

THE NEW SOUTH.

A PROGRESSIVE-DEMOCRATIC NEWSPAPER, DEVOTED TO THE INDUSTRIAL AND GENERAL DEVELOPMENT OF NORTH CAROLINA AND THE SOUTH.

PUBLISHED EVERY MONDAY MORNING.
EDWARD A. OLDHAM, Editor and Proprietor.

Entered at Wilmington Post Office as 2d-class matter.

SUBSCRIPTION.

One year \$2.00, six months \$1.00; postage prepaid.

ADVERTISEMENTS.

One square, 1 week 75 cents; 2 weeks \$1.25; 3 weeks \$1.75; 4 weeks \$2.25. Larger advertisements for longer time at greatly reduced rates.

Ten lines of solid matter make one square. Four weeks make one advertising month.

In answering advertisements, please mention this paper.

AGENTS.

We desire a live agent in every place. Postmasters and others sending us five or more yearly subscribers to this paper, may retain 25 percent of amount, as commission.

Special Terms to News Dealers.

CORRESPONDENTS.

We desire news letters from all parts of the State. Communications for publication must be written only on one side of the paper, and be accompanied by name of writer, to insure attention.

Address THE NEW SOUTH, Wilmington, N. C., U. S. A.

POPULATION OF NORTH CAROLINA, 1,299,750.

MONDAY MORNING, SEPT. 25, 1882.

We herewith acknowledge the invitation to attend the Twenty-Second Annual Fair of the North Carolina Agricultural Society, at Raleigh, Oct. 16th to 21st.

ALEX HUNTER does Western North Carolina this month for the *New York Forest and Stream*, so he writes us. He will write up the sporting facilities, &c., for tourists and sportsmen.

A STRAW shows which way the wind blows. In one mill at Randleman, N. C., 4,608 spindles are running and 100 looms are at work on plaids and checks for Philadelphia and New York.

THE Fourth grand Annual Fair of the Dixie Agricultural Association will be held in Wadesboro, N. C., Wednesday, Thursday and Friday, November, 8th, 9th and 10th, 1882.

MESSRS. E. J. Parrish & Co., of Durham, took the first premium for bright wrappers at the Cincinnati Exposition. Messrs. W. M. & C. Watkins, of Milton, took the second, instead of the first, as we had it last week.

COLS. John D. Cameron and Chas. R. Jones both have in preparation industrial contributions for our columns, and poems are looked for from Mrs. Mary Bayard Clarke, Theo. H. Hill, Esq., and Miss Lisette C. Bernheim.

AFTER this week we cut off the names of those persons who have been getting THE NEW SOUTH without paying for it. It takes considerable filthy lucre to run our paper, and we cannot afford to give away what other people gladly pay for.

COL. JOHN D. CAMERON of the Asheville *Citizen*, and one of the Nestors of Journalism in this State writes, "I congratulate you upon the judicious conduct of THE NEW SOUTH." We are glad our line of policy meets with sanction from so high a source.

WITH our October 2nd issue we bring out several new features. Our Editorial, Agricultural and Paragraph departments will all be capped with handsomely engraved column heads, the two latter of very unique and original design, the former, a miniature representation of our heading. A new face of title type, and a nobby thing in wave rule are additional improvements.

THE rate of State taxation in North Carolina in 1881 was three and one-quarter mills and in Florida as high as eight mills. Florida is of course a grand country, but North Carolina is the place for the immigrant. A "golden mean" between the excessive cold of the North and the torrid heat of further South, possessing however, every variety of climate, every variety of production and industry. Come to North Carolina, the recognized *El Dorado* of the South.

In a letter from one whose name we are not permitted to give, we are told, "You are right in pushing forward the young men of the State. To them alone may we look for such activity and energy as is needed to put glorious old North Carolina on an equal in enterprise with our surrounding States. She has the advantage in climate, soil, water-power, timber and mineral, yet the spirit of indolence begot by the possession of slaves still hovers like a pall over the energies of our young men, forcing them half prepared into professions and all manner of clerkships, and into anything else rather than the accomplishment of some trade or better still, becoming producers."

IMMIGRATION PROSPECTS.

