# THE EVENING FREE PRI

PUBLISHED EVERY AFTERNOON EXCEPT SUNDAY.

Vol. IV—No. 261.

KINSTON, N. C., WEDNESDAY, JANUARY 29, 1902.

GROWTH OF ADVERTISING.

Fifty Years Ago Considered by Many a

Waste of Money.

tion in the newspapers of an occasional

business card. Some of the experiences

ain kind that it had intended to buy. As

One of the younger men connected with

the concern offered to "move them" at a

fair price provided he be permitted to ad-

vertise. The suggestion encountered much opposition, but finally a small sum was set apart to carry it out. The ad-vertisement was drafted in an attractive

way, and the people soon began to buy the new article. Finally the house was obliged to send to the manufacturers for

more. When the next season's trade

opened, the member of the firm who had

opposed the experiment whispered to the

young man that he had better write out

a few notices "and put them in the pa-

From such beginnings the advertising practice has come. Thousands of dol-

lars are now spent not only in advertis-

ing itself, but in devising clever catch words, ingenious phrases and illustra-tions which will stick in the memory of

the reader as well as new general methods. No doubt money may be wasted in

ineffective advertising or in advertising

worthless goods; but, on the other hand, fortunes are made where there is in an

article a happy union between publicity

Got His Price.

city," said a New Yorker, "lies the

shop of a well known butcher, who

rejoices in the euphonious and sug-

gestive name of 'Four Cent Miller.'

He sells meat in smallest quantity to

his customers, and, as the coin of the

realm in that locality is principally

conspicuous by its absence, there is

a constant effort to beat him down in

price. The other day Miller and a

would be customer all but came to

blows over a pound or so of pork chops,

and the discussion finally culminated

"'Well, why don't you go to Smith (a rival butcher) if you can get them

"'Because,' explained the customer,

when I haven't got any my price will

"The customer saw and purchased."

Alaska's Inhospitable Interior.

The winter is of eight months' dura-

tion, dry and, excepting certain re-

stricted localities, entirely free from

wind. The temperature descends as

low as 80 degrees, with a mean of per-

haps 40 degrees. Ice forms in the

rivers and lakes to a thickness of

eight feet and more. Summer extends

over four months. During its earliest

month high winds prevail. The bal-

ance of this short season is mild and the temperature pleasant, rarely ex-

ceeding 86 degrees. The snow and rain

annually precipitated is about 12.9

An Owl's Toes.

It is alleged that taxidermists are

careless in the mounting of owls. In

museums and elsewhere our wise eyed

friends are set up with three toes in

front of and one behind the perch on

which they are seated. One who has observed the habits of the hooters maintains that this is incorrect and

that no living owl ever places three

toes in front of his perch. How is

Nearing the Pinish. "How long has the minister been

preaching?" whispered the stranger

who had wandered into the church and

"About thirty years, I believe," re

Borus-How do you like that last po-

Naggus-First rate. It's so restful,

Borus-Restful! Great Scott, man!

Naggus-Good heavens! I thought it was a lullaby!-Chicago Tribune.

soothing, dog't you know.

plied the other occupant of the pew. "That being the case," rejoined the stranger. "I guess I'll stay. He must be nearly done."—Chicago News.

this?-New York Press.

sat down away back.

em of mine?

It's an epic!

In the vast and almost unknown interior of Alaska the climate is arctic.

in Miller irately demanding:

'Smith hasn't got any.'

cost 7 cents. See?"

inches.-Era.

-New York Tribune.

"Away over on the east side of the

and merit.

cheaper?

Price Two Cents.

## **ANGRY WORDS**

U.S. Senators Indulge in More Bitter Talk Than Has Been Heard in The Senate in Years. Lodge and Teller Nearly Go to Blows. Wrathful Passage Between Tillman and Spooner.

Washington, Jan. 28.-A Philippine storm was central in the senate chamber today for nearly three hours but was void of definite results. At times it looked very serious, and the spectators, who thronged the galleries, watched it with breathless interest.

Acrimony in senate debates is not frequent, but old senators say it has been years since there has been such a hurri-ee of hitter vituperation, of personal tount, of ugly charges and of unmodified criticism as was witnessed today. Not since the discussion of the resolutions leading up to the Hispano-American war have any such scenes occurred in the senate. Even that debate lacked the personal bitterness manifested at times to-

Irritation was aroused on both sides of the chamber and once or twice personal encounters between senators seemed imminent. Once when Senator Teller taunted the Republican senators by declaring they knew the statements made in a recent dispatch from Manila in which General Wheaton was represented as criticising the opponents of the government's policy in the Philippines were true, a half dozen Republicans were on their feet in an instant. Senator Lodge, at whom the taunt seemed aimed particularly, hurriedly crossed from his seat in the center of the Republican side to the main alse of the senate, and, white to the lips, passionately challenged the statement of the Colorado senator and demanded that he withdrawit. Senator Teller so modified the statement that further hostilities at that time

