

Terms of Subscription: One Year, \$2. Six Months, \$1.25. Three Months, 75 Cents.

TO CORRESPONDENTS. We shall be glad to receive items of news and communications on subjects of interest to this community.

JOBS PRINTING. Of every description executed in the best style, and at moderate prices. Satisfaction guaranteed.

Address all communications to THE SUNDAY MORNING MAIL, Wilmington, N. C.

OUR RECEIPTS. The Sunday Morning Mail is very popular and its circulation is increasing.

The "Chronology of 1883" was a great feature, and every article in the SUNDAY MORNING MAIL was read with interest and satisfaction.

The first issue was a crowned success, and the beautiful appearance and entertaining reading matter, unmarred by disgusting Patent Medicine advertisements, pleased everybody.

The MAIL will improve with every issue. We are pleased to call attention to the improved appearance of this issue.

The paper on which the MAIL is at present printed will always be used.

Send subscriptions to the office of THE SUNDAY MORNING MAIL.

CORNET CONCERT CLUB. Repeatedly have the Cornet Concert Club organized, with the intention of attending regularly to meetings and rehearsals.

Why can not we have a good band in our city? We once did. There was a time when the Cornet Concert Club of this city was the finest musical organization and best equipped band in the State of North Carolina.

The interest has died out, and now we hear nothing of the once fine band that was the pride of our city.

There was no excuse that they could not get musical members, for we are positive that among the members, there are now in the city enough for a full band, and members, too, who can perform their respective parts in a very acceptable and correct manner.

To have the public mind enlightened and help build it up. We often hear persons remark, "Why don't the Cornet Band show itself and give us some good music?" and another will reply, "Because they are too lazy or too mean to be of benefit to our community."

and a committee of honorable gentlemen solicit the services of the band for some occasion that compels each member to leave a day from business, the Club spends several nights of hard study and fatiguing practice, and comes out on the day appointed, with heavy military coats on their backs and swollen lips on their faces, and then play over and over again the same three or four pieces they have been rehearsing, while the public are standing around crying for more, and grumbling because the band is not accommodating.

There is an unsatisfactory impression left on both sides, and there is no way to remedy the same, and have a band that we may be proud of, but the members re-organize and form street clubs to govern the meetings, and above all, enforce them.

Let the members will take the proper course, they can have a good band in a very short time.

be pleased to meet, very soon, the Cornet Concert Club will have a series of meetings, and give a series of concerts, and that the public will be benefited by their movements, and our liberal patronage.

THE SUNDAY MORNING MAIL will always be "boasting" anything that is of benefit to our city, and the Cornet Club shall have our earnest aid in its endeavors to become a pride to the City of Wilmington.

Our Bulletin Board. Current news of the day and all city news, particulars of excitements and any items of interest are posted on our Bulletin Board each day.

The board is placed at the door of the office of THE SUNDAY MORNING MAIL. Persons hearing of news of interest will oblige us with information as soon as possible.

This feature has become very interesting, as crowds are continually stopping to read the latest events from our popular bulletin.

A Request. Our advertisers desiring changes in their advertisements will please send them in on Friday morning by 10 o'clock, and we also beg our patrons of the job office, whose work has been delayed, to have a little patience with us.

We have been crowded, but as our new press, which was ordered three weeks ago, will arrive in a few days, we will be able to expedite work with the promptness heretofore characteristic of this office.

SOME FACTS AND FIGURES.

Which Should be Read by All who Advertise.

As this is truly an age of advertising, in which no man can successfully compete with others in the same business without a liberal use of newspaper columns, we invite the attention of all to the following, which gives some facts and figures of which you were probably not aware before:

Unquestionably every man engaged in business works to further his own individual interests, and not for the benefit of the world at large. However philanthropically inclined men may be toward their fellow-creatures, they invariably conduct their business with an eye to profit and not to loss.

Publishers of weekly newspapers whose subscription price is \$1.50 or \$2.00 a year may take in payment therefor cash, cordwood, groceries or any other article, but they expect, nevertheless, to get the full value of their subscription rates; the only deduction being in cases where regular discounts are made to clubs or for payment in advance.

No publisher would, for a moment, think of accepting five or ten cents for a year's subscription to his paper, the regular price being \$1.50 or \$2.00. Were such an offer made it would be scornfully rejected.