The land advertisement found elsewhere, refers to thirteen thousand acres of excellent farming land, in Richmond county, which is offered for sale at low prices. It lies near the junction of two railway lines which connect Wilmington, Charlotte and Raleigh and about one hundred miles from each of these cities. The location is central and one of the most healthy in North Carolina. A light loamy soil susceptible of a high state of cultivation for almost every product. Of it, Prof. Kerr, the late State Geologist, says that it is admirably prepared for silk growing, in that it is especially adapted to raising the white mulberry and the climate suitable for rearing the silk worm. We learn that a large party of Pennsylvanians are to come to North Carolina in October to examine these and other lands in the State, with an eye to the establishing of a colony, and building of a cooperative village. This is the result of the energy and good management of Capt. John T. Patrick the State Immigration Agent.

Should parties desire to go into the business of sheep raising, a very profitable industry, this land above mentioned, is a most admirable location for the same, and we are told that it is sufficiently capacitated to graze upwards of ten thousand sheep, with an abundance of food for winter and summer. Since the above was put in type, we have received a letter from Capt. Patrick in which he says "There is not a mail that comes from the North but what brings me letters of enquiry, regarding North Carolina as a field for the immigrant. We expect to have an excursion from Pennsylvania to the Dixie Fair in November. I tried to arrange it for the State Fair, but the present Secretary did not think it worth his time and attention. Therefore I will have to run it to Wadesboro. The tickets will be issued for fifteen days and I will carry the party over the lines of road on which I can get reduced rates. From present workings the roads under control of Maj. Winder as Superintendent and Capt. Clarke as Passenger Agent will receive the largest share of benefit, if not the exclusive. The excursionists will come prepared to camp out as it will be necessary to stop at some points where they can't get accommodation. Our agents in charge of the undertaking, think there will be at least three hundred, provided the railroads will give low rates of passage." With the same mail which brought this letter came one from Mr. James Mills, of Fontana, Kansas, in which he makes enquiries concerning the State, and expresses a desire to immigrate hither with his family. He has a farm valued at \$5,500 which he must sell first. The same mail brings us a letter of enquiry from Joplin, Mo. Now does not all this show the tendency of immigration? Does it conclusively prove that the West is becoming every day less an objective point to the immigrant, and that the South is now the attraction?

A WORD ABOUT ADVERTISING.

The St. Louis *Age of Steel* says, "It would be impertinent to tell a St. Louis wagon maker that there is a man in the United States that hasn't heard of him and his work. He doesn't think newspaper men or anybody else for intimating that he hasn't made fame enough to be known everywhere. He will go so far as to tell you that he sent out 14,207 circulars last year and every man in the trade got one."

This will suit a good many of our Wilmington merchants who are nestling in the fancied security of their being well known to the public. They constantly "take for granted." They salute us with, "Oh, there is no use my advertising, everybody knows me, I have been in business here, so long, you know." How surprised would they be to ascertain the exact importance which the public conceded to them, how mortified would they feel to realize that everybody don't know them, or at least the knowledge influenced no patronage.

An exchange says, "The advertisements in a newspaper are more read than the thoughtless imagine. They are a map of a class of men's capabilities in life. The man who contemplates doing business in a distant town takes up the local paper and in its advertising columns sees a true picture of the men he has to deal with; a complete record of the town, its commerce, its trade, the facilities of storekeeping, &c., and in almost every case can estimate the character of the men who are soliciting the public patronage. The advertising pages are a map of the town, a record of its municipal character, a business confession of the citizen, and instead of being an optional production of

man, it is freighted with the life-thoughts of many."

Another one remarks that "Good fresh advertisements are not the least interesting and valuable portion of a newspaper. Advertisements are news. They tell the readers what they want to know—where goods can be bought; what they are sold for; and a thousand other things that they want to know. It is an error to suppose that only the editors supply news worth reading. The skillful advertiser furnishes a good share of it, and if there are any readers who fail to look over the advertising columns of their paper, they miss a great deal of interesting information that might prove valuable to them."

And still another, very wittily says, "Ask some men for an advertisement and they will answer: 'I don't believe in advertising. Nobody reads your paper;' but let the same man be caught kissing a neighbor's wife or trying to hold up a street lamp and his tone changes immediately, and if a newspaper office is in a garret of a seamy-story building he will climb to the top and beg the editor to keep the affair of the paper as all his acquaintance in seven counties would get on to it."