One of the sharpest colloquies of the consoit the sharpest concius to the session was between Senators Spooner, of Wisconsin, and Tillman, of South Carolina. The race problem, involving the lynching of negroes was injected into the controversy and much feeling was manifested. Senators, in their excitement, seemed for the moment to have forgotten the subject of debate. The chair (Mr. Frye) was able, with difficulty, to main-tain order. When the discussion finally ended for the day the chair felt called upon seriously to admonish senators that the rules of the body had not been observed, and after reading the rule which had been violated he expressed the hope that in the future senators would have a care to observe it. Such an admonition has not been made by the presiding officer of the senate in many years.

#### Cotton Market.

Futures on the New York cotton exchange closed today as follows: January 8, March 8.08, May 8.14. Spot cotton on the Kinston market



Every woman in the country ought to know about

## Mother's Friend

who do know about it wonder how they ever got along without it. It has robbed childbirth of its terrors for many a young wife. It has preserved her girlish figure and saved her much suffering. It is an external lini-ment and carries with it therefore, absolutely no danger of upsetting the system as drugs taken internally are apt to do. It is to be rubbed into the abdomen to soften and strengthen the muscles which are to bear the strain. This means

are to bear the strain. This means much less pain. It also prevents morning sickness and all of the other discomforts of pregnancy.

A druggist of Macon, Ga., says:

"I have sold a large quantity of Mother's Friend and have never known an instance where it has failed to produce the good results claimed for it."

A prominent lady of Lam-erton, Ark., writes: "With my set six children 1 was in labor om 24 to 30 hours. After using other's Friend, my seventh was to in 4 hours."

other's Friend at the drag ere, \$1.00 per bettle. EADFIELD REGILATOR CO. ATLANTA, 64. Ibuthabuthabuth, "MEPORE 243 Ill BOOK."

# STATE NEWS

Fifty years ago it was considered be-neath the dignity of many substantial concerns to advertise beyond the inser-Interesting North Carolina Items In Condensed Form.

> Raleigh has raised money for the purpose of re-establishing a tobacco market

of that time show how recently adver-tising, as we know it, has developed. A retail hardware house in an eastern city once found itself possessed of ten times the number of articles of a cer-Ayden Baptist: The Ayden Lumber company have extended their road to within a few miles of Snow Hill. They are doing a fine business under the very they had been ordered especially for a new hotel and were of a peculiar design, there seemed to be no way of disposing of them except at a merely nominal sum. excellent management of F. G. Buhmann.

The Norwegian steamer Daggery, Capt. Simson, and a crew of seventeen men, bound from New York to Mexico, with a cargo of coal and railroad iron, stranded two and one half miles south of Guif Shoal life saving station, North Carolina, on Monday. The crew were Carolina, on Monday. The crew were safely landed and it is thought the boat will be saved.

The death of Mr. Jesse E. Hollowell, of Wayne county, ocurred at his home on Neuse river Saturday, from the ravages of cancer of the face, of which he had been a sufferer for several years. He was about 55 years of age and leaves a wife and several children and a wide circle of friends and relatives to mourn

Greenville Reflector: Monday evening the firm of W. T. Lee & Co., dealers in dry goods, made an assignment for the benefit of their creditors, naming F. G. James as assignee. The liabilities of the firm are about \$2,500, with assets about \$2,250. It is regretted that circumtances have been such as to force them

The board of trustees of Atlantic Christian College, of Wilson, have elected Dr. J. C. Coggins, of Illinois, as president of the college. He is only 36 years old but has had wide experience in college and university work and is one of the most prominent preaches of his church in the United States. He accepted the call and will soon enter the field in the interest of will soon enter the field in the interest of the college. The college has recently re-ceived a handsome gift as the beginning of its endowment fund.

The editor of the North Carolina Baptist has been compiling figures on the liquor traffic for the temperance department of his paper. He finds that there are forty-eight counties under local option or prohibition; seven counties have dispensaries; forty-three have saloons, of which three have dispensaries as well as saloons. New Hanover leads off with fifty-seven bar-rooms; Wake comes next with twenty-seven; Mecklenburg has sixbe 4 cents, too, but while I have they teen; Newbern has fourteen, Kinston

A special from Greensboro says that Hardy Cole, a young white man from near Julian, was brought to the city Saturday night and placed in jail on account of insanity. His father, who accom-panied him to Greensboro, said that his son was subject to epileptic fits. While one of the fits was on the young man re-cently be tried to kill his father. The physician's certificate, by authority of which he was brought for confinement, says that it would be dangerous to his family and to the community for him to remain at large. At the jail the young man refuses to eat and indulges in foolish chatter.

