

ADVERTISING.

BUSINESS SUCCESS IS NOT OBTAINED BY PATENT, BUT BY PATIENT AND PERSISTENT EFFORT.

Success in advertising is gained by persistence in its use. The public eye may be photographic, but the memory of the average man, like his stomach, needs continual attention.

Nothing is more deceptive than the public memory.

It is a slate, on which the wet sponge goes as often as the pencil, and what today is a figure to-morrow may be a blank. This is the material on which advertising has to act, and the science of handling it rightly is really the secret of successful advertising. This is practically illustrated in our political campaigns. On every township corner the names of candidates are announced in the largest of letters and the most pyrotechnic of colors. Everything is bold and big, and newspapers and orators do their level best in keeping the public memory in a healthy and receptive condition. This is advertising with a vengeance; but when the object is realized the orators are dumb and the papers blank, and it may be safely that in two years' time the average man would be unable to name the officials for whom, perhaps, he carried a torch and mutilated his conscience and his shoes in electing. The same law holds good in business advertising. It is inconsistent to suppose that the advertisement of a year ago is pinned up in the public mind for a permanency. The man who thinks it is usually finds out his mistake.

We cannot secure a succession of crops, either in business or turpicks, if we neglect the indispensable formula of sowing the seed. The most successful men in business to-day are those who are not blind to the important fact that persistent advertising is the only kind that pays. Intermittent and spasmodic splashes in printers' ink and occasional splurge in wood-cuts and chromos may meet with temporary and isolated instances of success, but as a general rule are dollar hooks for penny fish. It is a matter of both common sense and experience that in advertising and making business, as in fixing a lath or hanging a picture, it is as much a question of the hammer as the nail. Business success is not obtained by patent, but by patient and persistent effort, in which advertising counts as an indispensable factor — *Pittsburg Budget.*

BRICK ROADWAYS.

Brick Roadways is the name of a new journal published in Chicago to advocate the use of brick for streets bearing heavy traffic. At certain points in Chicago a traffic of 25,000,000 pounds passes over a vitrified brick pavement in eleven hours each day. It was laid eighteen months ago and is still intact, not a brick broken or displaced. Philadelphia has 309,450 square yards of vitrified brick roadways. In the West vitrified brick is extensively used for streets. It is not a brittle brick like building brick, but has been heated till it has the hardness and quality of stoneware. It is impervious to moisture and frost. It costs less than granite or asphalt, is freer from dust and cheaper to repair. Bloomington, Ill., has a brick roadway seventeen years old. Charleston, W. Va., has one fifteen years old. The Hague, in Holland, has one one hundred years old. There is evident something to be said for the brick roadway. There are bricks and bricks. A brick burned to the point of a melting is a particularly durable thing. Everybody has seen how much the over-burned ends of ordinary brick outlast everything else in a pavement.

OUR VERY BEST PEOPLE

Confirm our statement when we say that Dr. Acker's English Remedy is in every way superior to any and all other preparations for the Throat and Lungs. In Whooping Cough and Croup, it is magic and relieves at once. We offer you a sample bottle free. Remember, this Remedy is sold on a positive guarantee. For sale at W. M. Cohen's drugstore, Weldon, N. C.

The lineage of the watermelon has been traced to Africa.

The low-necked dress has given a boom to necklace sales.

Hot water drunk before bedtime has sleep-wooling properties.

Why it is Popular.

Because it has proven its absolute merit over and over again, because it has an unequalled record of cures, because its business is conducted in a thoroughly honest manner, and because it combines economy and strength, being the only medicine of which "100 Doses One Dollar" is true—these strong points have made Hood's Sarsaparilla, the most successful medicine of the day.

STORY OF JACKSON.

YOU CAN RIDE ALL OVER MY FIELD—BLESS YOUR SOUL, I AM SO GLAD TO SEE YOU.

There lived in the summer of 1862, on the Mechanicsville turnpike, near Richmond, a generous, hospitable, whole-souled Virginia gentleman, who, however was very passionate and excitable, and who when flurried was apt to mix up the reverential and the profane, the sublime and the ridiculous in an odd kind of way. He had given up all his crop, pasture fields, and everything he could spare to the Confederate Government, but he had reserved a ten-acre lot of corn for his own use, and this he guarded with unceasing vigilance. One day while on the watch he discovered a group of horsemen approaching, and instead of going around the fence they took a direct cut through the reserved corn patch. The farmer's wrath was instantly aroused, and in a terrible passion he shouted: "How dare you to go through my field? D—n you, I'll report to President Davis." "We are on urgent business, and took the shortest route," mildly replied the leading horseman, who wore the gray suit.