The Oil City *Blizzard* says, "Merchants who say it don't pay to advertise when business is dull, don't know what they are talking about. A person don't take medicine when enjoying good health."

Examine almost any Northern or Western newspaper and the advertisements will be more numerous and more judiciously and thoughtfully prepared than they are in our own section. To a stranger they are at once impressive of the enterprise and importance of the place, and more than one person has been influenced to settle in a town after observing its thrift and energy in the advertising columns of the local newspaper. But why is it necessary for our papers to so frequently attempt to impress upon our business men, the importance of judicious advertising? Are they so backward in enterprise as not to see these things for themselves? Can they not be convinced by the examples of such men as Alexander Stewart, John Wanamaker, P. T. Barnum, W. T. Blackwell, and the hosts of others who have attained subsequent success by means of the printer's ink?

"THE QUEEN CITY."

Who, after hearing Col. John N. Staples' speech, the other night, can doubt that there is such a thing as progressive democracy as contradistinguished from the old narrow mind and lamentably prejudiced spirit which prevades our party leaders to a great extent. THE NEW SOUTH, is no man's organ, it is free and independent in its democratic utterances, and it takes the liberty to call a spade a spade under any circumstances it sees fit. When Col. Staples declined to act as a delegate to a convention because he was appointed by one man, thinking that the voice of the people should have a say in the selection of such representatives, we applauded his manly out spoken adherence to principle, and we applaud again for his excellent, practical, progressive speech which he made here Wednesday night. In that speech he spoke very kindly and encouragingly of Wilmington, calling her the "Queen City of the Atlantic Coast," a name which we ought to herald with pride and pleasure, and honor the source from which it came. All hail to our new sobriquet!

BUSINESS MEN IN POLITICS.

The *Industrial World*, that excellent and valuable weekly, from Chicago, in its last issue has the following to say in regard to the importance of our business men looking after the political interests of the country more carefully:

"If there was a time when the voice of responsible business men should be heard in political affairs it is now. The period is at hand for making congressional nominations, and the scramble for these nominations in some districts is disgraceful in the extreme. The unseemly squabble as to who should be judges at the primaries in one of the wards of this city, which now is attracting public attention, reveals a state of rottenness among the political slate-makers which is not creditable to our civilization. The men who receive the votes at primaries are supposed to be honest men, and, if so, they could be of no more benefit to one candidate than another. One who is appointed to receive and register votes at a primary or an election should be as impartial as the judge on the bench. Evidently the political slate-makers in the ward referred to do not think so, else they would not lash themselves into such a fury about the matter of the selection of the names of those who are to take charge of these primaries. Most men find the cares of their own business so engrossing that they have little relish for political

matters. They find it easier to relegate such affairs to the professional politicians, who very kindly take charge of them to their own satisfaction if not that of the public's."

The present election is a highly important one, in many respects as important as any yet held. Before the next Congress will come questions of legislation in which the great commercial and manufacturing interests of the country will be deeply interested. The revision of the tariff will be one of the foremost issues before that Congress, and upon the result of that issue will depend the future prosperity of our manufacturing industries. Is it not worth while for our prominent business men to attend the preliminary meetings and to have some voice in selecting our representatives? We are aware that many business men do take an interest in political matters, but the majority do not. The importance of the present election, however, should bring these latter out of their retirement. They should become active workers in the campaign. The great work is needed now before the selection of "standard bearers" has been made, for then it too often happens that the voter is compelled to support one bad man for fear of having to support a worse one. If the business element should exert its power in politics the primary system could be purified. Even the present political machinery which grinds out so much fraud and corruption could then be made to perform honorable service. It is about time that the ward bummers should give place to the men whose interests are most affected by legislation, those who pay the taxes and support the government."

RAPID INDUSTRIAL PROGRESS.

