

The Herald and News.

E. H. AULL, Editor.

AN EXCELLENT PAPER.

Our friend A. H. Shaver, now editor and proprietor of the Dalton, Ga., Argus, who will be remembered in Newberry as a printer and reporter on the Observer some ten or twelve years ago, has kindly sent us an address he delivered before the Georgia Press Association at a recent meeting. It was in response to the sentiment The Press, but is altogether different from most speeches on such occasions. It is a plain, practical, business talk on the business of printing and editing a newspaper and is drawn from the practical experience of a man who has made a success of the business. It is no secret that Mr. Shaver has made a financial success of the business and every week when we open his paper we wonder where he gets all the local matter that he prints. It is not padding either, but real live local happenings and doings of people. He prints one of the best and cleanest newspapers that come to this office. The entire address would make good reading and profitable reading to the newspaper men.

It was sent for our personal perusal and not for publication and we have read it two or three times with profit. Without permission we will snatch a few sentences from it for the perusal of our editorial brethren in South Carolina.

"Most of us are simply agents of the big dailies, reprints of their sensations, and 'me too's' of their ideas.

"We bow too much to the politicians, and give them far too much free space that should be paid for.

"We give too much space to magazine and newspaper ads, and to reprint and plates, space that could be devoted to foreign ads that would yield a neat profit.

"We credit too much, and carry subscribers too long, and many of us are thus forced to get too much credit ourselves, and eventually become embarrassed; our usefulness crippled.

"We swap and barter advertising space, and pay our employees in 'orders,' giving us a general reputation for hard-ness; and nothing fails to succeed like apparent failure."

Then he discusses the remedies for these evils. We all must admit that we fall into these mistakes and our patrons and friends will admit they are mistakes. We undervalue our advertising space and get the people to believe that we should not be paid for it, and they think after awhile that we really consider it a favor to have an advertisement at almost any price because we need something with which to fill up. When as a matter of fact it is as much our merchandise as the goods on a merchant's shelf. The newspapers are expected to do all their work free during campaigns and boom and advertise the candidates and they do not even receive a "thanky." We know some newspapers that are taking advertisements at such rates that if every inch of space in their papers was taken at the same rate they would not receive much more than enough to pay for the white paper. We are to blame ourselves for this sort of thing.

But then there are just lots of people who feel perfectly competent to run a newspaper. In fact there are some who believe that the wisdom of the ages is centered in them.

After discussing the statements above laid down Bro. Shaver remarks: "Don't be carried away with the idea that you are the smartest man in town, and the biggest man in the State.

"When I was a reporter, just leaving my teens, I remember I used to think that everybody I passed was thinking, 'There goes that bright young fellow who writes those smart articles in the 'Windy Bugler.' I now know better. Few of them thought of me at all, still fewer of them ever read my sophomoric platitudes and booky parades of the little knowledge I had acquired at college; some few of them did think of them with wonder, and my nerve in printing such stuff, and others thought of them in gentle compassion for my idiotic vanity and feeble powers of thought and expression."

"The world generally sizes up an editor pretty correctly on an average.

"Don't imagine that all the world is looking up to you as an oracle; more of them look upon you as a donkey."

"The trouble with many of us is that we do not lay aside our foolish notions as we leave our teens but continue to imagine that we are the smartest man in town and that every body is looking up to us as an oracle. Wisdom and common sense come to some people with years and experience while to others it comes not. It is the wise man who learns and realizes that he knows nothing and that there are other people who are as smart as he is.

But after all Brother Shaver concludes that the country editors are "the salt of the earth." They are "the backbone of our educational and religious institutions, the safe guard of our civil liberties and our happy homes."

We hope all of them will realize in humility the importance and dignity of their work and put away a little mean and spiteful things.

HOLDING COTTON.

A number of our contemporaries are gravely debating the question of selling or holding cotton. It is a subject that they know nothing about. No newspaper ever known when it is judicious to sell cotton and when it is more profitable to hold it.

The man who markets his cotton as quickly as he can after he gets it out of the field and ginned saves insurance

and interest. The man who holds his cotton speculates. Speculation is always costly. As a general rule it is the part of common sense for a farmer to convert his cotton into cash as soon as practicable. What cotton will be worth a few months hence is guess-work.—Greenville News.

The above contains good sense. It is all speculation to say what cotton will bring two months from now and we believe that the farmer who markets his cotton as fast as he gets it ready for market one year with another is the gainer in the end. We know he is if he owes money for the interest on what he owes continues to grow while his cotton loses in weight and in other respects besides if he insures it that also cost him money.

We have known some farmers in this county to lose heavily by holding besides having to pay interest on money they could have paid by selling their cotton. We believe the price this fall will be better but we would not advise any one to hold cotton.