A special from Goldsboro says: shocking fatal accident occurred on the banks of Neuse river, in Johnston county, Saturday evening. Miss Minnle Rose, daughter of the late Mr. James Rose, and granddaughter of Mr. W. T. Cox, of this city, in company with her brother's wife, went down to the river bank to carry dinner to her brother and party who were constructing a raft. The two ladies took a seat on one of the large logs on took a seat on one of the large logs on the sloping bank. In some mysterious way the log started rolling. The other lady jumped to the next log above and thus started it rolling. Miss Cox was caught by the skirt by the first log and jerked under it; and both logs rolled over her, crushing the life out of her instantly.

Carnegie Trustees. Washington, D. C., Jan. 29.—The eminent educators, members of congress and other public men entrusted to carry out the purpose of Andrew Carnegie in endowing Carnegie Institution held a preliminary conference today at the department of state. Owing to the absence of a number of those named as trustees and to other causes little progress was made in the way of actual business, but another meeting is to be held in the near future at which permanent organization will be effected and acrangements completed for beginning active work. All concerned are deeply impressed with the magnitude of the project and recognise the wisdom of going slowly. Among other things it is desired to Jearn the opinions and profit by the advice of leading educators throughout the country before formulating definite plans. Washington, D. C., Jan. 29.-The emi-

Be HCCO TAIL OF

HORRIBLE SUFFERING.

American Marines Who Took Part In An Expedition Into the Interior of Samar, Had Terrible Experiences. Had to Est

Manila, Jan. 28.—General Chaffee curtailed his trip and returned here this morning. He says he found the conditions satisfactory everywhere except at Samar, where continuous rain, during the past two months, has retarded the campaign, especially against such an elusive enemy.

The condition of Captain David D. Porter's marines, who took part in the expedition into the interior of Samar, is Rocky Mount Motor: A lady in this town, and who lives on Church street, broke the only cambric needle in the house on Tuesday and in examining the interior of a large 35 years old pin cushion for a duplicate, found 1,063 needles of sizes ranging from the cambric to that of a bodkin.

Expectation into the interior of Samar, is much worse than previously described. They suffered fearful hardships and were without food for several days. The natives who accompanied the marines claimed they were unable to distinguish the edible roots, which the marines did not believe. The anger of the marines against the natives is intense. None of the latter returned with the marines. much worse than previously described.
They suffered fearful hardships and were
without food for several days. The natives who accompanied the marines against the natives is intense. None of the latter returned with the marines.

The marines suffered so acutely from starvation that they ate, raw, the flesh

of two dogs.

When Captain Porter and the first three of his men staggered into camp, they were delirious and difficulty was experienced in ascertaining the whereabouts

of their companions.

Williams, of the First infantry, headed
the relief expedition in the face of a torrential rain storm which flooded the rivers. He succeeded in reaching the remaining ten men, who would otherwise have certainly perished. He found them all delirious. Two of the men were dis-covered, in the branches of trees, barking like dogs. Some of the marines are so ill that they are not likely to recover.

General Chaffee has endeavored to ootain full details of the trip of the marines, but Captain Porter is not yet able to lucidly explain matters.

The expedition into the interior of Samar led by Captain David D. Porter, of the marine corps, numbered 26 men. It had been absent two weeks. The ma-rines had been provided with rations for only five days. On January 21, Captain Porter and 26 members of his party reached the coast of the Island of Samar. The other ten men were missing and little hope of their recovery was enter tained.

#### In Memory of McKinley.

Cleveland, O., Jan. 29.—Advices re-ceived at the headquarters of the McKiney National Memorial association indicate a wide observance today of the anniversary of the late president's birth-day. In response to the suggestion of Governor Nash, of Ohio, the governors of every state and territory of the union designated the day as one for observances in memory of Mr. McKinley. It is also expected that a large sum will be realized from collections toward completing the

Niles, O., Jan. 29.-This town, where President McKinley first saw the light of day, Jan. 29, 1843, observed the anniversary today in the widest sense. In response to a proclamation of the town authorities business was wholly sus-pended and public offices, banks and stores were closed. In the public schools exercises appropriate to the occasion were held.

Canton, O., Jan. 29.-Flags were everywhere displayed at half-mast in Canton today in observance of the birthday anniversary of President McKinley. Scores of citizens visited the tomb of the martyred president during the early hours of the forenoon and when Mrs. McKinley arrived she found the sarcophagus heaped high with flowers and memorial wreaths, many of the offerings having been sent from distant parts of the country.

#### COVE ITEMS.

January 28, 1902. Mr. J. R. Bowden, the telegraph operator, spent Sunday in Kinston.

Miss Stella Ingram spent Saturday and Sunday in Trenton visiting the family of Dr. Monks.

