

THE DAY.

PUBLISHED EVERY AFTERNOON (EXCEPT SUNDAY) AT HERNDON BLOCK NO. 1.

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Subscription: 10 cents a week. Furnished to city subscribers by carriers, who will make weekly collections. 40 cents per month if paid in advance.

Short communications on live subjects solicited. The editor disclaims any responsibility for opinions expressed by correspondents.

Subscribers not getting their paper promptly and regularly are requested to notify the office at once.

Our advertising rates are very low—for one week, or six insertions, about the same as charged by weekly newspapers for one time. Having a thorough city circulation, and reaching daily a number of post-offices in this and surrounding counties, it is a splendid advertising medium.

Legal advertisements, such as administrator's and executors' notices, commissioners' and trustees' sales, summons to non residents, etc., will be charged for at legal rates, except when they exceed a certain limit of space, in which case we reserve the right fix our own price. All such business must be PAID FOR IN ADVANCE. The charge is very small and we cannot afford to take risks or wait the pleasure of persons to pay.

Entered at the Post-Office at Oxford as second-class mail matter.

OXFORD, N. C.

SATURDAY, APRIL 12, 1890.

ABOUT ADVERTISING.

No one will deny that a great deal of money is thrown away every year on advertising schemes which are plausible enough when presented with a flourish by a persuasive tongued stranger, but which, very shortly after the lucre is handed over and the recipient far away, proves a "snare and a delusion." Our Oxford people have had their purses lightened more than once in this way. Legitimate, judicious advertising pays, but want of judgment is like pouring water into a rat hole.

The following from the *Southern Tobacco Journal*, of Danville, is well put and full of solid facts as an egg is of meat:

Winston people have been considering a proposition to spend \$2,000 with the *New York World* in advertising the town. Eight letters are to be printed in the *World* at \$250 each. A good deal of sensible opposition is shown to the movement—some of the citizens favoring the expenditure of the money in the home papers.

It is surprising to note the amount of money which Southern towns have spent with Northern papers. These journals send down their glib-tongued correspondents who expatiate upon the big circulations of their papers, and some how or other our people generally bite at the glittering bait. It is time to call a halt to this kind of foolishness. God knows we have wasted enough money in this line. If the town is to be advertised let the home paper do it. The sum of \$500 will go a long way in getting out special issues of our Southern weeklies or dailies, but with the big Northern paper it don't count for much. If you have money to spend for advertising let the patient, hardworking editor of your local paper have the first chance. He deserves more than you will ever give him anyhow. It looks more like helping yourself if you advertise in your home paper, and this kind of advertising will do ten times more good than all the silly gush which you will get from a Northern paper.

SPEAKER REED was the star guest at a banquet given Wednesday night by the Young Republican Club of Philadelphia. In his speech he said: "This is not a very good time to address a Republican assembly on the Republican party; for, like the man in Shakespeare, we have had our losses and they have been recent, and the memory of them is still with us. Republicanism is not the politics of idle but of busy men, and we suffer the most in off years. It is a great pity that it is so; but it is, in a very large measure, owing to our virtue. [Laughter.] Naturally there was laughter at the concluding half of the last sentence. Mr. Reed talking of virtue and in connection with the Republican party at that was too much even in the

midst of admiring friends. They laughed at the absurdity of the idea.

THE gains the Democrats are making unexpectedly in heretofore impregnable Republican strongholds are significant signs of the general dissatisfaction of the people against President Harrison and the blundering and plundering policy of his party. The next House of Representatives will be pronounced Democratic in complexion.

ONE way to help to make a community prosperous is to encourage home industries. Buy the products of the local manufactories in preference to foreign concerns. Keep the money as far as possible circulating among our own people, instead of sending it far away and away forever.

THE county commissioners of Granville did the handsome and proper thing in appropriating three hundred dollars a year to the maintenance of the Granville Grays. They appreciate the value of our military company, and THE DAY applauds generosity thus wisely bestowed.