What has council done about the proposed Wallace A. Cline Park? Mr. B. H. Cline told us some time ago that everything was waiting on the action of council. This would make a most delightful park. There is one other place on the eastern side of town that would make a good park, but we do not know that it could be obtained. We refer to the woods on Main street belonging to the L. J. Jones estate.

But it would not be objectionable to have two parks. Beautiful parks add to the beauty and comfort of any town or city. These would make excellent picnic places and resorts for pleasure. They could be made at little expense to the town and would add greatly to the comfort and pleasure of the citizens.

The Cline park is altogether practicable and can be obtained for a long term of years if not in fee simple for park purposes and could be fixed up at small cost.

We need some place of the kind somewhere in the city, and we hope council will be able to make arrangements that will be satisfactory to the town for the acceptance of the Cline land for a park.

Our understanding was that the matter was referred to the Mayor to confer with the Cline heirs and report to council what is best to be done. We would like for the mayor to look into this matter as soon as practicable if he has not already done so and let the public know what can be done.

Supervisor Schumpert tells us that at a meeting of the County Commissioners of Saluda held last week it was decided to postpone any action whatever on the proposed steel bridge across Saluda river until their October meeting.

We trust this does not mean that the matter will be indefinitely postponed. This proposed free bridge at or near Kempson's ferry would be of more direct and immediate benefit to the citizens of Saluda than to the citizens of Newberry. It would take very little crossing and paying of ferrage to make the amount of extra tax that would be required to build this bridge. If the people of Saluda could be made to see how little the cost to each one would be the Commissioners would not hesitate to build the bridge. Of course it would be a convenience to the people of Newberry also, but as there is no objection from Newberry and Supervisor Schumpert and his board are ready and willing to do their part in the building of the bridge, it is useless to discuss this side of the question.

The Herald and News had hoped that the bridge would have been completed by this time and that we would now be talking about and arranging for another steel bridge further down the river. We want to make communication between the two counties as easy and cheap and as convenient as possible. It is a good thing for the people on both sides of the river. Let us have the free bridges. What do the Advocate and the Sentinel say to this proposition?

"The Richmond Dispatch says apropos of the recent attack on the widow and daughter of Jeff Davis: 'Mrs. and Miss Davis have never intended to make their homes in the North. Business affairs carried them there in the first place, and business interests have kept them there ever since. Both of them have been adding to their incomes by literary work—and this work they think they can do there more advantageously than in the South. A further discussion of this matter would require us to go into details of the family's finances, which should be sacred to the members thereof, and into which the public has no right to enquire. Suffice it to say that monetary reasons, together with considerations as to Mrs. Davis's health, have thus far kept the mother and daughter in the North.'"

The above quotation is clipped from the Charleston Critic. We copy it because recently we printed the criticism from the Birmingham paper of Mrs. Davis and Miss Davis. We are glad to make this explanation of it, for we have wondered why these distinguished ladies, whose husband and father were so honored by the South and who themselves the Southern people would be glad to honor and do honor, have often been absent from gatherings of the Confederate soldiers. We are glad to believe there are good reasons and that they are not absent because they are indifferent to or forgetful of a cause for which the Southern soldier fought and died.

Pure, rich blood feeds the nerves. That is why Hood's Sarsaparilla, the great blood purifier, cures nervousness.

Gen. James Norton was on Tuesday nominated for Congress from the Sixth District to succeed Senator McLaurin. His majority is about 300 over Solicitor J. M. Johnson.

The State newspaper thinks now that factional lines are not wiped out and that Gen. Norton was elected because he was a Reformer.

Now the politicians are busy fixing up and working for the man to succeed Norton as Comptroller General. Gov. Ellerbe has the appointment.

Lower No. 9 News.

We are having fine weather for gathering.

Mr. Ed Taylor, of the Piney Woods community, visited in the Mt. Pilgrim section Sunday afternoon.

Miss Ed Taylor and Miss Fannie S. Amick visited in the Piney Woods community the past week.

The young men's prayer meeting of the Mt. Pilgrim section met at Mr. Pierce Taylor's last Sunday. The next meeting will be held at the same place next Sunday afternoon at 3 o'clock.

Miss Cora Dominick, who recently closed her school at Monticello, requests all her pupils to be at Zion next Sunday morning as she has presents for them.

Mr. Walker Willingham, of this section, is in Laurens County this week.

Mr. J. Crockett Dominick, of Prosperity, will soon commence his new dwelling house.

Mr. Ben C. Clump, of the Mt. Pilgrim section, speaks of going to Newberry and organizing a prayer meeting on factory hill.

Geo. Hlaw will soon be a bicyclist along with the boys.

