# 8tate filiary <br> <br> The Evening Free Press. 

 <br> <br> The Evening Free Press.}

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KINSTON, N. C., WEDNESDAY, JANUARY 29, 1902.
GROWTH OF ADVERTIBING. Fifty Years Ago Considered by
Whate of Money.
Fifty yearrinano it was consldered be-
neath the dignity of many subetantial ceath the dignity of many subetantial
concernn advertige beyond the incer-
tion in the newerpapers of an occaelonal of that time ehow how recently adver tising, aa we know it, has developed.
$\mathbf{A}$ rotail hardware house in an easte A retail hardware house in an easter
ctty once found fteelif poeseased of t
times the number of artieles of a c taln kind that it had intended to buy. AE
they had ben ordered expecially for a
new hotel and were of a pecullar dealgn, here meemed to be no way of disposing them except at a merely nominal sum.
One of the younger men connected with the concorn offlered to "move them" at a
air price provided he be permitted to ad. vertise. The suggeestion encountered
much oppoition, but finaly a small sum
was set apart to carry it out. The advertieement was dratied in an atcractive
way, and the people eoon began to buy
The new attele. Finally the house was 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 joung man that he had better write out
flew notices "and put them in the papers."
From such beginnings the advertising
practice has come. Thousands of dol. practice has come. Thousand of ari-
lara are now spent not only in advertie-
ang itself, but in devising clever catch Tords, ingenlous phrsees and illustra
tions which will stick in the memory of
he reader as well as new general meth the reader as well as new genpral meth-
ods. No doubt money may be wasted in
tneffective advertising or fin advertisins ineifective advertieing or in advertising,
worthloes goods, but, on the other hand,
fortunes are made where there is in an fortines are made where there is in an an
article a happy unlon between publicity
and mertit. articie a has.
and merti.

Got hin Pric
"Away over on the east side of the
alty." sald a New Yorker, "lles the ity." said a New Yorker, "les the rejolces in the euphonlous and sug,
gestive name of 'Four Cent Miller. sestive name of smallest quantity to
He sells meat in
is customers, and, as the coin of th realm in that locality is principally
conspicuous by its absence, there is a constant effiort to beat him down
price. The other day Miller and
would be customer all but would be customer all but came to
blows over a pound or so of pork chops and the discussion finally culminated
in Maller irately demanding:
a (a rival. butcher) if you can get them cheaper ${ }^{\text {P }}$ 'Because
" "'Because.' explained the customer
'Smith hasn't got any.',
"Oht sald Miller, "is that so? Well
when I baven't got any my price will
be 4 centa, too, but whlle I have they
cost 7 cents. See?
"The customer saw and purchased." -New York Tribune.
Alanka's Inhoupitable Interior.
In the vast and almost unknown In the vast and almost unknown
terior of Alaska the cllmate is arctic
The winter is of eight months' dur The winter is of eight months' dura
tion. dry and. excepting certain $\mathbf{r}$
stricted localities. entirely free from stricted localites, eutre
wind. The temperature descends
low haps 40 degrees. Ice forms in the
rivers and lakes to a thickness of eight feet and more. Summer extend
over four months. During its earlle over four months During its earide
month high whds prevail. The bal
ance of this short season is mild and month high winds preval, is mild an
ance of this short season is
the temperature pleasant, rarely e eeeding 88 degrees. The sow and ralio
annually precipitated is about 128 annually prater
lnebes.
Every woman in the countr
ought to know about
Molliep's Fplend
 iad $5=5$ ment atid carries with it therefore, avo syeitem as danger of upsetting
the git taken interg
ally ase apt to ally are apt to do. It is to to bo
rubbed into the abdomen to soften rubded into the abdomen to soften
and strengihen the muscles which $=7$ $=-\boldsymbol{y}$ Aturtice vas: 4준 $\hat{5}^{3} x^{2}=4$

