CICERO W. HARRIS. Editors.

WILMINGTON, N. C .: SUNDAY MORNING, APRIL 13.

PUFFS. Lord Macaulay, in one of his masterly papers, examines the subject of puffery. He illustrates, by a fable from the Hindoo, the harmfulness of the habit of praising persons and things above their merit or value. A priest desired a sheep for sacrifice; by his law it must be without spot or blemish-a perfect animal. Going out he met a man who told him that he had such an animal, within a bag carried on his shoulders. Instead, when taken from the bag, the priest was disgusted by seeing ly an ill-looking cur. He remontrated with the fellow for endeavoring to impose upon him. The man asseverated his innocence of any aterson standing by (who was a confederate) to say whether the animal offered for sale was a sheep or a dog. Of course the brahmin was assured by confidence man No. 2 that he could not do better than to purchase such a beautiful and perfect sheep. A third man coming up, just as the bewildered priest was endeavoring to recover his equilibrium of mind occasioned by astonishment, joined the others in praising the animal. The poor brahmin, not suspecting collusion deemed himself the subject of an optical illusion, paid the puffer his price and went on his way rejoicing in the belief that his god would be propitiated by the sacrifice On the contrary the deity, offended by the indignity offered in the sacrifice of a cur, smote the priest with a sore disease.

ulterior purpose; and puffs of adverisers, where a pecuniary reward is looked for immediately. Indiscriminate praise is wrong and foolish, applied either to persons or things Often both praiser and praised are injured. To-day we do not propose to consider the subject of puffs in general, but only that branch of the theme which has relation to advertising. This part of our subject has more of general interest and also more intimately concerns the publisher of a newspaper than the

other.

eral heads: personal puffs of public

These puffs are known as "local notices," and are put in the papers as reading matter. Several questions arise. Are they right? is it proper for a publisher to palm off an advertisement for news upon his readers? is it honest? and is it treating those who do not ask for such "local men tion" well? Those questions auggest one side of the matter, that of the public. Again, it might be asked: Is the publisher doing himself justice in duplicating advertisements without an increase of price, or even with such an increase at a loss of dignity and the self-respect every independent publisher should have?

This species of wholesale puffery of wares and occupations advertised is a two-edged sword which cuts both ways. It is often the means of deceiving the public, who of course blame the publisher for making false representations or coloring his pictures too highly. And the advertiser is injured by the reaction which ensues. Sometimes excessive praise is bestowed upon a worthy object, and it seems a pity that such an object should be hart by the injudicious use of pen and ink and types. But it too often happens that a small thing is swelled into a great one; some quack nestrum is lauded to the skies or some other swindling triffe is blown into notice; somebody makes a fortune probably, while more than likely many other bodies lose health, or money, or both in pursuit of the phantom conjured at a reporter's desk. This is not true happily in the greater number of instances in the but putting at the South. But that it is true at all, in any case, would seem to demand an abolition of the whole eystem of "local notices." If you cannot praise the deserving without having the undeserving and vicious expecting the

appear exactly on the same footing. But why should a pull be expected? The advertiser pays for his space; he gets it; what more can he with impunity ask? Besides, he should reflect that advertising in the columns of a

same service at your hands, we say

praise neither. Let all advertisers

paper which ignores all puffing ensures him the same that other advertisers receive. Then there is this fact to be considered: Purs are getting to be nauseating to the intelligent public. They are so often regarded as a matter of course in business that they are not esteemed. When the same thing is said of different houses by the same paper, and always in the language of highest flown panegyric, the value of the compliment becomes infinitesimally small.

Again it is a reflection on a wellconducted journal to ask that an advertisement should receive a notice in the reading colums, and that its principal points be-there re-stated accompanied with such commendation as the publisher could be induced to give for a money consideration. It is an intimation that the advertising columns are not read.

To sum up: Puffing injures the paper which resorts to it, it misleads the public and it does the advertiser no good. Why, then, in the joint interest of publisher, advertiser and public, not abelish puffs altogether

It may be said that ours is a new zeal in this cause of the dignity and independence of the press. It is true that it has not been very long since we established a rule in our office to insert no more "local puffs." But we have always struggled, since our connection with the press, against the excesses of the system; and it can be truthfully claimed, that THE MORN-ING STAE, when it puffed at all, didn't puff any to hurt

TIMELY TOPICS.

