

THE ROBESONIAN.

MONDAY, FEBRUARY 1, 1909.

PERSISTENCY IN ADVERTISING.

Importance of Keeping Everlastingly as it Discussed.

A well known advertiser once said that he would have failed a dozen times if he had not possessed a well high impregnable persistency and perseverance and an enthusiasm and confidence nearly supernatural. It is too true that a very large percentage of the commercial failures can be directly traced to a lack of stability or an absence of such persistency as make obstacles of no moment.

A young man once wrote to the editor of an advertising journal and inquired if this editor knew of any plan or scheme in which he would advise one to embark which would prove profitable from the very start and also in which the results from the initial copy would more than recompense for the placing of the copy. I think the editor replied that if he did he would go to it himself.

This very idea or opinion that advertising is something magical, whereby the very first attempt results in a steady inflow of cash, has resulted in many disappointments. There is probably more money squandered in small ads than there is in large amounts, for invariably these small, unprepared, unequipped adverts into the advertising arena are but of short duration. For a man to believe that he can become a success when the cost of advertising becomes of primary importance on a basis of \$25 or \$50 or \$100 is the veriest idiosyncrasy, yet the failure of hundreds has caused no lessening of these attempts.

Persistency is a very great essential in any commercial undertaking, put in an enterprise where advertising and its necessary outflow of cash are concerned it becomes an absolute, ironclad necessity. It needs no repetition here on my part pointing to the successes in the eleventh hour. That this has happened again is sufficiently well known to need no recalling by me, but I do wish to bring to your attention the fact that but for a sublime confidence in their proposition and a perseverance unaltered by the greatest advertising successes of today would be pointed out as a sort of bete noire.

Persistency, however, must be coupled with good judgment or it totally fails of the purpose for which it was intended. Though a campaign of advertising may have been launched and well under way, should there come to light certain things which would go to prove that the fundamental principle of the proposition was wrong it would be then suicidal to a commercial success to continue without eliminating these things, which will cripple and undermine the whole campaign. A clear, cool, farseeing judgment must be coupled with advertising or all the persistency in the world amounts to very little.

It is not so important, however, that I bring to your attention this characteristic of sound judgment as that I clearly show you how almost invaluable to any success is a proper amount of persistency. When the bank account shows signs of depletion, expenses increasing and with orders yet to materialize to any considerable amount is the time when every bit of bulldog stick-to-it-iveness must rise to the surface, bringing out every latent force of persistency. -R. D. Cassmore in Judicious Advertising.

WORKING THE BANKS.

A New System Comes to Light in the Twin City.

Winnipeg-Salem Journal.

A smooth swindler is working some of the banks of this section. He is a man about 30 years of age and passes as a working man. R. L. Clour is the last name he gave.

Dressed in a suit of worn overalls, with a dinner bucket on his arm, he went into the Merchants & Farmers' Bank at Elkins last week and opened a savings account—depositing \$20 and taking a deposit certificate for it. The next day he went back to the bank and informed the cashier that he had lost the original certificate and asked that a duplicate be issued. This was done. The next day he called again at the bank and informed the cashier that he had taken a position with the Chatham Mills at Winston-Salem, and wanted to cash his certificate. The cash was paid him, and the "duplicate" certificate taken up.

When he arrived in this city he immediately looked up a gentleman in this city who could identify the signatures and a certificate on the Elkins bank and stated to him that he was here without money and working in Elkin, that he needed money to get back, and asked that he call with him at the bank and help him get the money on his certificate. The gentleman in question readily consented to this and did go with him—a poor working man—and got the money for him.

The certificate was sent to Elkin for collection. The bank refused to honor it and the point is, who stands the loss. Clour is gone and nothing has been heard of him since.

For That Terrible Itching. Eczema, tetter and salt rheum keep their victims in perpetual torment. The application of chamberlain's salve will instantly allay this itching, and many cases have been cured by its use. For sale by all druggists.

IS FRIDAY AN UNLUCKY DAY?

Some Facts That Seem to Disprove Popular Superstition—Washington Born on That Day, Yorktown Surrendered, and the Pilgrims Landed.

Baltimore Sun.