How about having the St. Luke's mail route connect with the Saluda route? This would be a good move and steps should be taken in that direction, as it would be beneficial to the St. Luke's community and also to Saluda, there should be another office established between St. Luke's and Saluda on the Newberry side, as there is a large scope of country where the people have to go some distance for their mail.

Drayton Bailey, colored, was arrested and tried last Saturday for breaking in Mr. Jacob Kibler's dwelling. He was convicted by Magistrate Fellers and sent to jail, but has since been released on bail for his appearance at the next term of court.

Mr. H. C. Minick's new dwelling will soon be completed.

Come down brother Chips, we are going to have a pindar picking and would like to have you with us.

Cotton is opening rapidly and if it stays hot and dry there will be no cold fingers this winter picking cotton.

Mr. Editor, we are glad to see you are sending out a better paper every issue. All you need now is a larger field to work in, but we can't give you up.

It is still Senator John L. McLaurin and of course he feels proud of his complimentary vote.

There will be a barbecue at Brown & Moseley's grove next Saturday, 18th.

The public highways have all been put in pretty good condition down this way recently.

Call on the editor and subscribe for his paper now that it is better than ever.

Mr. J. Simpson Dominick, of this section, has purchased a large plantation near Chappells and will move to it some time between now and spring.

We hear that Mr. S. S. Dominick, who has been running a large country store down here, will also move to near Chappells. GEE HAW.

Glynnville News.

We had a very nice rain last Friday evening.

Mr. Lee Hancock is home on a visit from Tampa, Florida.

Misses Hattie Belle Crooks and Annie Glynn have been visiting Miss Carrie Crooks, of Sunshine.

Miss Lillie May Caldwell, of Caldwell's, is visiting Miss Gertrude Wickor.

Mrs. L. M. Holland and son, Earl, of Blacksburg, are visiting her mother, Mrs. A. E. Crooks, of Walton.

We learn that the going to be a moonlight picnic in our neighborhood some time soon.

Mrs. F. M. Smith is visiting her mother in Fairfield County.

Miss Ella Suber returned home Wednesday from a pleasant visit in Union County.

Mr. A. V. W. Glynn started his beef market last Friday and expects to have beef from now on.

All the farmers are busy picking cotton.

RAMBLER.

From all accounts Chamberlain's Cough Remedy is a Godsend to the afflicted. There is no advertisement about this; we feel just like saying it—The Democrat, Carrollton, Ky. For sale by W. E. Pelham, Druggist.

I CAN BE FOUND

At my old stand next door to Robertson & Gilder's with a fine line of Watches, Jewelry and Silverware, Clocks and Table Cutlery.

Also a line of fine Spectacles and Eyeglasses in Gold, Silver and Steel Frames.

Eduard Scholtz,

Watchmaker and Jeweler.

Examination of Applicants for Teachers' Certificates.

EXAMINATION OF APPLICANTS FOR TEACHERS' COUNTY CERTIFICATES will be held at the office of the County Superintendent of Education on Friday, 24th September, 1897. Applicants will bring their own writing materials.

F. W. HIGGINS, County Supt. Education.

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Easy to Take
Easy to Operate

Are features peculiar to Hood's Pills. Small in size, tasteless, efficient, thorough. As one man

Hood's
Pills

said: "You never know you have taken a pill until it's all over." See C. L. Hood & Co., Proprietors, Lowell, Mass. The only pills to take with Hood's Sarsaparilla.

New Silks!
New Dress Goods!

Exclusive styles in high-toned Novelties for Women's wear. Never have we been in better shape to serve you than now—never have we been able to save you as much on your purchases. Visit our Dress Goods, Silks, Notion and Millinery Departments; the stocks are most varied and altogether the best and at the lowest prices of any in the State. We sell only such goods as will give satisfaction, and we give the very best values that can be had for the money.

We Are Showing

The most complete collection of Fall and Winter Dress Goods, Silks, Etc., in Newberry. Everything that is new and pretty, from the most exclusive Novelty to the plainest. A Weaver, is here and at prices that will move them.

Our New Goods

Are beyond the power of old words. Effete adjectives are inadequate. The beauty of the colors and the poetry of the figure treatment cannot be described. Looms have triumphed over type. Our display is a dream of elegance come true.

Come and See Them---

Our magnificent lines of 25 cents 44-inch Dress Patterns—the bargains of your life.

Davenport & Renwick.

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Be Made Beautiful
While You Can!

Time Limited Until September 21.

Best full life-size Pastel and Crayon Portraits made—not enlarged and then finished by hand—but enlarged by hand and finished in the latest style, most durable and permanent manner at less than half usual price. Call and see sample work at

SALTER'S Art Studio,

Main Street, Newberry, S. C.