If storms, hurricanes, floods, fires and wrecks are to continue this year in proportion to the number already reported, 1878 will show as dark a record as 1872, which was an unusually tempestuous and destructive year. Floods were reported on Tuesday night from the Hudson to the Missouri-that in the Genesee river accom-Puffery, so far as newspapers are panied by serious loss of life. We have concerned, is divisible into two gen- had two great ocean disasters, in which mere than 800 lives were destroyed. A hurricane with loss of life was reported last cuniary or at least immediate reward, but only seeks to "get into the good graces" of the individual for some week in Canton, Mississippi, and this week the details of a terrible tornado reach us from Burlington, Iowa. These were fol-lowed on Tuesday by a severe snow storm in Iowa and Kansas. Fires are raging in Columbus county of this section, and yes terday we reported a conflagration in this county at Angola Bay, The Disma Swamp fire is assuming larger proportions than usual. Around Gordonsville, Burkes giville and other sections of Virginia large and destructive confiagrations are reported. A great earthquake has just swallowed up the city of San Salvador, in Central America. The Demon of the Ele-ments is at his fiercest, and wreaks his vengeance on land and sea, on the dark and the pale face. A Northern paper notes the fact that the unusually frequent and severe meteorological disturbances began more than a year ago.

> This is only our own by endorsation When a man accepts a patron, and is guid ed by his counsels, he so far surrenders his equality and independence. Furmers have allowed jockeys to control agricultural societies; selected ministers and judges to ecture on practical farming; permitted theorists and charlatans to speak in their name through their press; submitted to detraction and ridicule, sometimes cringingly Men seeking notoriety, money or office have crowded to the front, assumed the name while they scorned the burdens of the farmer, deceived some by bluster or sophistry, silenced others by denouncing them as old fogies. The public have mis-taken the silence for acquisscence or ignorance; and inferred that farmers, as a class have sadly degenerated. If the doctors should call a medical convention and give up the business to lawyers and farmers; we should conclude that they thus acknowledged their incompetency.

POLITICAL.

-The Pennsylvania Legislature adourns to-morrow, much to the relief of th onest people of the State.

- A Pennsylvania Congressman is redited with saying that he will pay his debts with his back pay, thus placing i where it will do the most good.

From the most reliable returns the political complexion of the Constitution Convention of Ohio will be fifty one Repub licans to forty Democrats and seven Liber als, with seven counties yet to hear from

- The list of Congressmen who de cline the back pay steal is very slowly lenghtening. According to the latest reports the most recent additions are Congressmen Finkelnburg, of Missouri, Stark weather, of Conn., and John Coburn, of

Darwin isn't a "bach" worth a

- Miss Cushman lately acted Cardinal Welsey at the Walnut, Philadelphia -Loring is about to publish an English novel; "Artiste," which has received the multitudinous approval of the circulating libraries.

- Hugo's new novel which he is about to complete, will be called "Quatre vingt traite," the actual of which is laid in the second period of the French reve

years of yearning, have just got mar-

PALMETTO LEAVES.

lant of Blackstock. Charleston clamors for mon

Mr. R. Mears Davis takes the ripod of the Winnsboro News. .. The Union Prayer Meetings at Newberry are increasing in interest.

.. Extensive fires in Lexington along the railroad and much damage

The Pioneer is denouncing thief who stole nearly all of his best tools from Mr. J. H. Husband, of

.. The Camden Journal informs the public of the loss by fire of the old Martin house on Fair street, occupied by O. V. Metz. Partly in-

The News from Winnsboro is that Mr. Thomas Sloan, Mr. James Harvey and Mr. Wm. H. Robinson lost considerable in fencing, &c., last Tuesday, on their plantations. Some colored men were hurt.

.. Bishop Lynch is expected to ad-minister confirmation at Sumter on Sunday, the 20th inst., and to deliver on the following evening the lecture before the Sumter Lyceum, which was postponed on the evening of the 1st instant on account of the sterm. .. The Columbia Union regrets to

learn of the destruction by fire on Wednesday morning last, of the saw and grist mills belonging to Dr. Jas. Douglass, about ten miles from the city. The loss of the property will amount to about \$1200.

Montgomery Bishop, who was arrested some time since by Detective James Canton, in North Carolina, under a requisition from his Excellency Governor Moses, for the murder of Henry Peahoff, at Spartanburg, was recently tried for the of-fence before his Honor Judge M. Moses, and sentenced to twenty-five years in the penitentiary at hard

abor. OBTALL STUDI ... The following named gentlemen were elected Directors of the South Carolina Railroad Company on Wed-nesday last: Wm. J. Magrath, Gen. A. Trenholm, L. D. DeSaussure, Jno. Hanckel, Andrew Simonds, George Williams, Henry Gourdin, Francis J. Pelzer, Daniel Tyler, Wm. A. Courtenay, James S. Gibbes, James P. Boyce, Samuel Sloan, Moses Taylor, J. P. Southern.