On Friday, August 21st, 1492, Christopher Columbus sailed on his great voyage of discovery. On Friday, October 12th, 1492, he discovered land. On Friday, January 4th, 1493, he sailed on his return to Spain, which, if he had not reached in safety, the happy result would never have been known which led to the settlement on this vast continent. On Friday, March 15th, 1493, he arrived at Palos in safety. On Friday, November 22d, 1493, he arrived at Hispaniola, on his second voyage to America. On Friday, June 13th, 1494, he, though unknown to himself, discovered the continent of America.

On Friday, March 5th, 1496, Henry VIII of England gave to John Cabot his commission, which led to the discovery of North America. This is the first American State paper in England. On Friday, September 7th, 1565, Melendrez founded St. Augustine, the oldest town in the United States by more than 40 years. On Friday November 10th, the Mayflower with the Pilgrims, made the harbor of Provincetown; and on the same day they signed that august compact, the forerunner of our present glorious constitution. On Friday, December 22d, 1620, the Pilgrims made their final landing at Plymouth Rock.

On Friday, February 22d, George Washington, the father of American freedom, was born. On Friday, June 16th, Bunker Hill was seized and fortified. On Friday, October 7th, 1777, the surrender of Saratoga was made, which had such power and influence in inducing France to declare for our cause. On Friday, September 22d, 1780, the treason of Arnold was laid bare.

On Friday, October 19th, 1781, the surrender at Yorktown, the crowning glory of the American arms, occurred. On Friday, July 7th, 1776, the motion in Congress was made by John Adams, seconded by Richard Henry Lee, that the United States colonies were, and of right ought to be, free and independent.

THE GREAT WEALTH OF FRANCE.

The Per Capita About \$1,100 For Every Man, Woman and Child.

Paris Dispatch.

Although general trade conditions in France, as in other European countries, suffered in 1908, largely because of the reduction in American demand, following the financial crisis, figures submitted by M. Leroy-Beaulieu and other statisticians at the end of the year, regarding the wonderful wealth of the French people, demonstrate the imposing strength of France's financial position and her right to the title of "the world's banker." France's fortune is growing steadily through an annual saving of \$1,000,000,000, much of which must seek investment abroad.

M. Leroy-Beaulieu's figures show that France now receives \$360,000,000 as an annual income from foreign holdings which are principally government stocks, the amount having been almost doubled in the last 15 years. He estimates the present wealth of the French people at \$45,000,000,000, or more than \$1,100 for every man, woman and child, and as the estimate is based upon declared succession taxes it is admittedly much below the real figures.

In addition, M. Leroy-Beaulieu takes no account of the vast amount of gold securities which the French, especially the peasants, keep in concealment and which probably rivals the hidden treasures of India. In the last 15 years, \$521,400,000 in gold was loaned abroad, yet the excess importation amounted to \$785,800,000. In 1908 the gold holdings of the Bank of France increased by \$200,000,000; they now stand at \$700,000,000; the largest in the history of the bank. The other banks hold \$833,800,000.

The balances of trade which in 1893 amounted to \$140,000,000 against France, are in France's favor. Increased taxation, however, keeps pace with the increased wealth. The budget of 1909, owing to the purchase of the Western railroad and extraordinary expenses in connection with Morocco, being the highest in the history of the country.

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ROBERT BURNS.

A Man of Splendid Genius Who Was Born in Poverty and Whose Youth was Spent in Toil and Privation.

Baltimore Sun, 21st.

Today is the one hundred and fiftieth anniversary of the birth of Robert Burns, the Scottish poet, of whom it has been said that "since Sappho loved and sung there has been no such national lyricist" as he. A man of splendid genius was this Scot, who was born in poverty and whose youth was spent in toil and privation. The name of the "Plover of Ayr" will never disappear from literature. His immortality is secure. He was much given to carousing. His life, indeed, was cut short by his indulgence. He was, according to all accounts, a weak and erring man. But he had the divine spark of genius. While a mere laborer, working as a common farm laborer, he was inspired with the wish—

That I for poor auld Scotland's sake Some useful plan or book could make Or sing a sang or least.