Farmer—"Do you command this company?"

Horseman—"Yes."

Farmer—"I'll teach you to ride through my field, d—n you. What is your name?"

Horseman—"My name is Jackson."

Farmer—"What Jackson?"

Horseman—"T. J. Jackson?"

Farmer—"What is your rank?"

Horseman—"I am a Major General in the provisional army of the Confederacy."

Farmer (raising his hat)—"Bless my soul, you ain't Stonewall Jackson?"

Horseman—"I am sometimes called by that name."

Farmer (rushing eagerly up to him and shaking his hand)—"God bless you, Gen. Jackson, I am so glad to see you. Go back and ride all over my field, d—n you ride all over my field. Get down and come into my house. I am so glad to see you. Ride all over my field—all over it. Bless your soul, I am so glad to see you."

A HAUNTED CROSSING.

THE GHOST STORY ABOUT A SPECTRAL CARRIAGE TOLD BY AN ENGINEER.

A fearful accident occurred at a railroad crossing in Elmira on the evening of Monday, July 27, whereby the Rev. Wellington White, a missionary to China, his daughter Lillian, her friend Hattie Hastings, with a nurse girl, Susie McCarthy, were instantly killed. Mrs. White and her daughters, Mary and Mabel, were terribly, perhaps fatally, injured. James Nolan, the engineer on an Erie way freight, and his fireman, Thomas McCarthy, relate a thrilling experience at this crossing on a dark night last week.

"I was pulling a freight from Hornellsville," says Mr. Nolan; "and we were running thirty miles an hour when we reached this dreaded spot. The night was cloudy, but occasionally the moon's rays broke through the clouds and lighted the tracks ahead of us. McCarthy was busy firing the engine, and as I peered ahead into the darkness I could see the track was clear. Suddenly I observed a buggy driving up the street directly towards the attentions of the occupants, I gave several short, sharp blasts of the whistle, but still the carriage came on. By this time we had almost reached the crossing, and, thoroughly frightened, I whistled down brakes, but it was too late, and although the engine was reversed the impetus of the heavy train forced it forward and struck the carriage square in the middle.

"Strangely enough there were no sounds of a crash, although several forms could be seen flying through the air. I looked from my cab window. I plainly saw the body of a little girl hurled beneath the driving wheels of my engine, which passed over it, severing the head from the trunk, a stream of blood dyed the rails and road bed."

The engineer's exclamation and his danger whistle attracted the attention of McCarthy, who, glancing from the opposite side of the cab, plainly saw the form of a man thrown some distance up the track. The trainmen, hearing the signal, set the brakes, and the engineer and fireman hurried to the spot, expecting to witness a terrible sight, but nothing could be seen. All was calm and peaceful, not a sign of anything unusual or a trace of the carriage or its occupants. The head brakeman coming forward to ascertain the cause of delay found both engineer and fireman starting at each other with blanched faces. The men climbed back into the engine cab and the train proceeded on its way. The engineer and fireman are firmly convinced that the crossing is haunted.

ADVERTISEMENTS.

PPP CURES SCROFULA
PPP CURES BLOOD POISON
PPP CURES RHEUMATISM
PPP CURES MALARIA
PPP CURES DYSPEPSIA
PPP CURES SYPHILIS

LIPPMAN BROS. PROPRIETORS
301 BROADWAY, NEW YORK

ABBOTT'S EAST INDIAN CORN PAINT
REMOVES CORNS, BUNIONS AND WARTS WITHOUT PAIN.

LIPPMAN BROS. DRUGGISTS PROPRIETORS SAVANNAH, GA.

LIPPMAN'S PYRAFUGE
A SURE CURE FOR CHILLS & FEVER DUMB AGUE AND MALARIA

LIPPMAN BROS., Proprietors, Druggists, Lippman's Block, SAVANNAH, GA.
For Sale by W. M. COHEN.
apr 23 ly

MUNN & CO. SCIENTIFIC AMERICAN AGENCY FOR PATENTS

A pamphlet of information and abstract of the laws, showing how to Obtain Patents, Copyrights, Trade-Marks, Copyrights, sent free. Address MUNN & CO., 351 Broadway, New York.

