

PROGRESSING!

The Thielen Theatre is a progressive enterprise in a progressive town. It has become an established part of Bamberg. It has been, and is, our endeavor to give the people of the city an up-to-date, modern amusement hall, the best possible. We appreciate the liberal patronage of the people of the city, and it gives us pleasure whenever we can announce an improvement in our Theatre or service. Hence we take much pleasure in announcing to our patrons and friends that on or before January 15th, we will move into our new home, corner Main and Elm streets. Our new Theatre will measure 75 feet in length by 35 feet in width, with a 12 foot stage added. The floor will be elevated, and the hall fitted with new and comfortable opera chairs. Our booth will be absolutely fire proof, tin lined over asbestos. The Thielen Theatre's new home will be modern and comfortable. We ask a continuance of the liberal patronage of the people, assuring them of our ever-increasing interest in the welfare and entertainment of our patrons. The best service obtainable will be shown at all times.

THIELEN THEATRE

J. G. BLACK, Manager.

BAMBERG, SOUTH CAROLINA

The Bamberg Herald

ESTABLISHED APRIL, 1891.

Published every Thursday in The Herald building, on Main street, in the live and growing City of Bamberg, being issued from a printing office which is equipped with Mergenthaler linotype machine, Babcock cylinder press, folder, two jobbers a fine Miehle cylinder press, all run by electric power with other material and machinery in keeping, the whole equipment representing an investment of \$10,000 and upwards.

Subscriptions—By the year \$1.50; six months, 75 cents; three months, 50 cents. All subscriptions payable strictly in advance.

Advertisements—\$1.00 per inch for first insertion, subsequent insertions 50 cents per inch. Legal advertisements at the rates allowed by law. Local reading notices 5 cents a line each insertion. Wants and other advertisements under special head, 1 cent a word each insertion. Liberal contracts made for three, six and twelve months. Write for rates. Obituaries, tributes of respect, resolutions, cards of thanks, and all notices of a personal or political character are charged for as regular advertising. Contracts for advertising not subject to cancellation after first insertion.

Communications—We are always glad to publish news letters or those pertaining to matters of public interest. We require the name and address of the writer in every case. No article which is defamatory or offensively personal can find place in our columns at any price, and we are not responsible for the opinions expressed in any communication.

Thursday, Dec. 16, 1915.

We were in hopes of seeing some steps taken this fall toward the paving of Bamberg's main street. This is an improvement that the town is certainly in need of. Bamberg is fearfully behind in public improvements; it needs waterworks, sewerage and some paving—and a good many other things too. We hope it will not be long before something definite is done toward making a start. Before any movement to secure bonds is going to succeed, though, we are of the opinion that the people will have to be shown exactly how and for what the money is going to be spent for. When it comes to issuing bonds for large sums of money, the business-like way to go about it would seem to have estimates made, tentative plans drawn, and other preliminary work done, so that the voters may know exactly what they are voting for.

Every subscriber whose subscription has already expired, or will expire the first of the year, is urgently requested to come in and pay up be-

fore January first. We still have a great many subscribers who have neglected to either pay up their arrears or renew for another year. It is very unpleasant for us to have to discontinue any subscriber's paper, but if they do not think enough of The Herald to pay for it, we do not see anything else for us to do but to stop it. Dear subscriber, don't wait until your paper has been stopped, and then come in and get mad with us. You have had plenty of opportunity to pay up; The Herald is not a free institution. It is run by plain, ordinary human individuals just like yourself; and you know when a person owes you a dollar and a half, you generally like mighty well for that person to pay it to you. Treat us just like you like to be treated. If you do that we will receive a good many renewals in the next two weeks.

The Herald takes a pardonable pride today in presenting a Christmas edition. The Herald this week is composed of twenty good readable pages. There is something of interest to our readers on every page. The advertising patronage for this issue has been quite liberal, and each of the merchants and business men who contributed toward the making of the paper by securing advertising space have our thanks. Our readers are urged to read every one of the advertisements. They form one of the most interesting and profitable features of the paper. Bamberg is a growing town, this fact is evidenced in no better manner than by the splendid line of advertising carried in The Herald today. Our readers will within the next few days look for Christmas gifts and other holiday goods. There is no better way for them to find what they want than by perusing the columns of this paper. In today's issue will be found advertised goods of every nature. We bespeak for each advertiser a good word.

Although it is an established rule of this newspaper to charge for advertising bazaars or entertainments of any character, whether religious or secular, the object of which is to raise money either by sale of articles or by admission, we frequently receive such notices with request to publish free of cost. It is true that many newspapers do this, but we cannot, for it is not a good business method to follow. The management of the paper is glad to contribute, when it feels personally able to do so, to worthy causes and to charitable objects, but the advertising space in

The Herald is our stock in trade, and we can no more afford to give it away than a merchant could afford to give away his goods. The publisher of a newspaper has a right to give of his individual earnings or to contribute to any cause, but he goes beyond the ethics of good business methods when he gives of his stock in trade. In this regard, we might say that it is a peculiar fact that many persons and organizations expect the newspaper to contribute valuable space in advertising a meeting or entertainment, of a money-raising nature, when no other person is asked or expected to contribute anything. All notices of meetings or entertainments, of any nature whatsoever, the purpose of which is to raise money for any cause, is legitimate advertising and will be charged for if inserted in The Herald. On the other hand, the management of the newspaper will, when it feels financially able, in a purely personal and individual capacity, contribute to any worthy object.

He Desired It.

A boy walked into the office of the telegraph company at Chicago, and asked for a job, relates the Kansas City Star. He said his name was "Missouri."

The manager happened to want a messenger boy just at that moment and gave him a message that had to be delivered in a hurry.

"Here's your chance, my boy," said the manager, "these people have been kicking about undelivered messages. Now, don't come back until you have delivered it."

A little while afterward the telephone rang. On the other end of the wire there appeared to be a building watchman, somewhat terrified.

"Have you got a boy they call 'Missouri'?" inquired the watchman.

"We did have ten minutes ago," replied the manager.

The watchman continued:

"That 'Missouri' feller came over here and said he had to go to one of the offices. We don't allow no one up at that office at this hour and I told him he couldn't go."

"Yes, yes," said the manager.

"Well," said the watchman, "he said he would go, and I had to pull my gun on him."

"But you didn't shoot him?" exclaimed the manager.

"No," meekly came back the response over the wire, "but I want my gun back."

The Herald Book Store has just received a full line of Christmas Goods.

THE BEST CHRISTMAS GIFT

You like to give your loved ones Christmas presents, but it puzzles you to select them. The best gift you can hang on your Christmas tree is an **EQUITABLE CHRISTMAS PRESENT POLICY**. Why? Because of its Value!

Old Line Fire Insurance
Companies Represented.

A. B. UTSEY

Bamberg,

South Carolina