But when it comes to disposing of the advertising space in their papers many publishers, strangely enough, regard the matter in an entirely different way. Publishers of weekly newspapers will charge a business man in their own town or vicinity for a column of advertising space from \$100 to \$300 a year, according to the length of the column and the circulation and value of the paper.

Both publisher and advertiser may consider that the price paid is low, and in fact it certainly is low, being a very small proportion of the paper's regular transient rates. This price publishers charge their neighbors, with whom they are well acquainted, of whose financial standing they have personal knowledge, and consequently of whose ability to pay they are assured.

On the other hand these same publishers will accept advertisements at greatly reduced rates from advertising agents in distant cities with whom they have in many instances little or no acquaintance, and therefore no assurance of ever being paid.

A ridiculously small proportion of the prices received from their fellow-townsmen is taken by these publishers from advertising agents. We cannot understand why publishers should charge home advertisers a fair, profitable sum for advertising space in his paper, and then turn around and accept next to nothing for the same amount of space from advertising agents.

The country newspaper depends mainly for its existence upon the income derived from home advertisers, and were it suddenly deprived of their united support the aggregate cash receipts obtained from the foreign advertising in its columns would go but a little way toward paying expenses.

The publisher who accepts from an advertising agent for a column of space a sum which is hardly more than nominal treats with injustice the home advertiser who pays a fair price for the same space. We say the publisher treats the home advertiser with injustice, because that individual by paying a profitable price for his advertisement is compelled to make up the deficiency in the amount paid by the foreign advertiser.

In other words the foreign advertisement inserted at the prohibitive cost, is favored and enriched at the expense of the home advertiser, who pays a fair sum and thus enables the paper to live. To show the extremes to which many publishers will go in accepting foreign advertisements, we give a few examples of advertisements which we know country publishers have accepted, or are accepting, together with the prices paid. They are as follows:

The advertisement of Dr. Clark Johnson, measuring ten inches and placed at the head of the column next to reading matter, in papers having a circulation of 1,000 copies pays ten dollars for fifty-two weekly insertions. In six-column papers this advertisement occupies a half column.

The advertisement of Mexican Mustang Liniment, measuring sometimes four inches, sometimes six inches, pays for fifty-two weekly insertions six dollars per year, less agent's commission of twenty-five per cent., or \$4.50 for a whole year.

The advertisements of Wistar's Balsam of Wild Cherry and Peruvian Syrup—measuring about the same space as the preceding, pays about the same price, or a little less.

The one line advertisement—"Chew Johnson's Best"—for fifty-two insertions paid \$1.25, less twenty-five per cent., agent's commission, which made the whole amount received by the publisher for the year ninety-four cents.

I. S. Johnson & Co., of Bangor, Me., owners of patent medicines, through an advertising agent, offered country newspapers twenty-five cents for each insertion of a one-column advertisement during a year, the publisher to have the option of inserting or omitting at his pleasure. This sum of twenty-five cents was subject to a discount of twenty-five per cent., agent's commission, leaving the publisher [?] cents per week for inserting a column advertisement. This advertisement was accepted by a majority of the papers to which it was sent, most of them running it the whole year and receiving for that full column the sum of \$9.75. The publishers running the advertisement were obliged to send their papers, postage paid, to the agent, thus further reducing the magnificent sum received by them.

Some time since the agents of one of the largest owners of patent medicines in the United States called at country newspaper offices, and leaving at each one or more electrotypes setting forth the advantages of these medicines, organically offered the publishers the free use of the electrotypes in their columns at any time they might be in need of matter to fill up, saying that of course they did not intend to pay anything for the insertion of these plates, but neither would they charge the papers anything for using them! These patent medicine men have obtained thousands of insertions in

country weeklies on the above terms. " 'Tis true, 'tis pity; pity 'tis, 'tis true." The publishers have received nothing, not even any of the medicine which they have so generously advertised, and the sale of which they have hoped to increase. Perhaps, however, they derive a melancholy satisfaction in the reflection that they are lending their gratuitous efforts toward increasing the millions of the owners of these medicines.

There is not a single advertisement of those mentioned above which it would pay a publisher to insert at the prices given. The country publisher may imagine that the few dollars paid him for inserting a column advertisement a whole year is so much gain; but were the columns given over to foreign advertising devoted to entertaining reading matter he would find him a much greater gainer financially, not to speak of an increased self-respect. We know very well that the principal reason why many publishers take foreign advertisements is because they want to economize in the cost of composition by filling up their columns with matter that can be kept standing.—New York Monthly Union.