It is an An
It is alleged that taen.
careleess in the mounting are of owls,
careless in the mounting of owis,
mfuseums and elsewhere our wise eye
friends are set up with thre
friends are set up with three toes
front of and one behlnd the perch
front of and one behlind the perch o
which they are seated. One who ha
which they are seated One who he
observed the bats of the hooter
malntalitis that thls is ticorrect an
malntaliss that this is incorrect and
that no Hing owl ever places three
tol
toes to front of his pe
this?-New York Press.

preaching " ${ }^{\prime \prime}$ "hispered the strange
Who bad wandered loto the church an
wat daw away back.
4 About wirty jat

stranger. ${ }^{-1}$ guess 1 'il stay. He muin
be nearif
be nearly done" $"$-chleago News.
stran
Borus-H
监 of mine

It's an eplel
Nazsul-Good beavens! I thonght it Nagrob-Good bearens! I theo
Was illabyl-Chleago Itribuee

Intereation In Oondensed Form.

Ralelgh has raleed money for the pur
pose of reestablishing a to tobeco marke poen of reest.
n that eity.
Ayden Baptist: The Ayden Lamber company have extended their road to
withtn a few miles of Snow Hill. They are dolng a fine buinfees under the very
axcellent management of $\mathbf{F}$. G. Buhmann. Rocky Mount Motor: A lady in this own, and who livea on Church street,
broke the only caubbric needle
hon the
 sizes ranging from the cambric to tha sizes ranging
of a bodkin.
The Norwe
 wenth a cargo of coal and railiroed Miron
montranded stranded two and one haf miles aouth
of Gulf Shoal lite saring atation, North
Core Carollina, on Monday. The crew were
asfly llanded and itias thought the boas
will be asved. The death of Mp. Ueese E. Hollowell,
of Whyne countr, ocenrred at his home it Weane county, oceprred at his home
on Neuse rivery' Saturdey, from the
 He was about 55 years of age and leavee
a wife and everal chlidren and a wide wile and several eblidren and a wid
circle of friends and relatives to mourn
his demlee.
Greenville Reflector: Monday evening
the firm of W. T. Lee \& $\mathrm{Co}_{\mathrm{o}}$ dealers diry good, made an aseignment for the the
beneffit of their creditorg, naming $F, G$. James as absignee. The liabilities of to
frm are about $\$ 2,500$, whth aseetsabout
$\$ 2,250$ It irm are about $\$ 2,500$, with aseet abou
$\$ 2,250$. It Is regretted thate circum-
tances have beerr spech as to foree them tanees have been spech as to lorce them
to this step. The board of titasiteen of Atlantic Chris
tian College, of Willion, have eltected Dr.
J. C. Coggins, of Illinois, as prealdent of C. Coggins, of Ilinois, as prealdent of
the colloge, He is only 36 years old but
has had wide exparlens and han hed wide experionce in colilege an prominent prasehded wot bis ehurch in the
Onited States. He acepted the call and
wilf Boon enter the fild in the intereat of the college. The college hes recently re-
ceived a handoome gitt as the beginning of its endowment fund.
The editor of the North Carolins Baptist has been compilingg figures on the
liquor traffle for the temperance depart nquor traficic for the temperance depart
ment of his paper. He finds that there are forty Alghtcountles under local optton
or prohbition; or prohbibition; 日even counties have dis
penkaries; forty-thre have saloons, of
which three have dispensaries as well ae saloons. New Hanover leade off with
iffty-seven bar-rooms; Wake comes next fifty-seven bar-roomem; Wake comes next
with twentv-even; Mecklenburg has six-
teen; Newbern has flurteen, Kinston
A epecial from Greeneboro eays that
Hardy Cole, a young white man from Hardy Cole, a young white man from
neept Julian, was brought to the city Sat urday nilght and placed in jail on account
of ivoninity. Mis father, who accom-
panted him to Greentooro, aald that his
 one of the fite was on the younge man re-
centry he tried to kill his father. The
physcian's certificate, by anthority of
whthe which he was bronght for confnement
says that it would be dangeroneto his
family and to the community for him to family and to the community for hm to
remana at large. At the jail the young
man refuee to eat and indulges in foolish man refu
chatter.
A spiecial from Goldsboro saas e:
thocking fatal ameident oceurred on the
anks of Nenee river, in saturday evening. Mies Mimnie Rose, daghter of the late Mr. James Roee, and
grandasaggter of Mr W. T. Cox, of ths
tity granddaoghter of Mr. W. T. Cox, of this
city, In company with her brothers wife,
went down to the tiver bank to carry
dinner to her brother and party who dinner to her brother and party who
were constructlng a ratt. The two ladles
took a seat on one of the large logs on he sloping bank, In oome mysterious
way the log atarted rolling. The other
dy jumped to the next log above and
 jerked under it; and both logss rolled over
her, eruahing the life out of her instantly. Waehington, D. C., Jan. 29.- The emi-
Went edoactors, members of congrees and
other publie men entrusted to carry out other publife men entrusted to carry out
the purpooe of Androw Carnegio fo en-
dowling arnagio Inotiution held a pro
Iminary conterence today at tbe depart:






