

The Charlotte Observer.

PUBLISHED BY
JONES & MC LAUGHLIN.
Office, Bryce's Building, Trade Street.

RATES OF SUBSCRIPTION.

daily, One year in advance.....	\$6 00
Six months, in advance.....	3 00
Three Months, in advance.....	1 50
One month, in advance.....	.50
Tri-Weekly, one year.....	33 50
Weekly, one year.....	2 00

POETRY.

Below we publish a poem from the pen of the party who gets up the "Georgia Affairs" for the "Savannah News". We are glad to see such an evidence of reform in the character of the abandoned young man, and hope that we will be spared any more exhibitions of his depravity:

JULIETTE.

[LAUREL GROVE CEMETERY.]

Lo, here the sunshine flickers bright,
Among the restless shadows.
And undulating waves of light
Slip through the tranquil meadows.

The hoary trees stand ranged about,
The damp gray mists trail off;
Like ghostly signals long hung out
For succor unavailing.

And marble shafts rise here and there
In immemorial laces,
Emblazoned in nature's bosom fair
And clasped with art's graces.

IT was here, Juliette, you watched the skies;

Turn into evening's splendor,
And saw the sun's wondrous dyes,
Fade into the twilight tender;

And saw the gray go out in gloom
Upon the boughs of even.
And watched to see the young stars bloom
In the far fields of Heaven.

Sometimes the Winter's breath; and so
The Spring renewers her grases—
I lit my dizzied eyes, and lo!—
The mirage swiftly passes.

Bear child! for many a weary year
The rose has shed her blossom
Upon the tablet resting here
Above thy tranquil bosom.

And now a season here hath brought
Provisions of new comers,
And made a won her death hath wrought
Through all these fervid summers!

And naught remains of thee, Juliette,
Thy face and form Elysian,
Save what the whole world will forget
A dreamer's dubious vision.

* * * J. C. HARRIS.

Modes of Advertising.—The Newspaper
the Mos. P. off. a. 1.

The Baltimore American says: A growing spirit of wisdom among the theatrical managers of New York has led them to unite in a movement against advertising by means of placards and handbills, and hereafter they will confine themselves to relate upon the newspapers and their own programmes for attracting public attention.

This is the most sensible reform we have recently heard of, and it has been brought about by a feeling that the scattering of bills and cards about a city and the plastering of walls and signboards with posters are modes of advertising that do not pay for the amount of money they cost. Merchants and dealers of all kinds have lately been considering the subject and comparing the relative value of the two modes, and we think that the conclusion of the shrewder of them are that ten dollars spent in newspaper advertising will bring in more return than ten times as much paid out in any other way.

In the past few years speculators on the enterprise of storekeepers and manufacturers have originated a dozen channels of advertising in which they have tempted the latter to invest small amounts on the prospect of large profits, but in the majority of cases the advertiser has been egregiously duped and acquired by experiencing the knowledge that the columns of a newspaper offer the best security for attracting trade. The proprietors of patent almanacs, ledgers, guide books, almanacs, show cards, directories, etc., who offer to publish the announcement of a business house as something or other that shall have an immense circulation among the people, and thus by their assurances get the dollars of merchants, are the only ones who are benefited by the job.

Those who do their advertising in this way find that it does not yield a profit on its cost, and they go back again to their established custom of availing themselves of the medium of a daily journal with a certainty that there is no deception in its promises. The fact is, that regular, systematic and judicious newspaper advertising in the only sure reliance of any trade at most make itself known to the public. The agency is legitimate, and sure to pay. The theatre managers of New York know this, and hence they have wisely resolved to guide themselves accordingly. The fact is just as patent here as elsewhere, and dealers who confine themselves to well established newspapers will find that they will invariably hold the advantage over their competitors who take to extraneous modes of advertising.

THE GERMANS ON GRANT.—Lon' on March 11.—A special dispatch from Berlin to the Daily News of this city says, the German papers ridicule and sharply criticize the address of President Grant delivered on the occasion of his second inauguration. The papers ask whether monarchical States ought to keep up diplomatic relations with a power whose Executive thus insults them.

The skeleton found by Captain Hall in the Arctic region is believed to be that of Lieutenant L. Visconti, one of Sir John Franklin's officers.

Daily Charlotte Observer.

VOL. IX.