North Carolina in Luck. A large number of the Scotch crofters, who have been compelled to abandon their comfortable homes, are to come to North Carolina, which will be good for the crofters and better for the State. North Carolina owes much of her prosperity to a lot of hard-working Scotchmen whom trouble drove from their native country more than a century ago, for their descendants have been uniformly industrious and thrifty.

There are plenty of hardworking men in Europe who would believe the millennium at hand if they were offered even poor land in America, and a way of reaching it, and if the inhabitants of sections with more land than people would go to the small amount of bringing such immigrants over they would soon have assistance at the onerous duty of paying taxes; they would also be better able to persuade themselves that the land would be worth the sections' yield could be sold in market at less expense than that of wagoning.—N. E. Herald.

Fine Tobaccos. Mr. W. J. Pogue, of the firm of E. H. Pogue & Son, was in the city last Thursday, and is on a four months tour South and West introducing to the States some of their manufactures. They have made several improvements in their factory. Besides their celebrated "Sitting Bull" smoking tobacco, which is known all over the world, they are manufacturing a very fine grade of cigarettes, known as "Pogue's Durham Cigarettes," which are gaining prominence every where.

They also make the original "Durham Long Cut" tobacco, besides several grades of fine smoking tobacco which are very popular.

They travel all over the country and do an immense business. We will publish a description of their extensive factory in a short time.

TRUST THE CHILDREN. Trust the children; never doubt them. Build a wall of love about them. After sowing seeds of duty, Trust them for the flowers of beauty.

Trust the children. Don't suspect them. Let your confidence direct them. At the hearth, or in the wilderness, Meet them on the plain of childhood.

Trust the little ones! Remember. Who for such "once sweetly pleaded, Let not words of rage or insult descend. Check their baseness, and bid them mend.

Trust the little ones; yet give them. And above all, ne'er deride them. Should they trip or should they blunder, Lead you snap their cord number.

Trust the children! Let them treasure Mother's faith and love's pressure. Father's love in them confiding, Then no secrets they'll be hiding.

Trust the children! Just as He did, Who for such "once sweetly pleaded, Trust and guide, but never doubt them, Build a wall of love about them.

Where the Sun Jumps a Day. Chatham Island, lying off the coast of New Zealand, in the South Pacific ocean, is peculiarly situated, as it is one of the inhabited points of the globe where the day of the week changes. It is just in the line of demarcation between dates. The high 12 on Sunday or noon ceases, and instantly Monday meridian begins. Sunday comes into a man's house on the east side, and becomes Monday by the time it passes out the western door. A man sits down to his noonday dinner on Sunday, and it is Monday before he finishes it. That Saturday is Sunday, and Sunday is Monday, and Monday suddenly becomes transferred into Tuesday. It is a good place for people who have lost much time, for by taking an early start they can always get a day ahead on Chatham Island. It took philosophers and geographers a long time to settle the puzzle of where Sunday noon ceased and where Monday began, with a man travelling west fifteen degrees an hour, or 15 to the sun. It is hoped that the next English Arctic expedition will settle the other mooted questions: "Where will one stop who travels northwest continually?"

Milk as Food for Children. Wherever milk is used plentifully, there the children grow into robust men and women. Whenever the place is usurped by tea, we have degeneracy swift and certain. Dr. Ferguson, who has devoted a large share of his attention to the subject, has ascertained, from careful measurements of numerous factory children, that between 12 and 14 years they grow nearly four times as fast on milk for breakfast and afternoon tea and coffee—a fact which shows the benefits of proper diet. Milk is so suitable for feeding children as well-bred oatmeal porridge, owing to its easy digestibility, it is an equal food to invalids, and more especially dyspeptics, who often regain health and pick up flesh at a wonderfully rapid rate on milk or milk and good bread. Good as cows' milk is for children and invalids, the milk of the goat is much better, and it often happens that persons will thrive and grow strong on the latter, who could not digest the former. For this reason goats' milk is largely prescribed by the faculty, and would be more so if it were more plentiful. Dr. N. C. Chavasse says: "The first six months children are those who far the first four or five years of their lives are fed principally upon it." He also states that asses' milk is more valuable for delicate infants; goats' milk for strong ones.

