

EAST SENECA, SOUTH CAROLINA.

The Chamber of Commerce is in its second year, and while it has been criticized for its inaction and lethargy, yet if it can rightfully claim only a part of the credit for the past year's developments, it would be entitled to commendation. And our Council has been censured, but the censure, just or unjust, has only served as a stimulus to renewed effort to its naturally progressive members, and we are all aware that several measures have gone to their credit, by which the town as a whole is much benefited. We are one of those persons who believes that honest effort, along a right line, will always bring desirable results, whether such results are immediately apparent or not. Who knows but that the Chamber of Commerce is the indirect force that has wrought the marked improvements of the past twelve months.

And what are the improvements, do you say?

Things useful and beneficial may be brought about by a process so gradual as not to attract much attention, but let us sum up just a bit and see if we are not justified in taking courage from our own success.

On October 15th, 1906, the Coonee Inn and the Palmetto Hotel were destroyed by fire. Mrs. Anderson's boarding house was burned, and a little frame building next to W. H. Moore & Co.'s was blown out by dynamite, and it is interesting to note that this building was used by V. B. Swann twenty years ago as a warehouse. Now recall the scene in this section of the city on October 16th, 1906, and then see what it is to-day. The charred and fire-riven walls of the two elegant hotels stood sombre sentinels over what was then the East End terminus of the business block, except the Moore and Doyle one-story buildings. The remark was often heard: "Will they build

back again? Will it pay to rebuild?" Such inquiries may have their answer to-day in brick and mortar and iron and plate glass. Among the excited spectators on that fateful 15th of October were some half dozen bundles of energy—some philosopher has said that "Success is well-directed energy"—notably R. M. Richardson, C. H. Ellison, Luther A. Moore, Leslie Stribling, Earle Harper and D. Hunt. Why, it is a fact that before the ground was cool, plans were being evolved and specifications arranged for larger and more imposing structures.

Work began at once and was rapidly pushed forward on the hotel—on the Palmetto until the basement and first floor was ready for occupancy, and on the Coonee Inn until it was finished and elegantly fitted in modern style, and thrown open to the traveling public in August, 1907. The first floor of the mammoth Palmetto is occupied by S. K. & J. E. Dendy, dry goods, millinery, etc.; Leslie Stribling, drugs; Luther A. Moore, fancy and heavy groceries, produce, fruits, etc.; W. J. T. Robinson, barber shop. In the rear is sample rooms, post office, Holland's Bakery, Miss Carver's studio. Mr. Richardson scented larger game, and the Palmetto remains unfinished, until a more convenient season, and has since established at Temple, Oklahoma, the Temple Oil Company. The splendid property, though in its present unfinished condition, is paying handsomely in rentals for the first floor.

Mr. Stribling and Mr. Moore, after the fire, placed their stocks in a frame building, since destroyed by fire, until the elegant stores they now occupy in the Palmetto building were ready for use. They are now in convenient and suitable quarters and have stores second to none in their line in the county. Then came upon

the scene of action, stimulated by whatever force or motive, is of small sequence. Harper and Clinkscales and Major B. F. Sloan. The tangible results are now in evidence. A trio of modern store rooms with solid plate glass fronts, shelved and countered for modern business convenience. And are these stores occupied, too? Let's see.

Long before they were finished the Sloan store was engaged by Summer & Holloway, from Newberry. This enterprising firm has already on display a very complete line of dry goods, shoes, notions, etc. One of the Harper-Clinkscales store rooms has been taken by Messrs. W. A. and J. M. Witsell as the Witsell Bro's Supply Company. The other one accommodates the large dry goods stock of Hunt & Harper, who a few days ago vacated the store now occupied by Mr. S. D. Cherry, merchandise broker. Mr. W. A. Witsell and Mr. J. M. Witsell are from Arkansas, where they have been engaged in the wholesale grocery business.

Now here is a trio of business establishments which the trading public, from self interest, cannot but reckon with. Hunt & Harper have won their way to be bought, but of a community the forefront in mercantile circles, as practically illustrated by a heavier business in November, in the face of disturbed conditions, than any month in their history. The other two firms are new to Seneca—new to most people who make Seneca their base of supplies in all that must so intensely commercial as ours, it would not come amiss to write it: "One touch of business makes the whole world akin." Summer and Holloway and Witsell Brothers have wide business experience, and are opening up stocks, which, for quality, variety and careful selection will add tone to Seneca's wide

spread reputation as a desirable trading mart. The asphalt extension of the broad walk from the Citizens' Bank to Farm and Factory Corner completes an ideal business block that presents an unbroken front, except at the intersection of Depot street.

