



PUBLISHED EVERY WEDNESDAY MORNING

Randolph Shotwell.

A Paper for the People,

HALEIGH, (THE STATE CAPITAL) N. C.

DECEMBER 5, 1883.

TERMS: \$2.00 a year. Persons at a distance can deduct 10 cents for postage. Registering their letters. No danger of loss.

Office Two Doors Below Tucker's Hall.

J. J. Battle Esq. has been elected President of Rocky Mount Fair, and B. H. Bunn, Esq., Secretary and Treasurer.

Good land, good location, convenient to a leading Railroad, in a prosperous county, on easy terms. Write to "E." care of F. & M., Raleigh, N. C.

Corn is quoted at 50 cents a bushel in Ashe and Pasquotank counties, near neighbors to Old Currituck and Cherokee. Extremes meet in the jug!

Mr. Josie M. Hill, youngest son of Lieut-Gen. D. H. Hill, a native of Charlotte, graduated at Lebanon, Tenn. Law school, and though not yet 21, is doing well as a practicing attorney at Eureka Springs, Ark.

Male Assistant Teachers are wanted by the graded schools of Durham, and Beaufort, and Fayetteville. The advertisements were not sent to this paper, but as it is very widely read among the teachers of the State, we give the notice free, in hope to help some deserving person.

The funeral of the late Mr. Thomas B. Haywood, aged 78, was held from Christ church Monday morning, Rev. Dr. Marshall conducting. The pall-bearers were W. D. Haywood, Dr. F. J. Haywood, A. W. Haywood, Dr. Hubert Haywood, Jos. A. Haywood and Snerwood Haywood.

The following were elected on Monday as officers of the Resuscitation Engine Co. for next year: Foreman, W. R. Dicks; assistant foreman, E. T. Gill; sec. rec., W. O. Scott; sec. and treas., C. A. Riddle; hose director, Frank Brannan; assistant hose director, W. A. Faucett; engineer, W. Z. Blake. The company numbers 40 men, and will be frequently needed ere warm weather.

A young man named Harry Jasper was arrested last week, charged with abstracting money from the pockets of Wallace Bacheider, of Nash, while the latter slumbered at a hotel, the two being room-mates at the spot, pending the sessions of Federal court. Jasper swallowed a \$5 gold piece, (to get it out of sight), but was forced to swallow an emetic, which restored the gold to circulation, and stopped his: the police putting him in banique.

Lieut. Dick, of the Russian army, has discovered a new illuminating powder, which has attracted the favorable attention of the German government. It causes any object to which it may be applied to become luminous, and water in a glass vessel may be converted into an illuminating fluid by the addition of some of the powder. The new illuminant consumes no oxygen, which fact makes it desirable for use in mining operations. Its illuminating powder lasts eight hours, when a new supply of powder becomes necessary.

Gen. J. B. Clark, of Missouri, was chosen clerk of the House of Representatives; J. P. Leedom, of Ohio, sergeant; J. G. Wintersmith, of Texas, doorkeeper. A new crowd, Col. Allan T. Davidson was recommended by the N. C. delegation for Postmaster, Messrs. John B. Hussey, Cowan, of Wadesboro, and John A. Sloan, an aspirant for House Librarian. The New York Herald, and the press in general, says the action of the Democratic Congressmen gives promise of a big victory next year. Unfortunately elections are bought nowadays, and the bulk of the capitalists are not Carlisleites.

Our friends, both readers and advertisers, will be glad to learn that we have changed our printing-press, and instead of blurred, discolored, and cheap ink-dotted sheets, will send them a paper which the ladies may handle without blackening their dainty fingers. This paper is printed on the presses of Messrs. Uzzell & Gatling, who also print St. Mary's Muse, and The N. C. Teacher, the finest specimens of journalistic printing we have known in Raleigh.

The change has subjected us to greatly increased expense; and the quality of paper we use is equal to the best magazines of the North—far superior to ordinary newspaper paper. Will our friends lend us encouragement by prompt payments? A shower of Christmas Gifts in the shape of paid-up subscriptions would be very welcome indeed!