A Good Paper. Subscribe to the SUNDAY MORNING MAIL, the most readable newspaper published in this city.

OPERA HOUSE. ONE NIGHT ONLY! TUESDAY EVENING, JANUARY 22. THE GREAT WILLOWS!



IN THEIR LAUGHABLE PARISIAN ABSURDITY, LE VOYAGE EN SUISSE.

OPERA HOUSE. ONE NIGHT ONLY! MONDAY, JANUARY 21. Engagement of the charming young Actress and General Favorite, ANNIE PIXLEY, supported by MR. FRANK LOSEE and her own company, in the ever popular play,...

Books and Stationery. FREE CONCERT AT HOME! when you purchase a copy of "Beggar Student" Waltz, "Suzanne Gavotte" and "Tempting Emory," "Birds in Dreamland Street," Waltz Song, "When pretty little Daisies are in bloom," Song and Dance, the very latest success. You want also the two New Books, "The Floral Offering," vocal, and "The Floral Offering," instrumental. Each book contains 240 pages superb Music. Exceedingly low price of each book is only 50c. "All the Rage" Songs, and latest Music Books, sent to me direct as fast as published. Call early and examine the popular Musical specialties. P. HEINSBERGER'S Live Book and Music Store.

WILMINGTON & WELDON R. R. CO. OFFICE OF GENERAL SUPERINTENDENT, Wilmington, N. C., Nov. 18, 1883. CHANGE OF SCHEDULE. ON AND AFTER NOV. 18, 1883, AT 1:05 A. M. Passenger Trains on the Wilmington & Weldon Railroad will run as follows: Day Mail and Express Trains, Daily—Nos. 47 North and 48 South. Leave Wilmington, Front St. Depot, at 8:23 A. M. Arrive at Weldon, Front St. Depot, 2:31 P. M. Leave Weldon, Front St. Depot, 8:40 P. M. Arrive at Wilmington, Front St. Depot, 8:40 P. M. Fast Through Mail and Passenger Train Daily—Nos. 49 North and 50 South. Leave Weldon, Front St. Depot, 5:50 P. M. Arrive at Wilmington, Front St. Depot, 10:25 P. M. Mail and Passenger Train, Daily—No. 43 North. Leave Wilmington, Front St. Depot, 8:00 P. M. Arrive at Weldon, Front St. Depot, 2:30 A. M. Mail and Passenger Trains—Nos. 45 and 42. Leave Wilmington, Front St. Depot, 8:30 A. M. Arrive at Weldon, Front St. Depot, 4:30 A. M. Leave Weldon, Front St. Depot, 1:05 A. M. Arrive at Wilmington, Front St. Depot, 8:40 P. M. Train No. 40 South will stop only at Wilson, Goldsboro and Magnolia. Trains on Tarboro Branch Road leave Rocky Mount for Tarboro at 1:20 P. M. and 4:30 P. M. daily. Returning, leave Tarboro at 3 P. M. and 10 A. M. daily. Train on Scotland Neck Branch Road leaves Halifax for Scotland Neck at 3:25 P. M. Returning, leaves Scotland Neck at 8:30 A. M. daily. Train No. 47 makes close connection at Weldon for all points North daily. All rail via Richmond, daily, and except Sunday via Bay Line. Train No. 48 runs daily and makes close connection for all points North via Richmond and Washington. Train 42 daily except Monday. Train 45 Daily except Sunday. All trains run solid between Wilmington and Washington, and have Pullman Palace Sleepers attached. For accommodation of local and a Passenger Coach will be attached to Local Train leaving Wilmington at 6:55 A. M. daily except Sunday. JOHN F. DIVINE, General Sup't. T. M. EMERSON, Gen'l Passenger Agent.