THERE will be tall kicking when the McKinley tariff bill is brought before the House. The Republicans are far from being united in its support, and the Democrats will go their whole length to acquaint the people with its rottenness.

THE Representatives from Virginia and North Carolina are making strenuous efforts to get the entire tax on tobacco wiped out of existence, but they are expending their energies with no possible hope of success.



**-WHAT'S NEW-
—AT—
PARIS BROS.**

NEW STORE,
OXFORD, - NORTH CAROLINA.

THE WHITE GOODS SHOW!

Come and examine the clean, bright whiteness of our Cotton, Linen, Wool and Silk.— You will find bargains in Embroideries and Linens, and novelties in our Dress Goods and Silks Flouncings, All-overs, Laces and Collars and Cuffs and Hosiery and Handkerchiefs and Gloves and Corsets.

There is news at our Gingham's counter—a regular gathering of the clans. Come and admire whether you wish to buy or not.

No old house rats—everything new except Hugh Davis.

A straw that tells of effects is the large trade we are now enjoying.

Housekeepers will find the nicest line of Table Linen, Towels and Lace Curtains ever exhibited in Oxford at Paris Bros.

The ladies will find Oxford Ties and the finest and most fashionable Shoes and Slippers, which wear well and fit to perfection at Paris Bros.

Curtains, Poles and Window Shades. We don't have to make room for anything—our prices do that.

Gents' department is complete. Come and examine.

If you have never visited PARIS, and if you want the best goods for the least money, you will find the trip most delightful.

Yours truly,
PARIS BROS.,
NEW MERCHANTS, NEW STORE
AND NEW GOODS.

**A.
LANDIS &
SONS.**

BABIES ON WHEELS

We have a full line of Baby Carriages, of all styles and qualities, ranging in price from \$4 up to \$25. Any one needing a baby carriage will do well to call and examine these before buying.

WE ARE OFFERING THIS WEEK 20 PIECES OF CHINA AND JAPANESE MATTING AT GREATLY REDUCED PRICES. BE SURE TO CALL AND EXAMINE THESE BARGAINS,

WE OFFER FOR THE NEXT SIXTY DAYS AT REDUCED PRICES

1,000 LADIES CORSETS,
AS FOLLOWS:

- 200 Ladies' Corsets at 47 cents worth 60 cents.
- 200 Ladies' Corsets at 69 cents worth 75 cents.
- 100 R. & G. Corsets at 75 cents worth \$1.00.
- 100 corsets at 29 cents worth 40 cents.
- 200 P. C. corsets at \$1.00.
- 100 different brands for \$1.00 worth \$1.25 to \$1.50 each.
- 100 French Woven at 75 and 89 cents worth \$1.00.

1000 PIECES RIBBON
VERY CHEAP.

- 2,000 New Style Challies at 6 1/2 and 8 cents.
- 1,000 yards New Style Challies at 12 1/2 cents worth 20 cents.
- 1,000 pieces odds and ends, Lisle, Thread and Silk Gloves and Mitts at 10 cents per pair.
- 500 pairs Childrens Hose at 5c. worth from 10c. to 25c. per pair.

WE ARE OFFERING SOME

- BIG—
- BIG—
- REDUCTIONS
- REDUCTIONS
- IN—
- IN—
- EMBROIDERED—
- EMBROIDERED—
- FLOUNCINGS.
- FLOUNCINGS.

DON'T FORGET TO COME.

PLEASE LOOK AT OUR OTHER ADVERTISEMENTS.

A. Landis & Sons.
A. Landis & Sons.

**W. H. & R. S.
TUCKER
& CO.**

RALEIGH, - - - - N. C.

DRY GOODS.