Col. W. F. Beasley is a man of kind and generous impulses; and amid his zealous advocacy of Railroads never forgets the homeless Orphans. For several years past he has procured a large lot of toys, trinkets, and useful articles, from dealers in Baltimore and elsewhere as Christmas gifts for the little ones at Oxford. The joy over the opening of the boxes can be imagined by anybody who ever had a visit from Santa Claus, or Kris Kingle. The colonel has a new scheme. One day last week he bought a pumpkin, and deposited it with Mr. J. Y. McRae, at Pescud, Lee & Co.'s drug store. How many seeds does it contain? You pay 25 cts. and set down your guess. It will be sealed in an envelope. During the Masonic Grand Lodge (which, by the by, has been postponed to Jan. 8th,—"Battle of New Orleans," and Andy Jackson's birthday), a committee will open the envelopes, and the pumpkin. The test guess will get a Richards sporting gun (double barrel) which has been donated for the purpose. Who wants the gum?

—It was not Bechtler who escaped at Hamlet, while en route to the Pen, but Bob Hardin, alias "Simmons."

—Mr. Walter Henry's article on Mr. Capeheart's Fisheries, first printed in the Farmer and Mechanic, is to appear in Harper's, with illustrations.

—Texas is a rapid State. Reese Butler, of Pinto county, is only thirty years of age, yet is a grandfather—the youngest on record. He and his daughter must each have married at 15.

—A man fell dead in the streets of Charlotte. Rev. Warren Cudworth, of Boston, fell dead in the pulpit, while offering prayer. The sexton of the church (Unitarian) fell dead while the pastor's funeral was in progress.

—The Paris Society of Agriculture and Insectology, whose exhibition of preserved insect specimens has just closed, proposes establishing a menagerie of living insects, and the city of Paris has contributed a considerable sum in aid of the project.

—President Arthur's message did not favor Tariff Reform, as was generally expected it would. He recites the large surpluses of sixty millions a year, and argues that the taxes ought to be reduced; but think the matter had better be left alone this year! The message fills seven columns of the Daily News-Observer, and reads as softly as a gum shoe.

—What under the sun has got into people? It used to be a Southern boast that Southern men were rarely guilty of the sneaking crimes. "Our men might fight, and drink, and even commit murder, in the heat of passion, but few of the better class of Southerners were ever accused of business allied with crime."

How different, since the "new order of things!" Glancing over our own sober-sided old Rip Van Winkle we find a black-list of delinquencies and similar crimes; a young man arrested for forgery; an old merchant arrested for the same; Railroad agents arrested for organized swindling; postmasters and messengers arrested for stealing letters; a mayor of a town arrested on charge of fraud; a merchant arrested for pilfering from a friend's money drawer, and—but is not this enough? We think it within bounds to say there is more crime in North Carolina during a week at present than in almost any full year of the ante-bellum period when slavery's "blighting curse" (so-called) rested upon our State from Balsam's breezy mountains to Carteret's coral strand!

THE STOCK.—Prof. W. C. Kerr was reported quite unwell yesterday.—Rev. Dr. Chapman continues very greatly prostrated at Asheville. He and his good wife have the sympathies of a wide friendship.—Gen. D. H. Hill is protracted feebleness of health.—Mrs. Rev. Dr. J. D. H. Hill has been seriously ill for some time; we regret to learn.—Rev. Dr. Black's mother, and Rev. Dr. Yates' wife, are very ill.

HOW TO SYSTEMATIZE YOUR BUSINESS.—Take a large book,—a Congressional Record serves best,—and cut out the pages until only 365 are left. Number these pages so that there will be one for each day of each month in the year. Paste little slips of tough paper to divide the months, and put the names on these slips—so that you can see them.—JANUARY, FEBRUARY, MARCH, etc. Then when you receive a letter, or a bill, or a receipt, or any kind of paper that you wish to preserve, insert it between the leaves at the date of the day you received it. Then you will always be able to turn back and see just what business you did on any date. This saves copying it all into a book.