.. An Edgefield correspondent of the Radical Evening Herald of Co-lumbia gives this version of a fatal affair: On last Monday two colored men left the farm of some parties in Georgia across the Savannah river, opposite our county, and came over to this State. They stopped on the plantation of Mr. Sharpton, and took dinner with his hands and remained there over night. On Monday night two men by the name of Bussy, the same that the colored men had been at work for, came over from the Geor-gia side, and found the two colored men on Mr. Sharpton's place, and they took the two colored men, and also several of Sharpton's hands out, and whipped them severely. They then left saying that they would take those two men back dead or alive. They came back last night and met with a very warm reception, as the colored men were prepared for them. The Bussys brought with them last night two men by the name of Feb. When they came on the place to put their little scheme into execution, they were fired into, the shots killing one of the Fobs and breaking the thigh of the other. The Bussys then left for their own beloved State, not liking the climate of South Carolina.

ATLANTIC NOTES.

- The divers continue to work, but will not do much until the arrival of the New York wreckers.

- It is again reported that a case crockery recovered from the wreck was found, on opening, to contain valuable silks carefully concealed in

- The Rev. Mr. Ancient takes charge of the burial of all except those who are identified as Roman Catholics, and taken to the Catholic Cemetery at Terrance Bay. He assists at grave digging and conveying the bodies in boats, and reads the

- It is said that there is not a capain accustomed to enter the port of Halifax who goes to bed within 100 miles of it. A matter which legitimately comes within the scope of en-quiry, but which has not been brought into the present investigation, is whether the coast of Nova Scotia is sufficiently lighted and properly pro-vided with life-saving apparatus,

- The Court has the same jurisdiction as the Board of Trade in Enginvestigation, the Court sends to the Minister of Marine and Fisheries this Court the captain and officers can only be triable under an indictment brought in a criminal court.

The punishment by the present court cannot go beyond the resocation of the certificates of those found guilty.

The captain expects such a judgment, and it seems very probable, too, that the fourth officer will some in for a share of the sentence.

— The Gunard steamers Bohemia Scythia, Atlas, Marathon and China which were contracted for to be read A St. Louis couple, after fifty avoidably delayed in their construction. The Atlas will be out, however, in May.

— San Francisco will save \$1,000,granite.

-Baltimore owes \$610,531, and expects to reduce the amount to \$359,-055 this year.

- The Yale "School of Journalism" has not been a success; neither

is it likely to be and has a result — Michigan University has just graduated a young woman as "a Bachelor of Laws."

- An alliterative firm once existed in Charleston under the name of Hecut and Shecut.

- The London Field says that there are more shorthorns bred, fed and grazed in England than all the other breeds put together.

- Massachusetts is to have a law to regulate the sale of eggs by weight, making one pound and eight ounces the standard for a dozen.

- A lady in Edinburgh wears a mole-skin mantle, manufactured from the coats of nearly six hundred moles captured on her property. - The Emperor of Brazil rules 10,

000,000 sonls, 2,000,000 being slaves and 25,000 Indians, scattered over territory fifteen times the size of France of one I of characters by you -

— Michael Flynn, foreman of Section No. 6, Valley Railroad, near Harrisonburg, Va., was killed by the premature explosion of a blast late on Monday evening last.

-A school inspector, examining the boys, put them through their "animal kingdom," and in the course of his performance rather grandly exclaim-ed, "Now, can any of you boys name to me an animal of the order Edentata—that is, a front-tooth toothless animal?" A boy at once smitten with wisdom replied, "I can." Well, what is the animal?" "My grandmother!" replied the boy.

DOWN IN DIXIE.

The last census gives Florida one Mormon Church. - Infantile alligators are selling at

ten cents an inch in Palatka. - The meeting of the Press of Alabama in Birmingham has been postponed to May 15.

- The bridge across the Chatahooriver last Tuesday and is totally ruined, says the Columbus Sun.

- The total number of interments in the Jacksonville cemeteries for the year ending March 31st, was: Whites, 102; colored, 80; total 182. Kelly, the murderer of Col. Hardeman, of Newton county, failed

to get a new trial, so will have to expiate his crime at the gallows. - John P. Fort, Esq., of Macon, will deliver the addresses in that city on decoration day, the 26th instant. The Macon Volunteers and the Floyd

Rifles are expected to parade in bat-

tallion and in full uniform on that The United States Marshal of Florida has levied on two new passenger cars belonging to the J., P. & M. R. R., and advertises them to be sold on the 1st Monday in May, to satisfy a judgment in favor of Col. D. P. Holland.