We have prepared on an unusual scale for the business of the year, which should be very prosperous if all indications are to be trusted, especially so far as our own business is concerned. Our

MAIL ORDER DEPARTMENT affords the very best facilities for Oxford people to buy anything in the Dry Goods line from our stock—one of the largest in the south. Our exhibit is as complete as it is possible to make it. We show an array of novelties in the most approved and newest styles and patterns which is simply superb and warrants us in feeling that our display is without blemish.

SILKS. The fullest showings it is possible to obtain in the newest and best silks—the very cream of the new creations. Black Silks of sterling quality, and Colored Silks in every desirable weave and reliable make for street, dinner, reception and evening costumes.

BLACK FAILLE FRANCAISE. Thoroughly reliable and genuine Faille Francaise Silks, a justly popular and serviceable weave, 21 to 24 inches wide. 85c. to \$2.00.

BLACK GROSS GRAIN SILKS. Cashmere finish, also with the satin finish—both are beautiful and are specially recommended for durability. 19 to 24 inches wide, 50c. to \$1.85.
Black Royal Armures, 21 to 23 inches wide, \$1 to \$2.
Black Satin Rhadame, 20 to 23 inches wide, 75 to \$2.25.
"Regence" Black Silks, 21 and 22 inches wide, \$1.25 to \$1.40.

BLACK SURAH SILK. All silk, double and triple twills and will not slip. 20 to 24 inches wide, 50c. to \$1.15.

COLORED SILKS. The most fashionable weaves and every new shade for the present season. Samples will be sent on application. Please however give us an idea of your wishes regarding colors, materials and prices; it helps us in making a satisfactory selection from our immense stock.

We invite comparison of our prices with those of any house in New York or Philadelphia.
W. H. & R. S. TUCKER & CO.,
RALEIGH, N. C.
We prepay mail or express charges on all orders amounting to \$5.00 or over when the cash is enclosed.

**HARDWARE! HARDWARE!
HARDWARE! HARDWARE!**



EVERYTHING IN THE HARDWARE LINE FROM A SEWING MACHINE NEEDLE UP.

My Prices the Very Lowest!
ALL GOODS SOLD
Warranted as Represented!

MY STOCK OF
Plows and Castings
IS COMPLETE,
And the Prices cannot be Downed by any firm in this country.

FULL STOCK OF
--AGRICULTURAL IMPLEMENTS--

I am agent for the celebrated
OLIVER CHILLED PLOW
One of the Best Made.

FULL STOCK OF
PAINTS AND OILS.

Something New.—If you have a room not convenient for a pipe, buy the "GRAND." No pipe required. It will heat your room for one cent an hour.

J. F. EDWARDS,
Main Street, - - Oxford, N. C.

1890! SPRING! 1890!

**HART &
HART &
HART &
LAWRENCE,
LAWRENCE,
LAWRENCE,**

(Successors to Hart, Lawrence & Cochran.)

—NEW SPRING GOODS.—
—NEW SPRING GOODS.—
—NEW SPRING GOODS.—

Our stock of Dress Goods is now complete. Mohairs, Brilliants, Cashmères, Henriettas, Plaid and Stripe Novelties. All new things in Dress Fabrics will be displayed on our counters during this month. Trimmings to match all Dress Goods.

Check Muslins, Plain and Fancy White Goods in big variety. We will make prices as low as goods can be sold.

Housekeeping goods of every description.

Clothing,
Clothing, Clothing,
Clothing, Clothing,
Clothing, Clothing,
CORRECT STYLES, LOW PRICES.

Men's Furnishings.
Men's Furnishings,
Men's Furnishings.

Hats! Latest New York Shapes.

Our Millinery Department is now filled with all the novelties in the Millinery line. Miss Ida Norwood, a Milliner of Baltimore, and a lady of excellent taste and experience, is in charge. She is noted for artistic trimming. Mr. M. F. Hart has personal charge of the business now, and will use his best efforts please and accommodate the patrons of the house.

Yours respectfully,
Hart & Lawrence.
Hart & Lawrence.
Hart & Lawrence.