WAKE COUNTY COMMISSIONERS.—Petitions having been presented from majorities of voters, the no-fence law was declared in force in the township of Wake Forest; sundry citizens in adjacent townships were allowed to have the benefit of this law; committees were appointed to build fences around Neuse River and Wake Forest townships, as follows: Wake Forest—W. B. Smith, D. W. Allen, A. R. Vance, J. C. Leigh and Robert Watkins. Neuse River—P. A. Dent, T. C. Robertson, B. W. Jeffreys, L. M. Green and J. D. Dunn. It was ordered that the law steps be taken to levy the tax required in the matter of no fences. The building of Neuse river from the falls to the mouth of New Light creek a lawful fence being prayed for the lawful notice was ordered to be given, the petition to be acted on at a subsequent meeting. A petition for a new road in the River township was rejected. The road from Rand's mill to Auburn was discontinued. W. G. Allen was re-elected superintendent of poor and workhouses.

THE DOCTORS.—Wake county, we think, is specially fortunate in having a large number of clever and capable doctors residing in the country. All counties, of course, have many of the same; but Wake, being the largest county in the State, and having 18 to 20 precincts, or settlements, has above a dozen physicians outside of the city which itself supplies a wide scope of country. This thought was suggested by visits from three subscribers, practicing physicians, in one day the past week.—Dr. J. R. Fleming is an old comrade of the gunpowder period. He was a surgeon of McCausland's brigade, and at the battle of Fisher Hill stood by his work, helping the suffering until Sheridan's troops surrounded them. An offer was subsequently made to him to go to the rear, and act as hospital surgeon for the Yankees, at \$25 per month and board. The doctor did not respond—"I'll see you later!"—but he remarked that so long as uncle Robert Lee kept up his camp-meeting, there would be his allegiance.—Dr. W. A. Duggan, of Tarboro, is in the asylum, and unlikely to recover.—Tarboro Guide.—Dr. Dossey Pender will unite with Dr. Harvot at Robersonville.—Dr. John W. Chapin, of Aurora, has sold his drug store to his brother, Mr. L. B. Chapin.—Dr. M. M. Baker lectured on the "Prehistoric Man," and all the girls of Tarboro mustered in force to hear about the ancient youngsters of the days ere Duke's were discovered.

Got Them Into Trouble.

"Please take out my advertisement of the Marquis of Anglessey; I've sold him, and am still getting letters about it."

—The Newbern R. R. has had luck with its engines. The old "Governor Beazley" exploded here last week at Newport, and engineer Geo. Washington Brinkley (recently of Raleigh) received some slight scratches. Luckily no lives were lost.

—Messrs. Geo. S. Scott and W. Oakman, stock-owners of the R. & D. R., with Col. A. B. Andrews, and Col. T. M. Holt, came to Raleigh yesterday, by special train, and after visiting Gov. Jarvis, and taking a look around the city, went on to Goldsboro, Col. Holt remaining to attend the "open" meeting of the Board of Agriculture this evening.

—It is said a strong Railroad lobby has been organized at Columbia to urge the repeal of the "Commission" Bill. Rufus Y. McAden, of the Spartanburg-Asheville route wrote a sarcastic letter to the Commission, recently, telling them that if they would take the Road, and run it, they were welcome to do so, as he could not run it under their schedule of rates, &c. He argues that very few Southern roads pay a profit, even at present tariffs.

—The chief officials of the R. & D. system have been making a tour over Carolina lines. Report says they were delighted with Western N. C. R. R., and have decided to bring it up to first-class condition, as well as connection with the Tennessee Road—putting in new rails at all dangerous points, and adding improvements. Col. Andrews, Col. Cox, and the other officers of that Road were re-elected pro forma at the annual stock meeting. Wm. P. Clyde, and others, are reported hunting partridges near Concord, in Cabarrus, and Col. Frank Cox, and others, there is quite a party of Northern men there, and the local brass band gave them a serenade one night last week.