The St. Louis *Age of Steel* says, "The rapid industrial progress of the South is exciting the wonderment of the civilized world. All kinds of industrial enterprises are being pushed to the front, and the vast natural resources of the country developed. In Tennessee, Alabama and Virginia iron and coal mining and iron manufacturing are the industries which are most flourishing; in Georgia, gold mining and cotton manufacturing; in Florida, lumber manufacturing, orange growing and gardening; in North Carolina, Mississippi and South Carolina, cotton manufacturing and diversified agriculture; and in Texas, diversified agriculture and sheep raising. In the States of Louisiana and Mississippi silk culture is receiving considerable attention. Cotton growing is, of course, common to the whole South, and therefore no reference is here had to that industry. The extraordinarily large grain crops of the present year will insure the continuance of the work of improvement for a considerable time at least. The outlook for the South was never more promising than it is to-day."

ANNOUNCEMENT EXTRAORDINARY.

Five months ago when we issued the first number of THE NEW SOUTH, and tho' determined sooner or later to make it merit success, we were scarcely prepared for the reception—we might go so far as to call it an ovation—which awaited us. Not mentioning the upwards of two-hundred most flattering press notices which came to us from every quarter of the Union, and the encouraging congratulations of prominent citizens of this and other States, and of old friends scattered here and there, it has been sailing along before most propitious breezes, and the substantial patronage notwithstanding it made its debut in the dulllest part of the year, has from the very first been far beyond what we expected. From an encouraging circulation we have gradually increased our list of subscribers until now we can number our readers among the thousands. The paper goes to every county in North Carolina, every State and almost every territory of the Union, to the Dominion of Canada, England, Scotland and Ireland, and all this for a paper five months old. We have received application recently from the American News Company of New York, who have examined specimens, for no less than two thousand and five hundred copies to be distributed among their news dealing patrons. The Central News Company of Philadelphia, desire eight hundred, and the New-Orleans News Company write that they can judiciously distribute three hundred, while other dealers of less magnitude already handle goodly quantities. We simply enumerate these facts to show to our Wilmington people that the paper is appreciated abroad. With all of the above flattering indications we have not become independently wealthy, or is the paper on a permanent foundation, and therefore we shall continue to appreciate all patronage given us and shall hope to merit the same.

With our October 2nd issue THE NEW SOUTH will be enlarged to a twenty-eight column paper and no effort will be spared to make it a live, wide-awake, breezy publication, and one which will hope to merit the praise, good will, and patronage of all classes, sects and colors. We are no extremist in anything! We shall always strive to strike the "golden mean," while not

trucking or toadying to anybody (God forbid). We shall always have a due appreciation for other's opinions, and concede to them freedom of thought speech, and action.

The subscription price to mail subscribers which is now \$2.00 per year will with the October 2nd issue be reduced to one dollar and a half, in advance, or \$1.75 if credited. City subscribers beginning with that issue and all others thereafter renewing can have the paper furnished them by carriers at 50cts per quarter payable during or at end of the quarter, if paid cash 45cts will be charged.

Col. James G. Burr's excellent biographical sketch of the Rt. Rev. Thomas Atkinson, late Bishop of North Carolina, accompanied by a handsomely executed engraved likeness from a photograph by Orr, will be the great feature of our first enlarged number, and all who revere the name and memory of the distinguished divine should not fail to procure a copy of this issue at Harris' News Stand or the Book Stores. We have in preparation a number of views and portraits of North Carolina scenery of prominent North Carolinians which will appear from time to time accompanied by elaborate descriptions and carefully prepared biographical sketches. Among our list of contributors are Hon. Edward Atkinson, Hon. Alexander Hunter, Mrs. Mary Bayard Clarke, Prof. J. DeRuyter Blackwell, Miss Frances Marr, Theo. H. Hill, Esq., John S. Long, Esq., Prof. C. D. Smith, Edward Fasnach Esq., Dr. Calvin H. Wiley, Professors A. R. Ledoux, W. C. Kerr, S. G. Worth, and O. R. Smith; Drs. S. S. Satchwell, and Chas. W. Dabney, Hon. Kemp P. Battle, "Ceil Afton," Miss Anna Alexander Cameron, Miss Rebecca Cameron, Col. Charles R. Jones, Miss Lisette C. Bernheim, Col. John D. Cameron, Col. L. L. Polk, Maj. D. T. Darroway, and many other equally as efficient writers.

