

The Science of Advertising.

Successful advertising requires brain and good judgment and strong common sense. Thousands of dollars are thrown away every day in injudicious advertising.

The experience of advertisers in all times has been that constancy in advertising is absolutely indispensable. This seems to be a requisite so essential that it perhaps outweighs that which we placed first, namely, having something really good to advertise.

Taxes are based upon the estimates of the collector as to what can be paid. There were appraisements of property and there are appraisements yet.

The sub-treasury received the other day, from three separate sources, three silver certificates which had been raised from two to five dollars.

There are enough miles of railroad in the United States to girdle the earth five and a half times. Over half a million of men are engaged in operating these roads.

There is one great trouble among the young men of the present day—they are ashamed to take off their coats and get down to hard work. They want to be genteel; they want to get rich right away.

The female spider spins the web; the male is a wanderer. In nine cases out of ten the female eats husband up.

In the United States there is published one paper to every 4,493 inhabitants.

The catarrh remedy, Ely's Cream Balm has proved most satisfactory. Prior to 2 months ago I had not breathed freely through my nose for three years.

Our Telegraph News service has recently been largely increased and it is our determination to keep the Star up to the highest standard of newspaper excellence.

It Was the Goose.

"Let's see," he said to a farmer whose wagon was loaded down with bags of potatoes, "weren't we talking together last August?"

We Tell You Plainly that Simpson's Liver Regulator will rid you of Dyspepsia, Headache, Constipation and Biliousness.

The victim of a so called "practical joke" was buried in Brooklyn the other day. A chair was pulled away when he was about to sit down, and he fell, receiving injuries which soon caused his death.

You cannot afford to waste time in experimenting when your lungs are in danger. Consumption always comes, at first, only a cold.

Mr. D. I. Wilcoxson, of Horse Cave, Ky., says he was, for many years, badly afflicted with Rheumatism, also Diabetes; the pains were almost unendurable.

The following shows what has been done in the South since June, 1880, in the way of cotton mills:

According to the census of 1880, the number of mills in operation at that time was 179; spindles, 713,989; looms, 10,212.

The Best Salve in the World for Cuts, Bruises, Sores, Ulcers, Salt Rheum, Fever Sores, Tetter, Chapped Hands, Chilblains, Corns, and all Skin Eruptions.

Soot is a valuable fertilizer, but it is better to apply it to moist, cool land, than that which is dry and warm.

There is a big difference between getting on well in life and getting well on in life.

Don't hawk, blow, spit, and disgust everybody with your offensive breath, but use Dr. Sage's Catarrh Remedy and end it.

There are 2750 languages.

THE WILMINGTON STAR. REDUCTION IN PRICE.

THE WEEKLY STAR.

Our Telegraph News service has recently been largely increased and it is our determination to keep the Star up to the highest standard of newspaper excellence.



BUTTON'S RAVEN GLOSS is, beyond question, the best SHOE DRESSING for ladies' use ever made.



HUMPHREYS' DR. HUMPHREYS' BOOK Cloth & Cold Binding.

HOMEOPATHIC SPECIFICS. Sold by Druggists, or sent postpaid on receipt of price.

Commissioner's Sale of Valuable Real Estate for Partition.

By virtue of a decree of the Superior Court of Rowan county, made in the Special Proceeding entitled, "Mary A. Walker, Sallie Pinkston, Edward Swink and others vs. James Swink and Lucy Swink."

One Tract of land adjoining the lands of Ransom Jacobs, Burgess Elliott, Richard Walker and others, containing 60 acres more or less, and known as the home place of the late Wiley W. Swink.

Valuable Land for Sale! By virtue of a decree of the Superior Court of Rowan county in the case of L. A. McKay and others, experts, I will sell at the Court House door in the town of Salisbury, on Monday, the 5th day of March, 1888, about Three Hundred and Fifty acres of valuable land in Rowan county about 10 miles west of Salisbury, known as the McKay land.

ADMINISTRATOR'S NOTICE. Having qualified as administrator of the estate of James A. Jamison, dec'd, notice is hereby given to all persons having claims against said estate to exhibit the same to me on or before the 9th day of February, 1888.

Notice to Debtors and Creditors. All persons having claims against the estate of Chalmers S. Shoaf, dec'd, are hereby notified to present the same to the undersigned for payment, on or before the 16th of February, 1888, or this notice will be placed in bar of their recovery.

DEEP Sea Wonders exist in thousands of forms, but are surpassed by the marvels of invention. Those who are in need of profitable work that can be done while living at home should apply to the undersigned for full information how either sex, of all ages, can earn from \$5 to \$25 per day and upwards where ever they live.

FOR 1888. Has been received, and as usual is full of everything new and old for the Flower and Vegetable Gardens.

MORTGAGE SALE OF LAND. Whereas a Mortgage Deed was made by Susan Brackett to W. A. Lingle on the 25th day of July 1882, which said Mortgage Deed is registered in the Register's Office of Rowan county, in Book No. (1), page 567, and whereas breaches in the conditions of said Mortgage Deed have occurred, Now therefore, on the 8th day of January, 1888, at the Court House in Salisbury, at the hour of 12 o'clock at noon, I will sell a tract of 30 1/2 acres of land, situated in Atwell Township, adjoining the lands of Simeon Fesperman, George Corriher and others, which is under mortgage to secure the payment of this debt.