The recent completion of Walnut street is of much convenience to persons from Townville, and other sections south of town.

Seneca has reversed the adage, "Westward the Star of Empire takes its way." We have yet to notice the busiest section of town and to our mind the most important section, that possibly, because our hobby is production. Aside from farming interests, whirring machinery is the solution to our growth as a city.

The Seneca Iron Works is not only a success as a profitable proposition to its owners, but it is a valuable plant to the town, to the county, and also to adjoining counties. Such enterprises as this are town builders, city makers. Men who can saw and bore and plane and mould iron and steel always command good wages, and spend their money when they make it. When you encourage a business of this nature you are casting bread upon the waters with no uncertain results.

Another enterprise, managed by people who have never asked favor of the public except on a basis of merit, is the Seneca Fertilizer Company. The thousands of tons of high grade fertilizers sent out from here have demonstrated their value in the fields. It is nothing to the consumer if the local factory can secure the component ingredients of a well balanced fertilizer at a saving in freights, and by skillful manipulation by improved machinery, produce goods that he can buy to advantage and yet leave the plant a profit. But it is a curious and almost inexplicable

fact that many people manifest a prejudice against the most substantial home enterprises in the very face of the knowledge that they are the key to our success and growth.

The Livingston wholesale grocery concern, coal station and ice plant, impresses one as being the center of business gravity, especially in the fall season. They are right beside the Southern railway with their own car tracks, and handle their local and out-of-town orders with a facility that makes the work look like a nicely planned game in which the firm holds most of the trumps. The cotton oil mills, warehouses, gineries, lumber mills, etc. in this section give everything a busy appearance. A watchman is kept on duty at this point ten hours a day to guard against accidents. Several blacksmith shops, a few small stores, a splendid meat and produce market, add their quota of attractions to EAST SENECA.

The only establishments on Walnut street, or east side of the Square, is Farm and Factory office, the Palmetto House and J. Q. Adams'. A year ago Mr. Adams' location would have been considered an off stand, and might have furnished a subject for debate as to whether "There's more in the man than in the lan," but since circumstance has thrown both the man and the lan together, we have an ideal aggregation of all that is up-to-date in edibles and general supplies, presided over by Wright and Lowery, with Mr. J. Q. at the helm.

C. H. Mayhew, with his cement plant, has been a prominent factor in building up and beautifying the town. His work on the public walks and for private residences have given entire satisfaction in every instance. Evidences of this enterprise may be seen in every part of the city.

Summer & Holloway,

Our Would-Be Competitors Knock Us.

That's Good. It shows that People are showing their appreciation of an exclusive

Shoe, Hat and Gent's Furnishing Store in Seneca.

We've made a study of this business and our customers have the advantage of our "KNOW HOW."

Note the difference between ours and those which you find in other stores.

It was made for us.

Summer & Holloway.

WITSELL BROTHERS SUPPLY COMPANY.

GENERAL SUPPLY MERCHANTS.

EVERYTHING TO EAT AND WEAR. SEE US FOR YOUR CHRISTMAS GOODS. EVERYTHING NEW AND FRESH FROM FACTORY.

SECOND DOOR BELOW ELLISON'S HOTEL.

RESTAURANT.

I have added to my Bakery and Candy Kitchen a First-Class Restaurant, where you can get a Good Meal quick; also Lunches any time from 5c. up. Good Bread and Cakes always on hand. Give me a call.

W. A. HOLLAND.

Miss Nora Carver.

Photographic Artist.

Is making the Finest Photographs ever made in Seneca, using the prettiest and most up-to-date Mounts. A new line bought especially for the Holiday trade. Nothing nicer than a good Photograph for a Christmas Present. Also Photo Post Cards of any member of your family, or local scenery. A beautiful line of Moulding just received, Pictures framed to order. Studio two doors below Post Office.

NORA CARVER.

CHRISTMAS

will soon be here, and the anxious shopper will soon be on the alert. Why not be sensible in making your selections for gifts and select such goods as will be useful? We have many small wares in our stock that will make suitable gifts, such as Handkerchiefs, Collars, Gloves, Cravats, Hats, Caps, Shirts, Hand Bags, Purses, Belts, Hosiery, Robes, Blankets, Gent's Curtain Room Slippers, Suspenders, Etc.

We still have some beautiful Cloaks that we will close out at greatly reduced prices.