—In case of O'Donnell, the engineer whose horse was killed 2,000 damages from the Richmond & Danville R. R., for damages for his death in the accident near Thomasville, the Supreme court reversed the decree of the Superior court, whereupon the plaintiff accepted a compromise of \$2,500.

—The Committee, Messrs. Messrs. Walter Clark and C. M. Busbee, with Mr. Dorch as umpire, to settle the claims against the R. & G. for damages in the Youngsville accident in 1880, were in Franklin county last week, hearing witnesses and reading the evidence of Perry, R. O. Radford, Black Green, Warren Allen, Berry Collins, Ben Foster, &c.

PENDER'S PROGRESS.—In a note kindly renewing his subscription, Mr. John R. Paddison has an high compliment for Mr. Jacob S. Allen, who is fast completing the Pender court house, one of the handsomest in the South. Mr. P. says:—

"In riding through Pender one will notice many examples of progress, and especially of the line of Railroad,—as the latter passes through the poorest section.

The school at this place, under charge of Mr. A. B. Black, is in a very promising state, and is well equipped with all modern conveniences, the seats, &c., of the latest improvement. The Presbyterian and Baptist churches, located a few miles from this place, have decided to remove here; and with two churches, a good school, a fine hotel, and a climate and soil unsurpassed, and with the early completion of the Point Caswell, Clinton and Wilmington R. R., we consider this as desirable a location for persons to locate as any in the State, and all who may come will receive a hearty welcome, as we are desirous of building up and developing this country. There is no place better adapted for establishing a factory than this, as we have in fact water-power in one mile of the place as can be found in the State, and we hope the day is not far distant when it will be utilized. With best wishes for the R. & G."

COURTESIES OF THE SEASON.—St. Mary's Muse, for November,—which is certainly above the average for School journals, North or South, kisses her hand to her vis-a-vis in this neat style,—referring to the Art exhibits at the recent State Fair:—

"The best collection as a whole, was that of the Charlotte Female Seminary. Some of the most noticeable articles were two handsome mantels of slate tiles, several state bed-ropes, and some very pretty screens. Among the designs for the latter, a wall with grape-vines, and a hillside with stalks of mulden, were conspicuous. To these was awarded the first prize for screens. The Greensboro school received the first prize for tea-sets. That for tea-pots was won by the Peace Institute. A very lovely set of this, representing 'The Homes of the Poet,' and it will merit a mention. It gained. We congratulate our sister school, and hope she may always prove as successful. One of the most striking mirrors on exhibition was also from 'Peace'—a frame of garnet plush decorated with white lilies."

A SEA OF CORPSES.—The following is an extract from a letter from one of the crew of the ship Samoa, posted at St. Helena on October 27:—"When we reached Anjer what a sight met our eyes! Anjer alone, not one living soul left; the land on both sides white as snow, covered with ashes; trees all dead, several state bed-ropes, and some to stop and leave to by a Dutch man-of-war. A small boat came to us and kindly took our letters. For two days after passing Anjer we plowed through fields of punice tome. We considered groups of fifty to a hundred all packed together, most of them naked, and such an odor! It was awful! We passed a great deal of wreckage, but, of course, we cannot tell what it was. We were lost. We also passed bedding, chests and a number of white bodies, all dressed like sailors, with sheath knives on them. For ten days we went through fields of punice tome. We considered a quantity of it on board. We had a pleasant passage around the Cape of Good Hope; no gales; in fact, not wind enough. I hope you will see us home the first week in December." This referred to the Java earthquake.

—Mr. T. W. Wheeler, Warrenton, N. C., says: "I used Brown's Iron Bitters for general ill-health and derived great benefit."

Railroads.