- There has been between forty and fifty thousand visitors in Florida this season, and they have left at the owest calculation, near \$5,000,000. From letters written by the visitors, one would be led to believe that the best winter resort on the continent has been found.

- From the Augusta Chronicle and Sentinel: While sinking the well at the Ice Manufactory, Mr. James Murray at depth of thirty-eight feet from the surface, cut through a strata of genuine burnt umber and yellow ochre, about three

A Financial Scandal in England. The English journals are discussing with much spirit a great financial scandal, as it is called, which has been brought to the attention of Parliament by the Committee of Public Accounts. It appears that Mr. Scudamore, the Second Secretary of the Post Office, who has the supervision of the postal telegraph, has been quilty of the postal telegraph, has been guilty of glaring irregularities in diverting money from the Post Office revenue and Postal Savings Bank deposits to the amount of three quarters of a million sterling, which has been expended in the extension and improve-ment of the telegraphic system.

Business Deified. One of the most obvious character istics of modern progress, in America at least, says the Petersburg Appeal, is the apotheosis of BUSINESS, by which we mean every form of human enterprise looking to the production of wealth; in short, the people are dea full report upon the case investiga-ted, with the evidence. Every such decision is subject to be affirmed or set aside by the Minister, whose judg-ment is final. After the finding of tal is an object of more earnest aspi-ration and effort than the dignity of ration and effort than the dignity of official station, and its power superior to the obligations of official duty and responsibility.

> Masonic Trans-Atlantic Excursion. A Masonic excursion is in course of preparation at Columbia, Pennsylvania, for a trip to Europe, visiting the great International Exhibition at Vienna. They start about the first of June next, and will make an extended tour through Great Britain as well as on the Continent. A contract has a ready have prepared into for covery already been entered into for carrying a limited number—ocean passage, railroad fare, botel bills and all other expenses incident to the trip, all paid.

MISCELLANEOUS.

CIRLS' BOYS

LADIES'

Ready-Made Wear.

COHEN'S

Dry Goods Emporium

or winte in rate Front Street W. E. et. NO. 29 MARKET ST.

allowed by introduction of the

Wilmington, N.C.

The Raleigh Sentinel LARGEST DAILY ATTHE CAPITAL

The Oldest Daily in the State but One.

THE SENTINEL HAS RECENTLY UNDER-one of the best newspapers of the State, and as it circulates in every portion of the State is second to none as an advertising medium. Price \$8. SEMI-WERKLY SENTINEL.—The Semi-Weekly Sentinel is unquestionably the cheapest and best paper of the kind in the State.—Price \$5. THE WEEKLY SENTINEL.—The Weekly Sentinel is among the largest papers in the State, and contains from 26 to 30 columns of choice reading matter, including the latest telegraphic news from all parts of the world. For the present no advertisements will be received for this edition. Price of

Medicines! Chemicals! JUST RECEIVED PER STRAMER, A LARGE and well selected stock of DRUGS, MEDICINES, CHEMICALS,

ap 5.tf SENTINEL PUB. COMPANY.

Fancy Goods, Patent Medicines, GARDEN SEED, BIRD FOOD, CANARY SEED, MINERAL WATERS, Sold wholesale and retail at

Drug and Chemical Store, Lippitt's old stand. Farrar's Electric

WILL INSTANTLY GIVE RELIEF IN CASES or the little fellow water wheel peculia NEURALGIA, DIPTHERIA, COLIC, SICK HEAD-

ACHE, DIARRHOEA r pain of any kind. Sold by all druggists.

Chills and Fever No More. ARRAR'S AGUE CURE IS NOT ONLY A PRE-Manufactured by the NORTH CAROLINA MEDICINAL COM'Y, and for sale by all druggists. TO ARRIVE

ills escape from death, or acloud Per Steamship Fanita.

25 BOXES ORANGES, 20 BARRELS POTATOES,

20 BARRELS TURNIPS, Will be sold low from wharf. JAS. B. HUGGINS.

A CARD.

Another Miraele Accomplished BY THE GREAT EUROPEAN WIZARD THIS IS TO CERTIFY THAT THIS GREAT and noble lady has, through her wonderful power, effected a reconciliation between my husband and me after a separation of two years, and for which I shall forever feel grateful. I would advice all who are in trouble to call on her at once, at her residence, No. 47 Market street.