We intend to make THE NEW SOUTH, the spiciest and the most interesting paper in North Carolina, and at the same time shall never cease to labor through its columns to help forward the interests of our State as well as our own. To those who are anxious that the grand resources and possibilities of North Carolina be published to the world to aid on immigration and spur forward home enterprise, we ask patronage, and when that patronage is once given we shall leave no stone unturned but what we shall be worthy of it.

GOLDEN OPINIONS.

Mr. J. E. Pogue, of the Henderson Tobacco Works, writes, "We all feel a pride in your paper, and I congratulate THE NEW SOUTH on the originating of the Tobacco Fair question."

Its columns are filled with highly interesting matter, in great variety, good editorials, racy locals, original wit and humor, and is in all respects a progressive, Democratic newspaper.—*Sumter, S. C. Advance*.

THE NEW SOUTH is a most excellent industrial journal and is doing good work to bring North Carolina interests to the front and to foster them. Besides it has great claims as a literary weekly.—*Concord Register*.

THE NEW SOUTH, published at Wilmington, is shortly to be enlarged. We congratulate Mr. Oldham; his is a good paper, and we wish his prosperity may still continue on until another enlargement is necessary.—*Rockingham Spirit*.

THE NEW SOUTH is one of the liveliest and sprightliest newspapers in the State, and one that is doing good work for North Carolina and the South. It is conducted with real newspaper tact and ability and justly merits a liberal support.—*Henderson Gold Leaf*.

CHAT WITH OUR CORRESPONDENTS.

M. W. T. Wallace.—Club of names received. Come again.

J. J. Teachey, Duplin Co.—Name enrolled for one year.

B. G. Carr, Duplin Co.—Name enrolled for three months.

J. D. Teachey, Duplin Co.—Name enrolled for three months.

Jas. Byrd, Georgia.—Cash received and pays up to Dec, 5th 1882.

Dr. Robt. Thornton, Polk Co.—Your name has been enrolled for one year.

Miss R. C. Hillsboro.—Poem accepted with thanks, and paper sent as directed.

Jas. S. M., Fontana, Kan.—Copy of this issue sent and name enrolled as directed by Capt. Patrick.

Prof. J. Dr. B., Va.—We shall await your promised poem, for which you already have our thanks.

Capt. H. F., Chaney, Ga.—Thanks for club. At our leisure will read over MS, and let you know concerning it next week.

G. E. Pierce, Missouri.—Sorry haven't a copy left of Prof. Kerr's "Physiological Description of N. C." Will try and get one for you.

E. F., Raleigh.—We are waiting to hear concerning a silk engraving for which we have applied. If successful your paper may appear very soon. It will, any way.

"Ceil Afton," Windsor.—Your two beautiful poems accepted with thanks. We would dislike to accept anything so long as to have to continue it from week to week.

PRESS GANG BOSSIP.

—We got another copy of the Asheville *Courier* last week.

—From Springdale, Washington county, Ark., comes the *Enterprise*, published by our old chum Oswald C. Ludwig. It is a bright racy little paper and has just celebrated its first birthday. Welcome to our X list.

—Friend Oldham, don't call us Dick any more. Call us Billy, Old Hoss, Jake, Squint Eyed Joe, or anything else, but don't, please don't call us Dick.—*Norwood Gleaner*. We declare its just too ducedly bad, by Jove, that we should have thus slipped up. Wats yer name, anyway?

—Wilkins of the *Whitehall Times* has in the press of Messrs. Fords, Howard & Hulbert of New York, a book, entitled "The Cleverest of Mystery, or the Machine and its wheels." It is a political novel. By-the-by, Wilkins makes a mistake in putting us down from "Hartford, N. C.," read our date line.

—When Joe Caldwell, of the *Landmark*, was about to go to Charlotte and embark in the *Journal*, the Statesville people appreciating the value of his pen and paper to the community urged him to remain, and as an additional inducement, made up a purse of \$1,000 with which he has recently purchased a new power press.

TRIFLES LIGHT AS AIR.

D'LANCY HYPHEN-DASH—PARAGRAPHER.

—Alleged funny papers and all others clipping "the cologne of our brains" in the column, should not forget to render up to scissors the things which are scissors'. This has become a standing joke.

—W. W. G. C. O. T. ?