THE NEW YORK WORLD



Never crows. For what it has done it asks no favor and no consideration. That is ancient history—to be forgotten. It looks only to the future—to the work to be done. Our hopes and fears, our joys and sorrows are before us—not one behind.

In THE WORLD'S work for 1891 every American citizen is vitally interested, and not one—no matter what his politics may be—can afford to be without its weekly edition, which has not an equal on earth as a newspaper. Nine men out of ten know this to be true. Every tenth man should send to day for a specimen copy, that the knowledge may be universal.

Subscribe at once. Three months costs only 25 cents, and by every week's delay you miss something worth more than the subscription price for the year—which is only one dollar.

Address THE WORLD, New York.

NEW ADVERTISEMENTS.

TO BE SOLD.
Johnson's Chill and Fever Tonic will cure any case of Malarial Fever or Neuralgia. Money will be refunded if it fails. Price 50 Cents.
FOR SALE BY W. M. COHEN, Weldon, J. N. BROWN, Halifax, J. COHEN, Enfield
sep 18 ly.

Cover Your Buildings with N. A. HALDERMAN & CO'S IRON
SMOOTH, BRADED, OR CORRUGATED.
Send all orders to J. NORFLEET HARRISS, Panama Springs, N. C.
Wholesale and Retail Dealer and General Agent.
Correspondence solicited.
Jan 1 Im.

SUBSCRIBE TO THE ROANOKE NEWS, THE ROANOKE NEWS, THE ROANOKE NEWS.

The Best Advertising Medium. FOR 25 YEARS

It has regularly visited its subscribers, giving weekly the CURRENT NEWS OF THE DAY. NATIONAL, STATE & COUNTY. During that time it has built up an enviable reputation for fairness by fairness, in all things and by GIVING THE NEWS.

Its subscription list is growing but it must grow faster, and no pains will be spared to accomplish this result.
8 Pages--48 Columns--A Week.
PRICE \$1.50
A Year In Advance.
Address: THE ROANOKE NEWS, Weldon, N. C.

NEW ADVERTISEMENTS.

ATLANTIC COAST LINE. W. & W. R. R. BRANCHES.
Condensed Schedule.
TRAINS GOING SOUTH.
Dated June 17th, 1891.

	No. 23 Daily	No. 27 Daily	No. 41 Daily ex Sun
Leave Weldon	12:30 PM	5:45 PM	6:50 AM
Ar Rocky Mount	1:40 "		7:54 "
Ar Tarboro	2:17 "		
Leave Tarboro	10:35 AM		
Arrive Wilson	2:18 PM	7:00 "	7:53 "
Leave Wilson	2:40 "		
Arrive Selma	3:50 "		
Arrive Fayetteville	5:20 "		
Leave Goldsboro	3:15 "	7:40 "	8:40 "
Leave Warsaw	4:10 "		9:34 "
Leave Magnolia	4:27 "	8:40 "	9:49 "
Arrive Wilmington	6:50 "	9:45 "	11:20 "

TRAINS GOING NORTH.
No. 14 daily, No. 78 daily, No. 40 daily ex Sunday.

	No. 14 daily	No. 78 daily	No. 40 daily ex Sunday
Leave Wilmington	12:35 AM	9:15 AM	4:45 PM
Leave Magnolia	2:45 "	10:57 "	6:10 "
Leave Warsaw	3:15 "	11:31 "	6:53 "
Arrive Goldsboro	2:55 "	12:05 "	7:30 "
Leave Fayetteville	3:10 "		
Arrive Selma	3:50 "		
Arrive Wilson	5:20 "	12:10 "	
Leave Wilson	5:45 "	12:38 PM	8:23 "
Arrive Rocky Mount	6:10 "	1:30 "	8:53 "
Arrive Tarboro	6:40 "	2:17 "	
Leave Tarboro	6:55 "	10:55 AM	
Arrive Weldon	8:05 "	2:35 PM	9:30 "