We also have some good numbers in Ladies' Skirts, that fit well and hang well.

Our Shoe stock has just been replenished, and we can furnish you anything you want in this line.

S. K. & J. E. Dendy.

J. Q. Adams.

Seneca, S. C.

EAST CORNER OF SQUARE,

has now on display, in addition to his regular line, a nice assortment of Fruits, Apples, Oranges, Nuts, Raisins, Confections and Holiday Goods in plenty. He solicits your commands, and promises every one polite and generous treatment.

CHRISTMAS GOODS!

WE INVITE YOU TO COME AND LOOK THROUGH OUR STOCK, AND ALLOW US TO SHOW YOU THE GOODS AND GIVE YOU PRICES

LEADERS IN DRUGS, DRUG SUNDRIES, and BOOK-KEEPERS' SUPPLIES

THE SENECA PHARMACY,

LESLIE STRIBLING, Proprietor. (Between the Hotels.)

Christmas Presents.

It is time to do your Xmas shopping, and I have them in EVERY DESCRIPTION.

Besides, you will find, after making comparisons, that my

PRICES ARE LOWEST.

Don't make your purchases until you see my line.

FIREWORKS!

The biggest and most varied assortments.

SEE THE BIG TEN CENTS COUNTER!

It's a money-saving proposition to visit—

LUTHER A. MOORE, SENECA, East End Grocery Man.

AT S. D. CHERRY'S CONFECTIONERY,

You will find as full a selection of Candies and Fruits as you will find in a city of 20,000 inhabitants.

Agent for Wiley's Chocolates and Bon Bons, ranging in price from \$1 to \$5 a box.

Imported Figs, Dates, Fresh Pineapples, Chocolates, Malaga Grapes, Apples, Oranges, Grape Fruit, Lemon Tablets, Peach Stones, Lime Tablets, Horehound Drops.

An elegant assortment of Crackers, Lemon Wafers, Cracknels, Chocolate Marshmallows, Van Wafers, and an elegant assortment of Harry L. Schlesinger's Chocolates, and others too numerous to mention.

You Will Always Find Something Good. Call and See Me. (Hunt & Harper's Old Stand,) SENECA, S. C.

East End Market,

G. W. POWELL, Proprietor.

BEEF, PORK, CHICKENS, and FRESH FISH. VEGETABLES IN SEASON. STAPLE GROCERIES.

HIGHEST MARKET PRICE PAID FOR COUNTRY PRODUCE.

C. W. HARPER,

FIRE INSURANCE.

C. H. MAYHEW,

THE TILE MAN.

Call on—CAL WILLIAMS,

Proprietor of THE CITY SHOE SHOP.

Shoes repaired to suit you. Umbrellas made as good as new. Key checks cut to order. Ask the hundreds of satisfied customers, who are his best references.

EAST END, - - - SENECA.

ASK THOSE WHO HAVE USED

C. W. G. FERTILIZERS.

THEY'VE STOOD THE FIELD TEST AND WON.

SENECA FERTILIZER COMPANY.

SENECA WAREHOUSE COMPANY.

Cotton Storage—3,000 Bales Cap'y.

OUR SYSTEM INSURES ABSOLUTE PROTECTION AT AS SMALL COST AS SECURITY CAN BE ATTAINED.

Weighing, 10 cents. Storage, 15 cents per month or fraction thereof.

G. W. GIGNILLIAT, Manager.

W. K. LIVINGSTON. J. K. LIVINGSTON.

LIVINGSTON & COMPANY

WHOLESALE GROCERS.

LIVINGSTON & COMPANY

Hunt & Harper

DRY GOODS ONLY.

Christmas Gifts and Santa Claus Presents on display soon.

HUNT & HARPER,

Next to Ellison's Hotel.

J. W. SIMPSON.

REAL

ESTATE.

SENECA IRON WORKS.

CAST, WROUGHT AND SHEET METAL.

Farm and Factory.

JOB PRINT DEPARTMENT.

If you will get among our large list of customers, you can mail, phone or telegraph your orders, and be assured of prompt, accurate service at the right price. We carry the largest paper stock, and you can always get what you want.

Seven Power Presses.

Capacity 7,500 Impressions per hour.

Small orders while you wait. Big orders on time. We don't put out the fire while there's an order on the hook.

400 new type faces—the printer knows what that means. You can learn by mailing your orders to—

THE PHILLIPS PAPER HOUSE, Seneca, S. C.

P. S.—If it's advertising, we can always give you helpful hints.