Record

New York, Dec. 24 — Christmas shoppers spent more money in December, 1953, than in any previous Yuletide season, Dun & Bradstreet said today.

Basing its conclusion on a preliminary survey of shopping trends in 38 states, the agency estimated that the present Christmas shopping season will result in total retail volume of about \$17,300,000,000 for December—about 1 to 3 per cent higher than the total for December, 1952.

This would put total retail volume for the year at a new high of 172 billion dollars, about 5 per cent higher than the previous record of 1952.

Dun & Bradstreet pointed out that December retail volume in the East and New England was close to but not above last year's level. The newspaper strike in New York, a delivery truck drivers' strike in Pittsburgh, rising layoffs in manufacturing and abnormally warm weather were cited as reasons for the lag. Biggest gains were reported in the South, Southwest and Pacific Coast regions.

Disbursements of \$1,033,000,000 in Christmas club savings—a new high—helped bolster buying at the start of the season, but shoppers' enthusiasm was dampened by un-

usually mild weather during the first few weeks. Shoppers tended to be more price-conscious, it was pointed out. Suburban stores chalked up more favorable year-to-year gains than big city department stores. Sales of outerwear lagged as shoppers waited for post-holiday promotions.

Parties Be Given New Year's Eve

On Thursday evening, New Year's Eve at 8:30 p. m., Intermediates of the Joanna Baptist church will go to the home of Joan Reeder for a party. The young people will go to the home of Joan Tompkins for a party. Both groups will assemble in the recreation room of the church at 10:00 p. m. Refreshments will be served and a film will be shown. The pastor, Rev. James Mitchell, will lead in the New Year's worship period.

Free Pine Seedlings Available To Farmers

The West Virginia Pulp and Paper Company of Charleston, has announced that the distribution of 1,500,000 free pine seedlings to South Carolina farmers will begin this week. This program began, as the largest free seedling distribution program ever undertaken by private industry in this state, in cooperation with the Soil Conservation Districts.

The seedlings being distributed were purchased by the company

from the South Carolina State Commission of Forestry.

Delivery of seedlings is being made to farmers at the company's nine pulpwood yards, located in all parts of the state. This week distribution of seedlings is scheduled at the Sharon and Laurens woodyards. The week of January 4, free seedlings will be distributed at

Walterboro, Andrews, Mullins, and Greenwood yards. The week of January 11th, free pine seedlings are to be distributed at Rockton, Lancaster and Camden yards.

The Soil Conservation Service and company officials urge all applicants to obtain their seedlings promptly and to plant them immediately.

This Week

ALL SUEDE SHOES

½ Price

ALL SIZES AND WIDTHS
MANY STYLES

ALL NATIONALLY ADVERTISED

Moore's Shoe Store

PENNEY'S WHITE JANUARY GOODS STARTS SATURDAY!



Home-tested for over half a century!

PENNEY'S NATIONAL WIDE MUSLIN SHEETS

There's no proving ground for quality like the home... no better expert than the homemaker! For 3 generations homemakers have discovered that Nation-Wide muslin sheets are a wonderful investment... a long-range saving! Subject them to heavy use, they take it! Put them thru repeated launderings, they stand up to it! They're close-woven in a balanced thread count for uniform strength, durably tape-selvaged to resist tears, smoothly finished for comfortable sleeping. Yet just compare... see how little you pay for these time-tested fine quality sheets. Stock up now!

1.66

81"x99"

72x108" 1.66
81x108" 1.77
42x36" cases 42c

PENNEY'S PENCALES® combed-yarn percale sheets!

Take a look at that price! Amazing but that's all it costs to own one of America's top quality percale sheets! Pencales are made of select long-staple cotton, combed to eliminate short strands, woven into a high-count that combines silky lightweight texture with money-saving stamina! First quality... top quality... yours now at wonderful savings!

2.49

81"x108"

72x108" 2.29
42x38½" cases 55c