

ARE YOU SLEEPY? NERVOUS? TIRED?

REGULATOR

IT WILL WAKEN UP YOUR LIVER and start it working. Then you can work, and enjoy it, too.

THE GENUINE has the RED Z on the front of each package and the signature and seal of J. H. ZEILIN & CO., on the side, in RED.

FOR SALE BY ALL DRUGGISTS.

An Appreciative View of the Home Newspaper.

Following is an appreciation of the Local Newspaper from the pen of Wesley A. Stanger, editor of the Office Outfitter, Chicago.

Did you ever go into a town that looked as though there was something wrong about it? You wondered why all the stores were closed, and down the street you discovered that the storekeepers were in fact "storekeepers." You talked to some of them and they were knockers. There seemed to be the spirit of jealousy abounding everywhere. You inquired why they didn't get together and form an association. You were told that they had a flourishing association and that they all belonged to it. You may have asked a hundred and one questions, and all of them seemed to elicit a favorable answer, and still you wondered. Surely something was wrong. Ah! you struck it—they didn't advertise! You put the question to one of the storekeepers.

"Advertise, why thunder, yes!" was his reply.

Again you were stumped. Finally in despair you sought out the local newspaper. If the merchants advertised, had an association, and everything seemed so favorable, why was the town awry? The newspaper man would know. So away you went to see him.

On your way you saw many things that convinced you that there was something radically wrong, but you did not get very close to the cause, until you lost your way to the newspaper office and had to ask someone to direct you. Here you began to get a handle on the real cause.

"Newspaper office? Why, oh, yes. You mean the Bugle? Oh, yes. Old man Sanders runs that. Sure, keep on going, you can't miss it. You'll probably find Sanders there. He's there most of the time, I guess."

"What sort of a paper is it?" you ask.

"Oh, not much of a paper, I guess. Sort of dead. Old man Sanders owes everybody and nobody will trust him any more."

"Do you advertise in the paper?"

No. No use. It don't bring results. I can't see any good in it. Sometimes I run an ad to help the old man out. Nobody pays any attention to him. He's been here a long time. Too poor to get away, I guess. No, I don't advertise very often less than I want some dodgers, and then I make the old man run 'em off free if I give him an ad for his paper."

If you know anything about real conditions you feel your heart beat fast, then slow down. You know the cause. You have solved the mystery. No wonder the town is dead. No wonder the merchants are knockers. No wonder Old Man Sanders owes everybody and is too poor to get away. He has got to go.

Many a good town isn't worth a cent because the local newspaper is neglected. Many a good merchandising center is dead because the men in business treat the editor of the newspaper as an object of charity. This is wrong. The local newspaper is the greatest thing in the community. It should be supported. It should be read and patronized. The merchants who think they are clever and smart when they slip one over on the local newspaper, make a big mistake. Every dollar you take away from the local newspaper in schemes and knocks, hurts the town. It hurts business, and most of all, it hurts the merchants who indulge in it.

Whatever else you merchants do, patronize your home paper. Don't tell me that it has a small circulation. Don't tell me that you can reach ten times as many people at less expense by using circulars. Don't spring any of these time-worn gags on me at all. Stop standing in your own light. Get behind the local newspaper

and push for all you are worth. I don't mean push it to the wall, push it up grade to a position where it ought to be, and as sure as you are alive you will push your own business up with it to a point you never dreamed of before.

When a man tells me that he reaches more people and gets better results from his circulars. I know that he is desiring himself and telling me what I can prove to be untrue. A newspaper in the community is read by the people. They learn to watch and look for it, and when they get it, every member of the family wants his turn to see what it says. Ads and all are read. If the merchants of a community will educate the people to look in the newspaper for their announcements, more and more people will read the paper and greater will be the returns. If the local newspaper has a small circulation, it is the fault of the merchants. If it is weak, puny and financially depressed, it is the fault of the merchants. Suppose you do get results from dodgers; it does not prove that newspaper advertising will not pay. It proves that you have missed a good opportunity and have wasted a lot of time and money educating people to a wrong idea, and is up to you to get busy and change your methods. When a man tells me he gets his circulars printed and distributed for less expense and with greater returns than the newspaper, I say to him, "I make these result of careful investigation and exact knowledge. I sit down with you at your store, in the home, and I take the hard work out of your hands, and I tell you, you will get results from me, but you will get them in the hard way, and when I get through, you will get the results, and you will be glad to see me."

"By George, that's right!"

"Maybe he is right," I say to myself, "but I tell him by his own words, I get through with him, and he is a great factor in this country, the biggest one, and most enlightened of the world. The second is the newspaper. It is up to you to get results from me, and I tell you, you will get results from me, but you will get them in the hard way, and when I get through, you will get the results, and you will be glad to see me."

five dollars for you spend with me, and I will say that I can give you a proposition so good that I do not publish it in my paper, but I promise that there will be some doing.

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Joint Assembly Re-elected All.

For associate justice: D. E. Hydrick of Spartanburg.

For Judges:

First Circuit: C. Z. Dantzler of Orangeburg.

Second Circuit: Robert Aldrich of Barnwell.