—There would seem to be some grounds for belief that the Ridgeway & Richmond R. R. will really be built. A stone-mason says the masonry of the piers for the bridge over Roanoke River are thoroughly built.

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Widening the Weed Crop.

"Many farmers in Wake and Johnston are making arrangements for tobacco crops next year. Several farmers in Johnston county, and on a small scale, are already growing tobacco, and are highly pleased with the experiment. This is a good movement, but it would be well to be very careful and not expect too great things."

—Raleigh wants a tobacco market. The county probably much like tobacco lands in Wake county, and with the proper steps by the farmers, she will succeed.—Oxford Friend.

A resident of Raleigh, who is interested in several farms on Neuse river, went to Granville and secured a visit from Messrs. Crews and other well-known successful tobacco growers. They examined the Wake lands, and while of course all soils were not alike, they found an abundance of land qualified to produce the finest Yellow Leaf. The Gazette knows a farmer near Leaksville who sold his crop of tobacco for \$1.00. He has forty acres of land, makes a good living and lays up \$500 or \$600 a year.

A CROP PAYING THREE HUNDRED DOLLARS PER ACRE!—Nashville (Tenn.) American learns that Maj. W. W. Rollins, of Madison county, N. C. (near Warm Springs) will this year clear \$28,000 on his crop of tobacco. It adds:—

"Three years ago he sold a tract of land to Mr. Sprinkle for \$2,000, payable in one or two years' time. The man put ten acres in tobacco and paid for the whole place before the first note was due, and the next year cleared \$4,800 on his tobacco crop. Maj. Rollins says that three lands cleared for him ten acres, built four barns and fences and cultivated the same in tobacco at a cost of three dollars per acre. Oak Grove has some of the finest tobacco land in the State and we cannot understand why all our farmers do not go into the culture. For the same labor and expense they can make five or six times as much money raising tobacco.—Durham Post.

WEDDINGS.—At Salisbury, Mr. C. J. Bingham, and Miss Augusta E. Holt; Rev. F. J. Murdoch conducting the ceremony. At Aurora, by Rev. N. Collins Hughes, Jr., Nov. 14th, at the residence of Mrs. John W. Chapman, Mr. J. P. Perry, R. O. Radford, Black Green, Warren Allen, Berry Collins, Ben Foster, &c. The bride, Miss Julia A. Chapin, the lovely daughter of W. H. Swindell, Esq. There was, we knew when Bro. Chapin left the Chapman Agency, eyes to look at, and a heart to melt. At the Elston street Methodist church Wednesday, at 5 p. m., Mr. C. R. Lee was united in marriage to Miss Nancy M. Tomlinson, Rev. B. F. Bumpass officiating. The bride, Miss Nancy M. Tomlinson, A. Lee and Miss Eufemia Brown; Mr. B. S. Jerome and Miss Lizzie Lee; Mr. J. C. Harris and Miss Mollie Wilder; Mr. Ivan Proctor and Miss Lena Brown; Mr. Paul Lee and Miss Mattie Lee. The bridesmaids, Mrs. J. C. Thompson, W. M. Sanders, Samuel Wilder and J. A. Thompson. Prof. Pauli was at the organ, and rendered the sparkling music always given on such happy occasions. Mr. and Mrs. Lee left on the Westward train for Statesville Conference, with the best wishes of their many friends.