Horrible supfering.
merican Marines Who Took Part In An
Expedition Ioto the Interior of Samar Expeditton Into the Interior of samar,
Had Terrible Experlences. Had to Eat Raw Dog Fleen.
Manila, Jan. 28.-General Chaffioe car-
ralled his trip and returned here this talled his trip and returned here this
morning. He esays be found the condions Bativefactory every where except at the past two monthe, has retarded the
ampaign, especlally against such an elu
ive enemy.
The condtion of Captain Davld D. orter's marines, who toior of Samar, puch woree than previously described. ithout food for several daya. The na-
vea who eccompanded the marlnee
almed they were aimed they were unable to distinguish
he edible roota, which the marines did
ot believe. The aner not believe. The anger of the marinees
againat the natives if intense. None of The latter returned with the marines.
Tharines zuffered so acutely fro tarvation that they ate, raw, the fleeh
ftwo doga.
of two dogs.
When Captain Porter and the first
three of his men staggered into camp, hey were delilionos and difiliculty was ex
perienced in accertainlng the whereaboute I thelr companions.
Willians, of the First infantry, heade We relief expedition in the face of a tor
rential rain storm which flooded the riva. He succeeded in reaching the re
maining ten men, who would otherwie haining ten men, who would otherwis
all delirioung. periobed. He found them
at the men were dis overed, in the branches of treee, barkling
ili dog. Some of the marines are so that they are not likely to reeover.
General Chaffee has endeavored to ain full details of the trip of the marinee cldly explain matters.
The expedition finto the interior the marine corps, numbered. 26 men It had been absent two weeks. The ma
tines had been provided with rations for ousy had deen provide days. $\begin{aligned} & \text { On Janary } 2 \text {, Captain } \\ & \text { Porter and } 26 \text { members of his part }\end{aligned}$ reached the coast of the IIland of Sama
The other tean men were missing and
little hope of their recovery was enter The otb
little ho
talned.
a Memory of McKinley.
Cleveland, O., Jsn. 29-Advices re
cived at the heedquarters of the McKin National iumomanal amomatatoo ind
 day. In repponse to the suggestion o
Governor Nash, of Ohio, the governo of every state and territory of the union deaignated the day as one lor observanceen
In memory of Mr. McKinley. It It almo
expeeted that a large aum will be realized expected that a large sum will bar realized
from collections toward completing the national memorial fund fin
Niles, O. Jan. 29.- This town, wher President MaKinley firet aow the light o
day, Jan. 29, 1843, oberved the ann versary today in the widest eense. In
response to a proclamation of the town suthorities business was wholly sues
pended and public offlies, banks and atores were elosed. In the public achool
axerclees appropriate to the exercipes
were held.
Canton, 0
were held. O., Jan. 29.-Flags were ev-
Canton,
ery where diaplayed at hall-mant fn Can
to ary where diaplayed at hall-mant in Can
ton today fin obervance of the bitthay anniveraary of President McKinley
Scores of citizens viefted the tomb of the martyred president during the early
hours of the forenoon and when Mra MeKInley arrived she fonnd the sarce-
phaguas beaped high with flowers and me phaguas heaped high with flowersand me
moriak wreathe, many of the oflorings having been
the country.