Third circuit: John S. Wilson of Manning.

Fourth Circuit—R. C. Watts of Cheraw.

Eighth Circuit—J. C. Klugh of Abbeville.

State Librarian—Lavinia H. LaBorde of Columbia.

Insurance commissioner—F. H. McMaster of Columbia.

Penitentiary directors—J. D. Deas of Kershaw and W. H. Glenn of Anderson.

Clemson college trustees—J. M. Mauldin of Pickens, W. D. Evans of Cheraw and B. H. Rawl of Lexington.

Winthrop college trustees—D. W. McLaurin of Dillon, B. R. Tillmon of Trenton.

University of South Carolina trustees—R. P. Hamer, Jr., of Marion and C. E. Spencer of Yorkville.

State Colored college trustees—J. W. Lloyd of Kershaw, G. B. White of Chester.

Foley's Kidney Remedy will cure any case of kidney or bladder trouble that is not beyond the reach of medicine. It invigorates the entire system and strengthens the kidneys so they eliminate the impurities from the blood. Backache, rheumatism, kidney and bladder troubles are all cured by this great medicine. Commence at once and avoid Bright's Disease. Sold by all druggists.

Patrick.

Messrs. Winburn Bros. have bought out the mercantile business of S. O. Goodale and will soon open up a general line of merchandise. Mr. Goodale will move to Cheraw in the near future, and will devote his entire time to his interests there with the Carolina Commission Company.

Mr. W. F. Winburn has rented Mr. Goodale's dwelling house and will move to Patrick about the first of February.

Mrs. F. H. Gillispie and Miss Nina L. Gillispie are visiting near Rockingham, N. C., this week.

There will be preaching in the Woodman Hall next Sunday at eleven a. m. and seven p. m. by Rev. A. W. White, of Jefferson. All are invited to attend.

Mr. Jas. Thomas and Mr. C. Ingraham, who have been very sick, are both improving and we hope soon to see them out again.

Patrick is badly in need of a doctor since Dr. Buff moved away, not that there is so much sickness, but there is such a large territory without a doctor. Any good physician wishing a good location will do well to come to Patrick and investigate the matter. Dr. Buff did a two thousand dollar practice here the first year which speaks for itself.

THEY GROW HAIR

Certain Ingredients if Properly Combined, Stimulate Human Hair Growth

Resorcin is one of the most effective germ destroyers ever discovered; Beta-naphthol is a most powerful, yet absolutely germicide and antiseptic, which prevents development of germ matter, and creates a clean, healthy condition.

Pilocarpine, although not a coloring matter or dye, is an ingredient well established for its power to restore natural color to the human hair.

Borax, because of its well-defined softening and cleansing properties, is most useful in the treatment of scalp and hair diseases. Glycerin acts as a stimulant to the hair bulbs, and has a soothing, healing and nourishing influence. Alcohol is indispensable in medicine because of its antiseptic, stimulant and preservative qualities.

Rexall "98" Hair Tonic is chiefly composed of these two ingredients, which are compounded in a peculiar form, and we believe is the most effective remedy known to medical science for scalp and hair troubles generally. We personally guarantee it to eradicate dandruff and scalp irritations and to grow hair, even though the scalp is spots in bare of hair, providing of course there is life and vitality remaining in the hair.

loss of hair to try Rexall Hair Tonic. If it does not remove dandruff and promote a growth of hair to the satisfaction of the user, we will without question or quibble return every cent paid us for it. This guarantee is printed on every package. It has effected most satisfactory results in 93 out of a 100 cases where put to a practical test.

Rexall "98" Hair Tonic is entirely unlike and in every particular different from anything else we know of for the purpose for which it is recommended. We urge you to try it at our risk. Certainly we could offer no better guarantee. Two sizes, 50 cents and \$1.00. Sold in Cheraw only at our store,—The Rexall Store. J. T. Ladd's drug store.

Simple Remedy for LaGrippe.

LaGrippe coughs are dangerous, as they frequently develop into pneumonia. Foley's Honey and Tar not only stops the cough, but heals and strengthens the lungs so that no serious results need be feared. The genuine Foley's Honey and Tar contains no harmful drugs and is in a yellow package. For sale by all druggists.

The BANK OF CHERAW Guarantees your Deposit with

Capital	\$ 50,000
Stockholders Liability	50,000
Surplus	60,000
Total resources over	\$160,000
	\$400,000

If you want absolute security keep your account with us.

The Bank of Cheraw, Established 1887. Cheraw, S. C.

A Woman Wants The Home Paper

MAKE HER HAPPY BY TAKING IT THE YEAR ROUND

Rev. I. W. Williams Testifies.

Rev. I. W. Williams, Huntington, W. Va., writes us as follows: "This is to certify that I used Foley's Kidney Remedy for nervous exhaustion and kidney trouble and am free to say that Foley's Kidney Remedy will do all you claim for it." Sold by all druggists.

Subtraction That Adds.

The air was sweet with the smell of willow wood, and the artificial limb maker was adjusting a delicate metal spring in a superb leg.