M'LISS, CHILD OF THE SIERRAS. Miss Pixley in the title role, in which she will introduce New Songs, Dances and Melodies. Reserved seats \$1.00, at Dyer's. General Admission 50c. SASH, DOORS AND BLINDS. DEALER IN PAINTS, OILS AND COLORS. FRENCH AND AMERICAN GLASS. HARDWARE. AGRICULTURAL IMPLEMENTS, &c. Estimates cheerfully given on application. 29 SOUTH FRONT STREET. For Sale. FOR SALE.—THAT DESIRABLE HOUSE and LOT on North-west corner of Dock and Eighth Streets. Terms reasonable. For particulars, enquire of DR. BUNN & SMITH, No. 107 Princess St. Professional. Maurice O. Bunn, M. D., Julien A. Smith, M. D. DR. BUNN & SMITH, PHYSICIANS & SURGEONS, NO. 107 PRINCESS STREET, WILMINGTON, N. C. Laundries. TROY LAUNDRY. COLLARS AND CUFFS LAUNDRIED. SEND YOUR SOILED LINEN IN, EVERY MONDAY. RETURNED IN A WEEK. JOHN DYER & SON, Agents.

Millinery. GREAT SALE OF INFANTS' WEAR. CLOAKS, SLIPS, SKIRTS, LONG AND SHORT DRESSES, BIBS, &c., &c. A Large Stock to select from. No one urged to buy, but come and see the Styles and Prices. TAYLOR'S BAZAAR, 118 MARKET STREET, WILMINGTON, N. C. SPECIAL INDUCEMENTS. I am offering a Special Inducement in ZEPHYRS, having a very large lot of it and wishing to reduce stock before Spring. I will sell ALL COLORS at 11 cents, and Black and White at 10 cents per ounce, FOR CASH. A nice lot of Handkerchiefs, Linen and Silk, I will sell at reasonable prices, and stamp Initials free of charge. Crochet Goods, such as Shawls, Escarvotors, Caps, Sarcotes, &c., at low prices. Hats, Trimmed and Untrimmed, as low as can be bought anywhere, and a large stock to select from. Respectfully, MISS E. KARGER, Exchange Corner.

WIL, COL. & AUGUSTA R. R. CO. OFFICE OF GENERAL SUPERINTENDENT, Wilmington, N. C., Nov. 18th, 1883. CHANGE OF SCHEDULE. ON AND AFTER NOV. 18, 1883, AT 4:30 A. M. the following Passenger Schedule will be run on this road: No. 42 Leave Wilmington, 7:45 A. M. Arrive at Florence, 11:40 A. M. No. 43 Leave Florence, 6:40 P. M. Arrive at Wilmington, 12:10 P. M. Night Express Trains Daily—Nos. 46 West and 47 East. Leave Wilmington, 9:10 P. M. Leave Florence, 2:30 P. M. Arrive at C. & A. Junction, 11:40 P. M. Arrive at Columbia, 6:40 P. M. Leave Columbia, 9:55 P. M. Leave C. & A. Junction, 12:10 P. M. Leave Florence, 4:28 A. M. Arrive at Wilmington, 8:23 A. M. Night Mail and Passenger Train, Daily—No. 40 West. Leave Wilmington, 10:40 P. M. Arrive at Florence, 1:45 A. M. Mail and Passenger Train, Daily—No. 45 East. Leave Florence, 5:35 P. M. Arrive at Wilmington, 7:45 P. M. Train 43 stops at all Stations. Train 42 stops only at Flemington and Marion. Train 44 stops only at Marion. Passengers for Columbia and all points on C. & A. R. C. & A. R. E. Stations, from Junction, and all points beyond, should take 46 Night Express. Pullman Sleepers for Charleston and for Augusta on Train 48. All trains run solid between Charleston and Wilmington. Local Freight leaves Wilmington daily, except Sunday, at 6 A. M. JOHN F. DIVINE, Gen'l Sup't. T. M. EMERSON, Gen'l Passenger Agent.

EVERY STABLES. LIVERY AND SALE STABLES. J. H. JONES, PRINCESS ST.—OPPOSITE OPERA HOUSE. ELEGANTLY EQUIPPED. HORSES BOARDED. TERMS MODERATE. Parties wishing Carriage after performances at the Opera House, will leave orders at the Box Office which will receive special attention.

1,000 HHDS. PRIME PORTO RICO MOLASSES, JUST landed direct from the Island, which we offer to the Trade at prices to suit the times. We guarantee this Molasses pure. EDWARD KIDDER & SON. A. W. RIVENBARK, GENERAL PRODUCE COMMISSIONER, CHANT AND GROCER. SHIPMENTS OF CHICKENS, EGGS and Country Produce, every day. Fresh supplies of Groceries every week. Send down and buy from us, and save money by it. 114 NORTH WATER STREET.