Builders of Newberry and Vicinity

WILL

Consult their interest by writing to the

STANDARD MANUFACTURING CO.,

OF AUGUSTA GEORGIA,

FOR PRICES ON

SASH, DOORS, BLINDS,

SHINGLES, LATHS,

LUMBER,

Or anything in Yellow Pine.

Satisfaction Guaranteed.

T. C. POOL

IS AGENT FOR THE

OSBORNE MOWER

--- AND RAKES.

--- ALSO ---

CUT-AWAY AND

TOOTH HARROWS.

No farmer should be without one or all of these implements. He will find you a Mower half cash and balance one year.

Call and get prices and be convinced.

REGISTRATION NOTICE.

NOTICE IS HEREBY GIVEN that the Books of Registration for the Town of Newberry, S. C., are now open, and the undersigned, as Supervisor or Registration for said Town, will keep said books open every day (Sundays excepted) from 9 a. m. until 3 p. m. until and including the 1st day of December, 1897.

C. A. BOWMAN,

Supervisor of Registration.

September 1, 1897.

Ed. R. Hipp.

Ed. R. Hipp.

Ed. R. Hipp.

Ed. R. Hipp.

Ed. R. Hipp.

WAKE UP! Delay Not!

The fall season is now fast approaching. We announce to the people of this town and the surrounding community that our store is full of New Goods for the fall season.

Our stock has been selected with more care this season than ever before, and one advantage we have we bought early, before the tariff put the price up. We'll certainly give our customers the benefit of the

LOW PRICES!

We carry a line of

Clothing, Hats, Men's and Boys'

....SHOES....

---AND---

Gents' Furnish-

ing Goods,

unsurpassed by anyone in this section.

Our salesmen will take pleasure in showing you through at any time.

GIVE US A CALL.

Yours truly,

The Newberry Clothing Company

ty

TO THE TUNE

OF

Low Prices

Hard time howlers howl no more

When they reach O. Klettner's store.

With prices lower than their "pile," A frown is changed into a smile.

IT'S A FACT

People come here and plank down old time prices—but are greatly pleased when they hear the clink of returning "change."

No wonder our competitors endeavor to compete with us. We, however, compete with none but excel them all by saving money to every one that trades with us.

HERE ARE A FEW OF OUR RIB TICKLERS.

1,000 boxes blueing, sift-top, per box, 1c.

1,000 boxes blacking, per box, 1c.

1,000 lbs. Arm H. Soda (reg) per lb, 2c.

300 water buckets (wood) each, 7c.

1,500 suspenders, per pair, 9c.

Note. Our windows illustrate the immense rib tickling bargains that await all who buy their goods from

O. KLETTNER,

The Fair and Square Dealer.

IF YOU WANT

A BUGGY,

SURRY or

WAGON

Call on us before buying.

We now have the prettiest carload of Buggies and Surries that we have ever had.

We expect a carload of

"Old Hickory" Wagons

next week. There is no

Wagon on our market better, and our prices are as low as

can be made for the same

grade of work.

Ed. R. Hipp.

Ed. R. Hipp.

WAKE UP! Delay Not!

If you want any of the good bargains we are dishing out. About twice a year we empty the pot and clear up the store for new goods.

Our Reputation

Is before you and your judgment will quickly decide for you the question of bargains. All we ask is a look at the goods. If they are cheap don't buy them.

Ask especially to see our

Mosambiques, Silk and Wool Grenadines, Organdies and Muslins.

S. J. WOOTEN,

tax. ly. NEWBERRY, S. C.

THE EQUITABLE
LIFE ASSURANCE SOCIETY

OF THE UNITED STATES.

JANUARY 1, 1897.

Assets \$216,773,947

Reserve Fund (1 per cent. Standard)

and all other Liabilities 173,496,768

Surplus, 4 per cent. \$43,277,179

Outstanding Assurance \$915,102,070

The Society has paid \$253,956,351 to its policy-holders, and in addition now holds \$216,773,947 of Assets (of which \$43,277,179 is Surplus), making a total of \$470,730,298. This record covering a period of less than 33 years from its organization, is over \$212,703,000 more than any other company has paid and accumulated within the corresponding period of its history. The Equitable writes any form of policy the assured may want—Tontine, Annual Distribution, Endowment, Guaranteed Cash Value, Term, any other forms of policies.

Call and see me before assuring your lives elsewhere.

The Equitable is absolutely safe, and persons wishing insurance would find it to their interest to examine its plans before taking out a policy elsewhere.

The Equitable issues policies on both male and female lives.

ARTHUR KIBLER, Agent.

fat. Gm.

To Make Room for
FALL STOCK,

Which is Daily Arriving,

All Summer Goods must move regardless of cost. We are re-

tailoring a Job Lot of Overshirts at

Wholesale Prices.

Special values in all lines of Dry Goods, Millinery and Notions.