The "songs" which Burns sang have been heard around the world. They are written on the hearts of his countrymen. He was not a man of great culture. His philosophy was not deep and broad. But he was a poet of intense feeling and wide sympathies. The prevailing characteristic of his poetry is absolute sincerity. Burns compared himself to an "Aeolian harp" strung to every wind of heaven. His poems have been admirably described as an epitome of the melodies, moods and memories that had belonged for centuries to the national life of Scotland. And Burns inspired them with a fervor that thrills not only his countrymen, but all men who are not devoid of feeling and imagination. Opinions differ as to which of his poems was his masterpiece. Carlyle and other judges gave that distinction to "The Jolly Beggars," but there are many to whom the tenderness of "The Cotter's Saturday Night" appeals more powerfully than the humor and satire of the carousing tatterdemalions of "The Jolly Beggars." Burns himself and probably the majority of the commentators on his work have recorded their preference for "Tam o' Shanter," while many readers of Burns consider "Hallowe'en" his greatest production. But had he written no other poem than "The Cotter's Saturday Night," an apotheosis of a God-fearing home, he would have secured a permanent place in literature.

Burns was fortunate in that his countrymen and the whole world of letters judged him as a poet not by his dissipation but by the products of his genius. He was, indeed, a man of marvelous and varied genius. Throughout the vicissitudes of his life he had firm faith in a Supreme Being, a personal God, the Arbiter of human life. He wrote prayers in rhyme, as well as lyrics and poems of passion and pathos. He was, as one of his biographers explains, impatient of scoffers and skeptics—

An atheist's laugh is a poor exchange For deity offended.

A very remarkable man was Robert Burns—a strange blending of what is best in human nature and what is erring. And that is often the characteristic of genius.

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REPARATION FOR LUMBER MEN.

Interstate Commerce Commission Makes an Allowance of \$163,000 in Claims Against Eleven Southern Railroads.

Washington Dispatch, Jan. 28.

By far the largest specific allowance of reparation ever ordered by the Interstate Commerce Commission was made today when the body approved a settlement agreement of \$165,000 in satisfaction of the claims on account of the unreasonable rates on lumber shipped from Southern mills, involving about 125 cases and eleven defendant railroads of the South. These are said to be about one-third of the claims of the same kind pending before the commission. They involve the two cent difference per hundred pounds between the advanced rates, made effective in the summer of 1903, and those in effect for a number of years prior thereto, on shipments that moved between the time of the advance and the summer of 1907, when after the final decision of the United States Supreme Court sustaining the decisions of the commission after a course of appeals the lower rates were restored.

The defendant roads are: Southern Railway, Atlantic Coast Line, Nashville, Chattanooga & St. Louis, Seaboard Air Line, Central of Georgia, Georgia Southern & Florida, Macon & Birmingham, New Orleans & Texas Pacific, Mobile & Ohio, Illinois Central, Louisville & Nashville.

The settlement agreement was reached between the petitioners and the carriers on January 12th last and the commission's approval is with the proviso that the commission reserves the right to require, if necessary, a statement showing in detail the distribution of this fund among the several claimants.

The claims were heretofore decided by the commission in its reports by Commissioner Clements in what are known as the Yellow Pine Association and Tift cases.

CLUBBING RATES.

How You Can Save Money if You Want to Take Any Other Paper With The Robesonian.

If you want to take any other paper in connection with The Robesonian, we can save you money. We will give subscribers the benefit of whatever rate is given us by any paper, and we do not make a cent on any of them.

We will send The Robesonian and The Charlotte Semi-Weekly Observer, both one year (four papers a week) for only \$2.25. This is a good combination, as The Observer is full of general news that will interest you and The Robesonian will give you all the local news and much general news.

We will send The Robesonian and The Progressive Farmer to new subscribers to that paper for only \$2.00. The Progressive Farmer is the best farm paper published for Southern farmers. If you are already taking The Progressive Farmer the price of the combination will be \$2.35, so we save you money on renewing your subscription.

We will send The Robesonian and The New York Thrice-a-Week World (five papers every week) for only \$2.15. The Thrice-a-Week World comes to you every other day except Sunday. It has achieved a position with the public unique among papers of its class. It is a good paper and you will get your money's worth in this combination, as in the others.

We will send you The Robesonian and The Atlanta Thrice-a-Week Constitution (five papers each week) for only \$2.25. The two papers would cost you separately \$2.50. To subscriber who accepts this offer before April 1st we will give, free of charge, Paris Modes, a monthly magazine for women, well adapted to reading in the home and full of fresh matter. If you do not care for the woman's magazine, we will give for every yearly subscription to The Robesonian and The Tri-Weekly Constitution, The Southern Ruralist, one of the best agricultural papers published in the South. If you do not care for either of the above free offers we will give, under the same conditions, a fello containing Sixty Talks From Farmers to Farmers, which, if studied and used, will mean a great deal to every farmer who is fortunate enough to secure it.