Train on Scotland Neck Branch Road leaves Weldon at 5:30 p. m. Halifax 5:59 arrive Scotland Neck at 5:00 p. m. Greenville 6:59 p. m. Kingston 7:53 p. m. Returning leaves Kingston 7:00 a. m. Greenville 8:10 a. m. Arriving at Halifax 11:00 a. m. Weldon 11:25 a. m. daily except Sunday.
Local freight train leaves Weldon Mondays Wednesdays and Fridays at 7:00 a. m. arriving at Scotland Neck 10:00 a. m. Greenville 6:30 p. m. Kingston 4:25 p. m. Returning leaves Kingston Tuesdays, Thursdays and Saturdays at 10:00 a. m. arriving at Greenville 12:00 noon, Scotland Neck 3:30 p. m. Weldon 4:30 p. m.
Train leaves Tarboro N. C. via Albemarle and Raleigh R. R. Daily except Sunday 4:05 p. m. Sunday 3:00 p. m. arrive Williamston N. C. 6:36 p. m. 4:30 p. m. Plymouth 7:50 p. m. 5:30 p. m. Returning leaves Plymouth daily except Sunday 6:25 a. m. Sunday 9:00 a. m. Williamston N. C. 7:40 a. m. 9:58 a. m. arrive Tarboro 10:05 a. m. 11:30 a. m.
Train on Midland N. C. Branch leaves Goldsboro N. C. daily except Sunday 7:00 a. m. arrive Smithfield N. C. 8:30 a. m. Returning leaves Smithfield N. C. 9:00 a. m. arrive Goldsboro, N. C. 10:30 p. m.
Train on Nashville Branch leaves Rocky Mount at 2:00 p. m. arrives at Nashville 3:40 p. m. Spring Hope 4:15 p. m. Returning leaves Spring Hope 10:00 a. m. Nashville 10:35 a. m. Ar Rocky Mount 11:15 a. m. daily except Sunday.
Train on Clinton Branch leaves Warsaw for Clinton daily except Sunday at 6:00 p. m. and 11:15 a. m. Returning leave Clinton at 5:30 a. m. and 3:15 p. m. connecting at Warsaw with Nos. 40, 41, 33 and 78.
Southbound train on Wilson and Fayetteville Branch is No. 51. Northbound is 50. *Daily except Sunday.
Train No. 27 South will only stop at Rocky Mount, Wilson, Goldsboro and Magnolia.
Train No. 78 makes close connection at Weldon for all points North daily. All rail via Richmond and daily except Sunday via Bay Line.
Trains makes close connection for all points North via Richmond and Washington.
All trains run solid between Wilmington and Washington and have Pullman Palace Sleepers attached.
J. R. KENLY, Sup't Trans. J. F. DIVINE, General Sup't.
T. M. EMERSON, Gen'l Passenger Agent.

ATLANTIC COAST LINE.

PETERSBURG & WELDON R. R.

Condensed Schedule.
TRAINS GOING SOUTH.
Dated May 3rd, 1891.

	No. 23 Daily	No. 27 Daily
Leave Petersburg	10:10 am	3:45 p m
Leave Stony Creek	10:53 am	4:18 p m
Leave Jarratts	11:11 am	
Leave Belfield	11:30 am	4:40 p m
Arrive Weldon	12:10 pm	5:23 p m

TRAINS GOING NORTH.
No. 14 Daily, No. 78 Daily.

	No. 14 Daily	No. 78 Daily
Leave Weldon	5:10 a.m.	3:15 p.m.
Le Belfield	5:45 a.m.	3:52 p.m.
Le Jarratts	6:00 a.m.	4:00 p.m.
Le Stony Creek	6:19 a.m.	4:33 p.m.
Arrive Petersburg	6:51 a.m.	5:12 p.m.

All trains run solid Weldon to Washington.
E. T. D. MYERS, T. M. EMERSON, Gen'l Superintendent. Gen. Passenger agt

TO THE PATRONS OF THE ALBEMARLE STEAM NAVIGATION CO

QUICK TIME BETWEEN NORFOLK AND EASTERN N. CAROLINA
On and after Monday, December 17th, and until further notice, the Steamer CHOWAN, Captain Withy, will LEAVE FRANKLIN on Mondays, Wednesdays and Fridays for EDENTON, PLYMOUTH and all intermediate points on arrival of mail train from Portsmouth, say 10:15 A. M.
RETURNING the "Chowan" will reach Franklin on Tuesdays, Thursdays and Saturdays at 9:15 A. M., in time to connect with Fast Mail train from Raleigh to Portsmouth and with Express train for the South.
Passengers, by this arrangement, taking the Steamer Chowan at a ty point on the river, will REACH NORFOLK by 11 o'clock A. M., and thus have the entire day for the transaction of business in that city.
GIVE THIS ROUTE A TRIAL.
Respectfully,
J. H. BOGART
Franklin, Va., Dec. 15, 1888. Sup't