DEATHS.—In Moore county, Elder John Hunter of the Presbyterian church, died at his residence in Raleigh, N. C., on Monday last week. He was 82 years of age. In Hillsboro, Mr. Henry Whitte, aged 80.—In Franklin, Mrs. M. A. Burrows.—In Edgecombe, Dr. Jas. B. Stanton, aged 75.—In Robeson county, Va. Mrs. Rev. Dr. C. R. Vaughan, formerly of the First Presbyterian church, Raleigh.—Near Mooresville, Ireland county, on Thursday evening, last Miss Maria Peck, sister of Mrs. A. B. Peck, of "Peace" Institute. On the following day Mrs. Rev. Dr. D. A. Penick, followed her daughter over the dark border, and the twin were buried in one grave, as had been their wish. The funeral services were held at the residence of the deceased, and were terminated in the Presbyterian circles of the Scotch-Irish Section, was esteemed and beloved by all; and the same was doubtless one of the women of his household.—Dr. Robert Tanshill, of Lee's army, who went to New York after the war, and became President of the Cotton Exchange, died last week. He was well known in N. C., and his daughter spent a portion of last winter, visiting Miss Grimes.—Wm. L. Peace, an old and prominent citizen of Granville, (brother of our esteemed countryman, Dr. P. P. Peace), died on Thanksgiving day in Raleigh. Peace Institute perpetuates his name.—We regret to learn of the death in Clayton of Mrs. T. L. Ellington, an estimable woman, wife of the late member of our Legislature from Johnston. Also in the same town, on the 27th inst., died in Raleigh, Mrs. Nancy Smith, of Chatham.—In Wake co., Mrs. Nancy Maroon, aged 82.

TO KILL NET GRASS.—Feed hogs in the lot or field fall and winter; then plant the ground with sweet potatoes, cow peas, or, best and cheapest, cabbage. Cultivate well and repeat year following.—J. M. Thayer, Lake Lenoing, N. C., in Courier-Journal.

A FEMALE HUSBAND IN WISCONSIN.—A woman in Wisconsin, who had been supposed to be a woman, who had been masquerading in man's clothes, and who ostensibly married a young woman named Gertrude Fuller, has confessed that she is a female, and declares that she married Gertrude Fuller to save her from disgrace. Dubois is under arrest.

THE SMALL BOYS' BRUTALITY TO HIS MISTRESS.—Johnnie, did any one see the boy who was in your house last night?—"Dunno! What made you ax me?"—"Well, I saw a light in the house long after midnight."—"Oh! that's my sister! She has something down in the parlor awful late every night, but I don't know whether it's the boy or not."

—Josh Billings says: "Next to a clear conscience for solid comfort comes an old shawl." He probably never suffered from a cough or cold, therefore he would have referred to Dr. Bull's Cough Syrup as being also a good thing to secure relief and comfort.

—Col. J. R. Bulla, of Greensboro, fell and broke his arm, last Wednesday.

The largest paper we have seen in many a day is the New York Tobacco Journal, of Nov. 17,—which has been sent us by its traveling correspondent, F. H. A.—who we suppose is Mr. Frank H. Alhriand,—a prominent editor at Richmond during the war. He recently wrote up the tobacco interest of Henderson and Oxford, as we noted and copied at the time. The Tobacco Journal is the leading journal of its class in the United States; and its review of the North Carolina "Sare and Yellow" is bound to do our State a great deal of good all over the world. We shall borrow liberal extracts from its letters:—

(From the United States Tobacco Journal.)

Interesting Talks About the World Renowned Brand of Smoking Tobacco—Advertising Reduced to a Fine Art—Some Personal Cossip of a Genial Entertaining Man.

DURHAM, N. C., Nov. 12.—It is a wonderful transformation to traverse the sand and flat uplands of North Carolina with their desert quietude, and then to suddenly come upon the great manufactory of the Blackwell's Durham Tobacco Company, with its stirring and bustling activity. Through the country the primitive conditions of ante-bellum days still exist, but when Durham is reached the scene is changed, and appearances are as if a section of modern life had been manufactured and set up in Southern waste.