WOMAN'S RELIEF

"Card of wonders for me," writes Mrs. H. C. Larson, of Oida, Ia. "I had female trouble for years. I had displacement, which increased my suffering, the doctor could only relieve me at times. Now, I am so much better, I hardly know when my time begins or when it ends."

At All Druggists

WRITE FOR FREE ADVICE, stating age and describing symptoms, to Ladies' Advisory Dept., The Chamberlain Medicine Co., Chattanooga, Tenn.

President Roosevelt on Wednesday sent to Congress a message approving the recommendation of Governor Magoon that an appropriation be made to remove the wreck of the Maine from Havana Harbor.

CHAMBERLAIN'S COUGH REMEDY

Coughs, Colds, CROUP, Whooping Cough

This remedy can always be depended upon and is pleasant to take. It contains no opium or other harmful drug and may be given as confidently to a baby as to an adult. Price 25 cents, large size 50 cents.

Value of The Wireless Telegraph.

Charlotte Chronicle.

The value of the wireless telegraph service has just had a practical demonstration in the collision of the two big steamships, off Nantuxett, Saturday morning. The ships in collision were the White Star liner Republic and the Italian liner Florida. The collision occurred at early dawn in a dense fog. The Republic later went to the bottom, but not until its 400 passengers were transferred to the crippled Florida, from which, in turn, they were transferred to the Baltic. As soon as the accident occurred wireless messages were flashed over the sea, giving news of the accident and the location of the ships involved. In short time, the big steamships Baltic, Furnessia, New York, Lorraine and the Lucania were making their way to the scene. Meanwhile, the officers on shore of the colliding ships were kept informed of the situation and were enabled to send orders of instruction and relief.

The surviving vessel of the collision, the Florida, was in a very perilous condition by reason of the injuries and overcrowding when the Baltic came to the rescue. There is no doubt that the appearance of the Baltic averted a far greater disaster. One can imagine what the probable consequences of an accident of this sort would have been in the days before the wireless.

Reason Enthroned.

Because meats are so tasty they are consumed in great excess. This leads to stomach troubles, biliousness and constipation. Revise your diet, let reason and not a pampered appetite control, then take a few doses of Chamberlain's Stomach and Liver Tablets and you will soon be well again. Try it. For sale at all drug stores. Samples free.

The Thrice-a-Week World, The Greatest Newspaper of Its Type.

IT ALWAYS TELLS THE NEWS AS IT IS, PROMPTLY AND FULLY.

Read in Every English Speaking Country

It has invariably been the great effort of the Thrice-a-Week edition of the New York World to publish the news impartially in order that it may be an accurate reporter of what has happened. It tells the truth, irrespective of party, and for that reason it has achieved a position with the public unique among papers of its class.

If you want the news as it really is, subscribe to the Thrice-a-Week edition of the New York World, which comes to you every other day except Sunday, and is thus practically a daily at the price of a weekly.

The Thrice-a-Week World's regular subscription price is only \$1.00 per year, and this pays for 156 papers. We offer this unequalled newspaper and The Robesonian together for one year for \$2.15. The regular subscription price of the two papers is \$2.50.

J. W. Murchison & Co.

Importers and Jobbers of

Hardware, Tinware, Agricultural Implements, Stoves, Ranges, Etc., Etc.

109 and 111 North Front Street, WILMINGTON, N. C.

Write for Prices. 8-10-1f

WE SOLICIT YOUR BUSINESS FOR 1909.

Builders Machinists Saw Mill SUPPLIES Painters

High Quality At Reasonable Prices.

McAllister Hardware Company,

11-5 LUMBERTON, N. C.

J. D. REGAN, Proprietor.

Lumberton Steam Laundry.

Send your clothes to the Laundry and have them washed. We are charging only 50 cents per week for a family wash. Rough dry reduced to 40 cents per pound. Our work is Better, Whiter and Nicer than all others. Call us up and that will bring a man to your door.

L. E. MILLER, Manager.

All Work Guaranteed

AGENTS Wanted 12-10

Seaboard Air Line Railway,

Schedule Effective November 29th, 1908.