Last Chance this Season - FOR BUYING -

KENTUCKY MULES

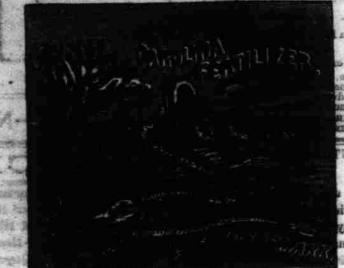
WILL HAVE AT S. A. CURRIE'S LIVERY Stable, on or before 14th April, a large lot of Young Well-Broke Mules,

B. H. BEAZLEY.

F. A. SCHUTTE; Wholesale and Retail Dealer in all kinds of Parlor, Chamber, Dining, Kitchen & Office FURNITURE,

Carpets, Window Shades, &c. GRANITE HOW, SO, FRONT ST. Upholstering and Paper-Hanging done is short notice and in the best and latest style.





CAROLINA FERTILIZER

\$48 00 per 2.000 lbs.

\$53 00 per 2.000 lbs.

Note Manuage - Serven Associates

payable Nov. 1, 1873

FREE OF INTEREST.

The Cheapest Manure in Market.

Demand More than Doubled Each Succeding Year LOCAL AGENTS THROUGHOUT THE STATE.

DeRosset & Co., Wilmington, AGENTS FOR NORTH CAROLINA. jan 15-dawif]

GUANO.

State Fair Premium at Wilmington for the Largest Amount of Cotton to an Acre

Also Eight Premiums at Wayne County Fair.

The Amount of Seed Cotton Made on an Acre of Upland by Mr. Granger was 3.633 Pounds.

Send for Circulars. Eight pages of Certificates from Virginia and North Carolina, to

WOOTEN, RICHARDSON & CO. Sole Agents,

TO FACTORS AND PLANTERS!

STANDARD FERTILIZERS:

QUICK RETURNS AND PERMANENT IMPROVEMENT TO THE SOIL. PHOENIX GUANO, price per ton 2,000 lbs. \$57 50

WILCOX, GIBBS & CO.'S GUANO COMPOUND, price per ton 2,000 lbs. \$65 00

WILCOX, GIBBS & CO'S MANIPULATED GUANO, price per ton 2,000 lbs. \$70 00 We see offering the above old established brands of Fertilizers to Plants at above prices, on time, pay one November 1st, 1878, without interest, with the privilege of discount, 11/2 per cent. per month or nnex-ired time if notes are paid before maturity.

These popular fertilizers have been used by the planters of North Carolina and South Carolina for seve-il years with perfect satisfaction, each year adding to their reputation as the BEST OFFERED IN THIS ARKET.

Phœnix Guano and Cotton Seed Compost.

Factors receiving orders from their country friends for Fertilizers will please call on us before making their purchases. The standard of the Guanos we represent is guaranteed to be fully up to representation nalysis. Liberal discount will be made on all cash orders.

JAS, T. PETTEWAY, General Agent,

BUSINESS CARDS.

ADRIAN & VOLLERS, Corner Front and Dock Sts., WILMINGTON, N. C.

MOFFITT & CO., GENERAL COMMISSION MERCHANTS, North Water Street, WILMINGTON, N. C.

Will give prompt personal attention to the a shipment of Cotton, Naval Stores, General Pro-tic., etc. Also to receiving and forwarding go 4.5 Orders solicited and promptly filled. sep 28-tf

B. F. MITCHELL & SON,

COMMISSION MERCHANTS

Morrill's Restaurant.

THEGEM No. 16 S. Water St., Wilmington, N. C. MEALS AT ALL HOURS. THE BEST WINES, Liquers and Cigars always on hand.

The public are invited to call. [je 19-19

MERRIMON, FULLER & ASHE. Attorneys and Counsellors at Law,

erly Knabs um for the merchants of Wilmington april 5-tf KNIGHT & CO., Wadsebore, N. C.

MISCELLANEOUS.

GREAT BARGAINS

Fall and Winter Goods HAVING A FULL AND COMPLETE LINE OF DRY GOODS

We would respectfully call the attention of buyers to the same. In view of the approaching "Fair," we beg leave to state that we intend giving Extra Inducements

CLOTHING, BOOTS SHOES, HATS, SA COMP OF ANDIT WAS LICE GENTS' FURNISHING GOODS

SUNDRIES

COFFEES BIO, LAGUAYRA AND JAVA; SUGARS-ALL GRADES;

CLOUR-SUPER. TO EXTRA FAMILY; S. Mesamon | Taos C. Fuller, | S. A. Asse. | Raisins, Candles, Fire Crackers.

IN LOTS TO SUIT, Por sale at ADRIAN & VOLLERS'. Proctor & Gamble's

"LIGHT OF DAY" BRAND ADAMANTINE CANDLES. LL SIZES. ALSO HOTEL CANDLES, AT

DAVID T. BUZBY & CO...