Rev. J. B. Newton filled his appointment here Saturday and Sunday and preached two able and instructive ser-

Our farmers, while very much discour aged on account of the short crops last year, have commenced to prepare for another. About the same acreage in truck will be planted while tobacco will be increased 100 per cent.

The Cove and Core Creek schools, taught by Misses Bertha Tucker and Stella Ingram, will close next Friday week with commencement exercises. An admission see of ten cents will be charged. No doubt this will be the best ever given in this section. Our people were fortunate in securing these ladies as teachers.

#### Cold Comfort From Doctors.

Doctors say neuralgia is not dangerous. This is poor consolation to a sufferer who feels as if his face were plerced with hot needles and torn with a thousand pairs of pineers. A word of advice to him: stay in doors and use Perry Davis' Painkiller. The blessed freedom from pain which follows this treatment cannot be told. There is but one Painkiller,

#### ▲ HORSELESS PROPOSITION.

I have a fine Mule, Harness and Buggy that I wish to sell for cash or on time with good security. The Mule, Buggy and Harness are in good condition. The Mule is gentle, a good driver and will work to anything. Come and look them over. C. E. SPEAR.

The Bicycle Man.

#### YOU DON'T MEAN IT!

I certainly do, and it is good for either Bread or Pastry. How can be do it? He simply bought one car load at the right time and the right price, and it is right Flour—\$4.50 per barrel while it

W. M. CARROLL'S. Staple and Fancy Grocer.

North Street.

#### AN BYE OPENER.

For breakfast use Coffee and Heeken's Teas, and for good things to eat in the Grocery line stop LaRoque & Rountree's wagon, or phone your order, and it will receive prompt attention and free delivery. All the latest delivacies in Cauned Goods, Soups, Potted Ham, Chicken, Turkey, Lamb's Tongue, etc. All kinds of breakfast food. Give us a trial order.

#### WE WANT TO

C-U-B-A customer of ours. Our stock of Staple and Fancy Groceries is complete, new and fresh, and the best the market affords, and our prices are as low as the lowest. Give us one call and convince yourself of the above assertion.

> J. H. ALEXANDER, General Store.

### DON'T GET MAD

at your wife just because you did not rest well last night. Was there a lump in the mattress or did the spring sagg? If so you should call and see Quinn & Miller, dealers in Furniture and House Furnishings, and they will make sleeping a comfort. Just think, a White Enameled Brass Trimmed Bed with Woven Wire Springs and Mattresses for 750 cents.

#### WE HAVE NO GRIT

in our Corn Meal, because our latest improved process separates it from the meal. Phone 49 or 118, and your order will receive prompt attention and free delivery. Sold in small or large quantities. Our specialty is grinding of corn and oats while you wait, also buy any nount you may have and pay l NEUSE MILLING CO.

We Have Oat Seeds.

#### YOU MAY HAVE

a place to eat and a place to sleep, but how about the clothes you are often judged by? We can make you look like ready money for \$15.00, a suit that is really worth \$18.50 and will equal any tailor-made suit costing \$25.00; a \$15.00 suit for \$12.35, \$12.50 suit \$9.60 and a \$10.00 suit for \$7.60. These clothes are worth your inspection. Call and look OETTINGER'S.

#### SLAUGHTERED THEM,

cut two-tenths off from them-meaning 20 per cent. on our entire stock of Oak Rockers, with leather seats, and Dining Room Chairs, Extension Tables in highly polished golden oak. Five-piece Bedroom Suits, Sideboards and Parlor Furniture. Pick a Banjo, Guitar or Mandolin from our large assortment. Second-hand Or-gaus and Pianos, new and second-hand Sewing Machines at

SLAUGHTER BROS. Your credit is good.

#### ARE YOU ONE

who is going to build or anticipates building? If so we wish to let it be known that we can furnish on receipt of order Framing and Box Boards, cut-from Long Leaf Pines, also all kinds of Dressed Lumber. Come and examine our stock and get our prices before pur-chasing. Thanking our customers for past patronage and hoping to renew same, we remain, Yours truly,

THE GAY LUMBER CO.

Prompt Delivery.

#### BARGAINS IN PRINTING.

We have some more of those Letter Heads, Note Heads, Bill Heads and Statements in fine quality colored bond papers, pink and blue. They are good value for price charged. If in need of some stationery examine these goods before making your selection. Letter Heads 500 for \$1.75, 1,000 for \$3.00. Note Heads 500 for \$1.35, 1,000 for \$2.25. Fine Old Hampshire Bond pink Note Heads 500 for \$1.65, 1,000 for \$2.65. Fine blue or pink Bill Heads, 7x8% inches, 500 for \$1.40, 1,000 for \$2.40. Statements, elegant quality bond papers in blue, pink, lemon or salmon, 500 for \$1.50, 1,000 for \$2.50.