OOVE TTEMS.
January 28, 1902.
Mr. J. R. Bowden, the telegraph op
rator, spent Sunday in Kinston. Mifas Stella Ingram spent Saturday and Sandsy in Tr
Dr. Monke.
Rev. J. B. Newton filled his appoint
nent bere Saturday and Sunday and
Our farmers, while very much discour
Our farmere, while very much discour
aged on aceount of the ehort erope las
gear, have commenced to prepare for
gear, have commenced to prepare fo
another. About the mame ecreage in
ruck will be planted while tobaceo will
The Cove and Core Creek schoois,
aught by Misees Bertha Tucker nid

in thin reetion. Our people wero fortu
nate In mecuring tbese lades as teachers
Cola Conimort Froin Doctors.
Doctors say neurnigin is not dangeron


Price Two Centa.

BRRGHIN COLUMMN.
A HORSMLEES PROPOSITION. I have a fine Mule, Harnees and Buggy
that I wish to sell for ceah or on time
 nd Harnees are in good condition. The
nule is gentle, a good driver and will
work to anything. Come and look them
over.
c. E. SPEAR.

## The Bicyele Man.

YOU DON'T MEAN ITI I certainly do, and it is good for elther
Bread or Pastry. How can he do it?
He simply bought one car load at the ight time and the right price, and it is
right Flour- $\$ 4.50$ per barrel while it $\underset{\text { Staple and Fancy Grocer. }}{\text { W. M. CARROLL'S, }}$
North Street.
N BYH OPENER For breakfast uee Coflee and Heeken's rocery line e
wagon, or ph apive prompt attention nand tree delliv-
ry. Ali the latest deliracles in Canned Y. All the latest delidacles in Canned
Oods, Souph, Potted Fam, Chleken,
urkey, Lamb's Tongue, etc. All kinde breakfast food. Give un a trial order.

U-B-A customer of onrs. Our stock of
 fifords, and our prices are as low ad
he lowent. Give us one call and conhe lowent. Give us one cell and con-
fince yourself of the above aseertion. J. H. ALEXANDER,

DON'T GET MAD
at your wife just beanee you did not
rest well last nught. Wes there a lump in the mattrises or did the spring samp
if so you should cail and see Quinn \& Hiler, dealers in Furnitture and House arnishings, and they will make eleepping
comfort, Junt think, aWhitte Enameled
raas Trimmed Bed with Woven Wite Brase Trimmed Bed with Woven Wite
Springs and Mattreanes for 750 canta.

WH HAVI NO GRIT n our Corn Meal, becasose our latent im-
proved procens separatea it from the vill recelve prompt attention and frea elivery. sold in mamill or largo quanti-
dee. Our speetalty is arinding of corn tlea. Our apeetaity is grinding ot corn
and oath while you wait, almo buy gay nount you may have and pay liberally.
NEUSE MILLING CO.
We Have Oat Seeds.
YOU MAY HAVE
place to eat and a place to aleep, but
how about the clothee you are often udged by? We can make you look like
ready money for 815.00 a anit that is
ally worth $\$ 18.50$ and will equal any
 ult for $812.35, \$ 12.50$ sutt $\% 9.60$ and a
10.00 silt for $\$ 7.60$. Theenclothe are
worth your fuspection. Call and look worth your
them over.

OETTINGER's.
sLAUGHTERED THEM, at two-tenths of from them-meaning
Rer cent. on our entire stock of Oak ockers, with leather seats, and Dlinng polished golden oak. Five-pliee Beadroom
Suits, Sideboards and Farlor Furniture.
 gans and Planos, new and necond-band
Sewing Machnnee at SLAUGHTER bROS.
ARE YOU ONE

$$
\begin{aligned}
& \text { past patronage and hopng to rone } \\
& \text { same, we remain, Yours truly, } \\
& \text { THE GAY LUMBER CO. }
\end{aligned}
$$

Prompt Delivery.