CHARLOTTE, N. C., WEDNESDAY, MARCH 13, 1873.

No. 1272

RATES OF ADVERTISING.	
One Square one time.....	\$1 00
" " two days.....	1 00
" " three days.....	2 00
" " four days.....	2 50
" " five days.....	3 00
" " one week.....	3 50
" " two weeks.....	5 00
" " three weeks.....	6 00
" " one month.....	8 00
Contract Advertisements taken at proportionately low rates.	
Five Squares estimated at a quarter-column, and ten squares as a half-column.	

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mar 9

Wittkowsky & Rintels'

CARD
FOR SPRING, 1873.

TO MERCHANTS.

THE great aim of our House, since its establishment, has been to make Charlotte a Wholesale Mart, and our THE HOUSE, and to conduct our business so as to outrun the alleged and even somewhat opinion of some that there is a kind of obloquy attached to them for buying in Charlotte; and, having by the very great increase of our business, (since we removed to our new and elegant Store,) been convinced that we have partially succeeded in our cherished plan, we have concluded to endeavor to still further vindicate the erroneous idea by presenting, this coming season, to the Trade, a still Larger and better assorted Stock than ever we ever offered before, so that Country Merchants will be able to find in our house not only all he needs but a very large stock to select from; thereby being enabled to operate with a much smaller capital than he can by buying in different houses North, where he must necessarily buy more goods than he actually needs in order to have an assortment.

All bills are due and payable on the 1st day of each and every month.

FINE SALT.

100 Sacks Factory filled SALT on hand
and for sale by
STENHOUSE, MACAULAY & CO.

nov 27

The Change.

HAVING notified our friends and customers some time since that our business would change January 1st, 1873, we are pleased to say that the change has taken place, and it is to be strictly CASH or 30 DAYS CREDIT. Those who do not pay promptly need not expect any favors, if you are in arrears—don't ask for credit; we are the unpleasant duty of denying you.

To our many friends and patrons we return thanks, and ask a continuance of their favors—believing that by a strict application of the above rules, we will be able to sell goods cheaper than those who credit us.

All bills are due and payable on the 1st day of each and every month.

GRIER & ALEXANDER.

jan 1, 1873, ly

SIMONTON HOUSE.

STATESVILLE, N. C.

THE Proprietor of the above named Hotel respectfully invites the people of Charlotte and the public generally to call on him when they visit Statesville. He will spare neither pains nor money to make the SIMONTON HOUSE a first class HOTEL, and worthy of public patronage.

T. A. PRICE,
Proprietor.

F. SCARR,

DRUGGIST,
Chemist.

CHARLOTTE, N. C.

Prescriptions prepared at all hours
of the Day and night.

Choice Green and Black Tea.

Selected especially for Family and Invalids, at
SCARR'S Drug Store.

June 29

FRESH SPICES.

Just received a lot of select Spices for
Pickles, Preserves, &c., at F. SCARR'S Drug Store.

June 29

Pure Salad Oil.

Finest article in Market, at
F. SCARR'S Drug Store.

Illustrated Beautiful Snow.

BEAUTIFUL SNOW.

BEAUTIFUL Snow and Other Poems.

New Illustrated Edition. By J. W. Watson, author of "The Outcast." Beautifully illustrated, from Original Designs by Edward L. Henry. This is a book that every Lady and Gentleman should read, and own a copy of. It is complete in one large octavo volume, in uniform style with "The Outcast and Other Poems," by J. W. Watson, being printed on the finest tinted plate paper, and bound in green morocco cloth, with gilt top, gilt sides, and beveled boards, price Two Dollars, or bound in maroon morocco cloth, with full gilt sides, full gilt edges, full gilt back, and beveled boards, price Three Dollars.

Above Book is for sale by all Booksellers, or copies of it will be sent, postpaid to any one, per return of mail, on any one remitting the price of it to the publishers.

T. B. PETERSON & BROS.,
306 Chestnut St., Phila., Pa.
mar 3

FRESH Arrivals. 800 lbs Mountain
Cabbage, Fine Large Mountain Potatoes,
Dried Apples and Peaches, Green
Apples, Bologna Sausage, Mackrel, and
Seed Oats.

B. N. SMITH.
Feb 15

R. & D. RAILROAD CO.

Office on Lexington, Susquehanna
March 2nd, 1873.

Consignments to be received by
the 1st of April.

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