Quickest Line to New York, Washington, Florida Points, Charlotte, Atlanta, Birmingham, Memphis, New Orleans and All Points West.

Double Daily Service with HIGH-BACK-SEAT-COACHES PULLMAN SLEEPING and DINING CARS.

Trains Leave Lumberton as Follows:

WESTBOUND EASTBOUND

No. 45, 7:11 a. m. No. 39, 8:43 p. m.

No. 40, 9:28 a. m. No. 44, 9:45 p. m.

We operate Double Daily Vestibule Service, with through Pullman Sleeping Cars to Jacksonville, Atlanta, Birmingham, Memphis, Portsmouth-Norfolk Richmond, Washington, Baltimore, Philadelphia and New York.

For Time Tables, Booklets, Reservations or any information relative to Special Rates and Routes, call on MARVIN BEVERLY, Agent, or address

C. H. GATTIS, Traveling Passenger Agent, No. 4, Tucker Building, Raleigh, N. C.

PE-RU-NA TONIC FOR COUGHS, COLDS, CATARRH.



JOSEPH H. CHASE.

Peruna Drug Co., Columbus, Ohio. Gentlemen: I have used Peruna and find that it cannot be equaled as a tonic, as well as a cure for coughs, colds and catarrh. You are authorized to use my photo with testimonial in any publication. Joseph H. Chase, 801 Tenth St., Washington, D. C.

Cold and La Grippe.

Mr. C. Happy, Harlan, Ray Co., Mo., writes: "I can safely recommend Peruna as a remedy that will cure all catarrhal troubles."

"It was of great benefit to me, as it cured me of catarrh of the throat, and I took a very bad cold and had la grippe last February. It settled in my throat and lungs. I took three bottles of Peruna and it cured me."

"I highly recommend it to all who are sick, and I am glad to add my endorsement to that of others."

Pe-ru-na for Colds.

Mr. L. Clifford Figg, Jr., 2929 East Marshall St., Richmond, Va., writes that when he gets a cold he takes Peruna, and it soon drives it out of his system. For several years he was not entirely well, but Peruna completely cured him. People who object to liquid medicines can use Peruna tablets.

A Cow Goes Mad and Passes Out.

Asheville Special, Jan. 28.—Charlotte Observer. Some excitement was created on Orchard street here yesterday afternoon when a cow belonging to Mr. W. R. Williams attempted to run through its owner's house. The animal succeeded in getting half its body through a window and would have gone on through but for the fact that it struck a piano, broke both horns and set the musical instrument on end in the middle of the floor. The cow managed to scramble back through the window and in 30 minutes died. Several of those who witnessed the incident declare that the animal was suffering from hydrophobia.

Revolve at Cold Steel

"Your only hope," said three doctors to Mrs. M. E. Fisher, Detroit, Mich., suffering from severe rectal trouble, "lies in an operation." "Then I used Dr. King's New Life Pills," she writes, "and I was cured." They prevent appendicitis, cure constipation, headache, 25c at all drug stores.

The Semi-Weekly Robesonian

A PAPER OF TODAY

Is published Monday and Thursday of each week. It gives All the News it thinks its readers would be especially interested in and particularly the News of local nature.

It Has Correspondents All Over The County

And endeavors to keep its readers in touch with all the happenings of interest to them. We should like to have a copy of the paper taken in every home in the county and by those who have moved away and still retain their interest in the county and its people. There are one hundred and three issues a year, all

For \$1.50 A Year.

Sometimes the head of the family is not interested enough to subscribe for the paper and read it himself, but he should not expect his family to have the same indifference to reading. Subscribe for their sake.

As to the paper as an Advertising Medium

A great many people in the towns and the county have something to sell. Too often they accept the offer of one man, the first one who happens along, while if they were to advertise and give the other fellows a chance they might get considerably more for what they have to sell.

Try It And Be Convinced.

Our Subscription List shows that The Robesonian goes to over Two Thousand Homes in Robeson County Twice a Week

And it also has a large and steadily increasing circulation in the adjoining counties of Scotland, Cumberland, Bladen, Columbus, and Marion and Marlboro Counties, S. C. We furnish Lowest Rates on application. Let us Quote YOU.

The Robesonian Publishing Co., LUMBERTON, N. C.