"This one of a pair of legs," he said, "I am making for an aviator. They are longer legs than his own were. His height before the accident was only five feet six. Now, with these legs, he will be five feet ten."

"Men all like to be tall. And short men, when, as sometimes happens, they lose both legs, gratify this universal desire for height by ordering wooden legs of an excessive length."

"Yes, paradoxical though it seems, cut a short man's legs off and he becomes taller."—Exchange.

It is a dangerous thing to take a cough medicine containing opiates that merely stifle your cough instead of curing it. Foley's Honey and Tar loosens and cures the cough and expels the poisonous germs, thus preventing pneumonia and consumption. Refuse substitutes and take only the genuine Foley's Honey and Tar in the yellow package. Sold by all druggists.

MORE PINKETAM CURES

Added to the Long List due to This Famous Remedy.

Oronogo, Mo.—"I was simply a nervous wreck. I could not walk across the floor without my heart fluttering and I could not even receive a letter. Every month I had such a bearing-down sensation, as if the lower parts would fall out. Lydia E. Pinkham's Vegetable Compound has done my nerves a great deal of good, and has also relieved the bearing-down. I recommended it to some friends and two of them have been greatly benefited by it."—Mrs. MAE MCKINSTRY, Oronogo, Mo.

St. Louis, Mo.—"I was bothered terribly with a female weakness and had backache, bearing down pains and pains in lower parts. I began taking Lydia E. Pinkham's Vegetable Compound regularly and used the Sanative Wash and now I have no more troubles that way."—Mrs. AL. HENZOG, 6722 Prescott Ave., St. Louis, Mo.

Because your case is a difficult one, doctors having done you no good, do not continue to suffer without giving Lydia E. Pinkham's Vegetable Compound a trial. It surely has cured many cases of female ill, such as inflammation, ulceration, displacement, fibroid tumors, irregularities, periodic pains, backache, that bearing-down feeling, indigestion, dizziness, and nervous prostration. It costs but a trifle to try it, and the result is worth millions to many suffering women.

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LaGrippe coughs are dangerous, as they frequently develop into pneumonia. Foley's Honey and Tar not only stops the cough, but heals and strengthens the lungs so that no serious results need be feared. The genuine Foley's Honey and Tar contains no harmful drugs and is in a yellow package. For sale by all druggists.

P. B. HUNTLEY DEALER IN Horses and Mules

All Classes of Stock Bought and Sold.

Large supply of stock always on hand from which to make your selection.

Full Line of Leading Grades of Buggies, Wagons and Harness.

Everything positively guaranteed to be as represented.

TERMS: TIME AND CASH.

P. B. HUNTLEY

Phone 28, Cheraw, S. C.

bing a printer somewhere, for if a printer makes a decent profit, he must charge a price. In addition, postage stamps cost money and Uncle Sam gives no discounts. When stamps are used for sending out circulars they represent a big investment. If delivered by boys, only about 25 per cent. ever get delivered at all, and it costs money to hire boys. As to relative and comparative returns,—there is no comparison. It doesn't prove a thing if you advertise once or twice in a newspaper and do not get the results that your circulars brought. Remember, you cannot get the people to grasp a new idea in thirty minutes when you have been for thirty months educating them to circulars. If you will give the local newspaper half as good a tryout as you gave your circulars, you will get bigger and better returns all around.

"Cut out this knocking. Hook up with the editor and make him the biggest man in the community. He ought to be, and I tell you that he will pay you back

the local paper in town, and try to figure out how he feels and where justice comes in when you literally 'stick it into him,' and do not give him the support for his proposition that you ask for your own.

"Be careful. There is no alley so long but that it has its ash barrel, and there is no knock so powerful or subtle but that reacts. Get together. Take the editor into your midst. Give him the place he has earned and which is justly his. Do yourself a favor and keep up your end by supporting the local newspaper, and support it for all you are worth."

Saved at Death's Door.

The door of death seemed ready to open for Murray W. Ayers, of Transit Bridge, N. Y., when his life was wonderfully saved. "I was in a dreadful condition," he writes, "my skin was almost yellow; eyes sunken; tongue coated; growing weaker daily. Virulent liver trouble pulling me down to death in spite of doctors. Then that matchless medicine Electric Bitters cured me, I regained the 40 pounds lost and now am well and strong." For all stomach, liver and kidney troubles they're supreme. 50c at Theo. E. Wannamaker's.

Fire Accident Health Protection That You Don't Have to Die to Get.

One of my Monthly payment Accident and Health Policies a very small cost, usually about \$1.50 a Month, protects you against sickness from any cause and pays liberal indemnities for accidental injuries and death.

All losses paid promptly and without trouble to you.

JOHN H. WELLS Insurance Agency.

Next Door to Post office, Cheraw, S. C.

Cheraw, S. C., Jan. 19th, 1910

Mr. John H. Wells Gen. Insurance Agency, Cheraw, S. C.

Dear Sir:

I beg to acknowledge receipt of your check in payment of my recent sick claim of nine days, under my Monthly payment accident and health policy.

Accept my thank for the prompt payment of this claim.

Yours truly,

E. H. DUEALL.

Plate Glass Employers Liability Steam Boiler