NOTICE. Having qualified as Administrator of the estate of Peter R. Albright, dec'd, and Administrator de bonis non of Michael Albright, dec'd, all persons having claims against either of said estates are notified to present them to the undersigned before the 29th day of December, 1888, or this notice will be placed in bar of their recovery.

THIS PAPER is on file at Philadelphia at the Newspaper Advertising Bureau, N. W. AVER & SON, our authorized agents.

The Old Doctor. A Life Experience. Remarkable and quick cures. Trial Packages, Send stamps for several particulars. Address Dr. WARD & CO. Louisiana, Mo.

OPIMUM. If You Wish a Good Article. OPIUM TOBACCO, ask your dealer for "Old Rip."

FOR SALE. One Brick House and lot, on the corner of Fulton and Kerr streets, about one acre in area.

GERMAN CARP. I can furnish carp and wood work in all quantities, for packing, for terms, address W. R. HALEY, Salisbury, N. C.

PARKER'S HAIR BALSAM. Promotes a luxuriant growth of the hair, cures itching humors, cures dandruff, restores its youthful color, cures scalp diseases, and hair falling out.

I CURE FITS! When I say CURE I do not mean merely to stop them for a time, and then have them return again. I MEAN A RADICAL CURE. I have made the disease of FITS, EPILEPSY or FALLING SICKNESS, a life long study.

PAINLESS CHILDBIRTH. NOW ACCOMPLISHED. Every lady should know how to deliver her child. Address H. G. ROOT, M. D., 183 Pearl St., NEW YORK.

Richmond & Danville Railroad Co. Western North Carolina Division. GENERAL PASSENGER DEPT. ASHEVILLE, N. C., Sept. 24th, 1887.

PASSENGER TRAIN SCHEDULE. Effective Sept. 25th, 1887. Eastern 75° meridian time used when not otherwise specified.

Richmond and Danville Railroad Co. W. N. C. Division. Passenger Train Schedule. Effective, Sept. 25th, 1887.

MURPHY BRANCH. Daily except SUNDAY. TRAIN NO 16 4:00 pm Leave Asheville. ARRIVE 4:50 pm Arr. Waynesville. 5:20 pm Arr. Charlotte. 6:30 pm Arr. Jarricks.

A. & S. ROAD. Daily except SUNDAY. TRAIN NO 13 5:30 pm Leave Spartanburg. ARRIVE 5:30 pm Arr. Asheville. 7:10 pm Arr. Jarricks.

THIS PAPER is on file at the Advertising Bureau of Salisbury, N. C., where advertising contracts may be made for it IN NEW YORK.

RICHLY REWARDED are those who will find honorable employment that will not take them from their homes and families. The profits are large and sure for every industrious person, many have made, and are now making several hundred dollars a month.

THE "CAMERON" Steam, Air and Vacuum Pumps, Vertical and Horizontal of every variety and capacity.

THE "CAMERON" Steam, Air and Vacuum Pumps, Vertical and Horizontal of every variety and capacity. The most simple, durable and effective Pump in the market for Mines, Quarries, Refineries, Breweries, Factories, Artesian wells, Fire duty and general manufacturing purposes.

WEEKLY WORKED Women. For "worn-out," "run-down," "dull" school teachers, milliners, seamstresses, keepers, and over-worked women.

CONDENSED SCHEDULE. IN EFFECT SEPT. 4, 1887. TRAINS RUN BY 75° MERIDIAN TIME.

Richmond & Danville Railroad. CONDENSED SCHEDULE. IN EFFECT SEPT. 4, 1887.

MECKLENBURG IRON WORKS, CHARLOTTE, N. C. JOHN WILKES, Manager.

MECKLENBURG IRON WORKS, CHARLOTTE, N. C. JOHN WILKES, Manager.

MECKLENBURG IRON WORKS, CHARLOTTE, N. C. JOHN WILKES, Manager.

MECKLENBURG IRON WORKS, CHARLOTTE, N. C. JOHN WILKES, Manager.

MECKLENBURG IRON WORKS, CHARLOTTE, N. C. JOHN WILKES, Manager.

MECKLENBURG IRON WORKS, CHARLOTTE, N. C. JOHN WILKES, Manager.

WEEKLY WORKED Women. For "worn-out," "run-down," "dull" school teachers, milliners, seamstresses, keepers, and over-worked women.

WEEKLY WORKED Women. For "worn-out," "run-down," "dull" school teachers, milliners, seamstresses, keepers, and over-worked women.

PATENTS. Caveats, Trade Marks and Copyrights.

CRAIG & CLEMENT. ATTORNEYS AT LAW. SALISBURY, N. C.

COUGHENOUR & SHAW. DEALERS IN FRESH MEAT AND CURED MEATS.

COUGHENOUR & SHAW. DEALERS IN FRESH MEAT AND CURED MEATS.

COUGHENOUR & SHAW. DEALERS IN FRESH MEAT AND CURED MEATS.

COUGHENOUR & SHAW. DEALERS IN FRESH MEAT AND CURED MEATS.

COUGHENOUR & SHAW. DEALERS IN FRESH MEAT AND CURED MEATS.