In a handsome and cozy business office, located on the ground floor of a five-story building, which covers the space of one of your square city blocks, Mr. Julian S. Carr, President of the Blackwell's Durham Tobacco Company, was found busy directing the machinery, which puts the Bull Durham into smokers' hands, as the leading smoking tobacco of the world. As the occupant sat at his desk touching the electric call which put him into communication with the nineteen dependent branches of the factory, our correspondent found ample opportunity to study his physique. In appearance, Mr. Carr, is still young looking. I should put him down under forty. In height he is under six feet, but the frame is so well knit and the carriage so erect, as to create the appearance of a commanding figure. Mr. Carr has a head which would delight a philologist. The brow is so broad as to make the hair curl over the forehead. The qualities of firmness, perseverance and combativeness stand in bold relief, and a square chin makes the picture of resoluteness complete. Mr. Carr has keen gray eyes, with just enough softness to make them kindly. A light brown moustache, with a sprinkling of gray hairs shades a mobile mouth. I was very much impressed with his natural suavity of manners. It is a remarkable example of old school of Southern politeness.

I was in and about the office for one entire day, watching the intercourse between Mr. Carr and his employees, and in no single instance was there a want of courtesy. I found afterwards that this gentleness of manner has made him one of the most popular men in the State.

"Now, sir," said he, turning from his employment. "What can I do for you, sir?"

"Tell me," I said, "something about your methods of doing business."

"Well, we have nineteen departments, each has a manager, and the nineteen managers make a daily report and receive their orders from me."

"I want to know something about the method which have made Bull Durham the popular brand of smoking tobacco."

"Having a good thing, we extensively advertise it, that is all."

"You believe in extensive advertising."

"You can see for yourself. Here is a contract for advertising in country newspapers." It is dated September 27, was made with N. W. Ayer & Son, of Philadelphia, and the amount was \$100,000.

"With the large salaries," continued Mr. Carr, "we make a net profit of \$50,000, amounting this year to about \$50,000. That will make \$150,000. Our clocks which have made his net income \$40,000. That is \$210,000. Now, in addition to this, we have four departments of men working through the country. One gang is following the railroads through the South to New Orleans and Texas, and later on to Mexico. One gang is running from New York to New England and later on will go to New England. Another gang is at work between New York and Philadelphia. The fourth gang has started from Chicago, and will paint all through the West and over the Northern Pacific Railroad clear to the Washington Territory. This work is partly done by contract and partly by hiremen by the day. We have one man who has made a good reputation as a painter. His real name is J. H. Kerner, of Kernersville, N. C. His artist non de plume is Reuben Rink. Reuben Rink's bulls are noted for their fire and spirit. Ordinary signs are played out every day. We have to have our signs created a sensation. They are generally 30x45 feet in size, and the papers in the small type do not fail to criticize their artistic merits. We receive a letter every day from the painters in our direct employ, showing what they have daily performed. We have covered every State in the Union, and Manitoba and part of Canada, but we have to go over the work every two years. We lose money unless we keep our signs fresh."

"Would \$250,000 cover all the advertising?"

"That would be a modest estimate. You might add \$10,000 or \$15,000. Then there is special advertising such as sail boats at popular seaside resorts, with the Bull picture on the sails. You know we sent such a boat to New Orleans, and rapids after the 'Maid of the Mist.' It went through safely and the event attracted a large crowd. Then there are fancy show cards which cost a great deal of money."

"I can answer that emphatically and promptly. There is no doubt in my mind that newspapers are the best. I have tested the matter again and again, and I have proved to my entire satisfaction that nothing pays like newspaper advertising. I recall one incident in that line. In 1881 we concluded to introduce our cigarettes to the Chicago market. We made a list of the leading Chicago jobs, and we proposed to do. They laughed at us, and said it was impossible to make the cigarette go. Nothing daunted, we took a small amount of money and started with a column ad in all the Chicago dailies. Professor Horsford, the distinguished chemist, had made the remark that the finest cigar he had ever smoked was made in the factory of Bull Durham. He had been in Havana, and asked for the finest cigar that could possibly be made. They gave him a cigar which they claimed was the same kind the Emperor Louis Napoleon had smoked. They told him the tobacco was grown near Durham, N. C. Now that tobacco is the same used in our cigarettes, and I published Professor Horsford's statement in the Chicago newspapers. It at once created a sensation, and our manufacturers through the country seized the impression it made upon the public, and they measured to deny the truth of the statement. There was a controversy

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