—It is said that Bob Injurousol doesn't take much stock in "futures."

—Hyphen-Dash says he would rather embrace a favorable opportunity than some woman he has seen.

—Bodkin says there are a good many fools in this world and that when they all die he will feel very lonesome.

—The fruit of labor grows on the industry.—*Winston Leader*. And the fruit of crime is often found in an am-bush.

—G. Washington is said to have been the father of his country. He's dead now. Moral—Never be father of your county.

—Byron who woke up and found himself famous, fades into insignificance beside the man who woke up and found himself snoring.

—Western girls are fond of visiting in Boston. Because the Hub is always surrounded by feloes, we suppose.—*Denver Silver State*. They'd soon tire of that.

—The *Norwood Gleaner* says our "W. W. G. C. O. T. ?" stands for "Why will goats chew old tobacco?" Really we have no idea, but suppose it's owing to the scarcity of a newer quality.

—Everything about a church should be pure; but, alas! in many of them even the glass windows are stained.—*Electric Light*. This is done that we might look at things in a different light.

—"The leaves are turning Essie dear," and the customary church sociable, with the small and solitary oyster in a plate of solution known as soup, arises like a grim phantom from out the Stygian gloom.

—An exchange speaking of a hop, wrote, "They had a huge time," but the pecky types would get it wrong and the consequence was it appeared, "They had a hug time," which after all was nearer correct.

—We see that a Miss Brick, from Philadelphia, is playing sad havoc with the boys' hearts at Newport. When that girl goes back home, she will be a Philadelphia pressed brick, in every sense of the word.

—The ice cream season is rapidly shuffling off its mortal coil, but the adoring swain needn't congratulate himself. The theatres are to be looked after, and then a few gaping oyster laires are open for inspection.

—A drummer for an up town shoe house went to see his girl the other night, and was confronted by a bulldog who rents a room on the premises. They looked into each other's eyes, and then a strange depression overcame the dog and he turned and slunk away.

—It's sweet to hear the watchdog's honest bark," sang Lord Byron. 'Tis sweet indeed. Just so long as he barks he can't bite.—*Sunbeam*. Very little satisfaction in that, for it doesn't take a decade for him to cease the operation and inaugurate a different line of policy.

—"There is music in the hair," the father said, as he patted the floor with his foot in his arms.—*Electric Light*. Some how or other always associated hair with music, because there is a conspicuous absence of capillary vegetation on the heads of the majority of married musicians.

—An Englishman who had traveled over the Raleigh & Augusta Air Line wrote home that he had just taken a trip on the aerial railway, forcing his people to believe that the locomotion of the future had already been put into operation and that their noble seion had been one of the first passengers.

—Mrs. Taubenspeck anxiously asked of Hyphen-Dash last Sunday at dinner, why it was the church organist invariably played a doleful tune while collection was going on. Our paragrapher told her he didn't know, unless it was from the same principle which inspired the proprietor of a ham organ to grind out "Grand Father's Clock," while the monkey was passing around the tin cup.

—"An editor's 'lines fall in pleasant places'" when he has a large list of cash-paid-in-advance subscribers.—*Winston Leader*. But an editor's lying doesn't sometimes most always fall in pleasant places. They often raise Cain in the breast of individuals and bring into requisition the services of the fighting editor.—*The New South*. And his lies for all that are sometimes by no means very pleasant.—*Gold Leaf*.

—The matrimonial insurance fever will, ere long be superseded by premiums on every baby born, and when this wrinkle has straightened out, we suppose it will be highly fit and proper for every married man to insure the life of his mother-in-law, but if he does, he will become poverty stricken paying off assessments and annual dues. Mothers-in-law in this country have given up the old time practice of dying.

—Everybody is at the seashore or mountains, and hundreds of houses in the city deserted by their owners, while the only moving creatures left behind are the rats and the ever-registering gas-meter.—*Newark Call*. "All you know about it. The front blinds may be securely pulled down, and the house may have a folks-all-gone-off-for-the-summer look, but just you walk into the back parlor and there you'll find 'em; dragging out their lives until October, when the blinds will be let up again and the society papers will make the announcement that the Taubenspecks and the Muzzlebitz have returned home from an extended "tour" on the Continent.