generally, sou should let the public at home and abroad know what you aro
doing, by kecping your bu doing, by keeping your business eve
before them in the colums of your bewre tiven in the columns of yo
home paper. The man who lost mon home paper. The man who lost mony
by advertising in his home paper is y to be found, and besides you not culy
advertise your business but you advertise your town. Don't imagine for
moment tint you are a man of so muk importauce, yinfueace and poppharit
that everybody knows your phace of that everybody knows your phace of
business and will call on you when they come to torn, whether you advertis or nos, for't you feel it your duty to
sides and contribute your mite toward the sus tenance of your home paper, that : earnestly endeavoring to promote th
interest of your tonn and commumity Advertise your business no matter how small it may be and it will be sure
to pay you in the long run. Let the puatic know, at home and abrond, that getic, go-ainead, thrifty buainess place and landles more cotton thens prices for the same of any thew of size in the South.

The repubican party in Virgicia hopelessiy split. The democrats wil sica no tears if it stays split. The President is confident that he jutififed by the political outlook.
Tha gubernatoriat campaign in this state will be a quict one, becanse the
people are pretts much all one way of
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hear meechants mad other businuss me make when you approsel then for th purpose of solieiting an advertise-
unent, but we have yet to har the first $\operatorname{man}$ oay, "Our advertisement did not
pay us." Are you aware of the fol that your local paper is regarded a-
broad as a type of the it is publisthed? Such is, nevertheless business, cathance the build up your



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ofera hotse, mast cevtre


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goldSboro, n. $c$.
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 [Next ro L. Edwatiol
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I shinal always keep on hand only frist-class goods, in my linc, which OAF-bRIS\&PEL-MEAL

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considening the scarecity of money now prevalling in this section, I harz greatly rediced my aldeady low prices, in every depart ment. have a large supply on hand, and the goods are bovnd to go, no matter at what price.

100 Eates of Alamance Piaids, which I stall sell at Es Of Hamburg Edgings, Laces, and White Goodes, 25. Cases 1 yard wide Sea Island Goods at 5c. every description, which I shall sell for fust one hadf a 25 Bales \& Sea Island Goods at $4!\quad$ they are offered elsewhere in the city. 25 Cases of the very best "Coocheco" Prints which 1 slall drive from 5 to 5 c .
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The public are herewith reminded not to purchase any goods until they get my prices. My intentions are to
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$\qquad$ and figured, Brillicuinuex, Asulls, Sateens, Ginghoms, and in fact everything in the Dress Goods Line that you may call My indeavor this season is to secure especially the Ladies trade and in order to do so, I have haid in a entire new stock of desirable and landseme Ladies Goods, such as ILAMBURG EDGINGS, in Jaconett, Mull and
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