

THE ROANOKE BEACON.

Published Every Friday.

Entered in the Post Office at Plymouth, N. C., as second class matter.

We appeal to every reader of THE ROANOKE BEACON, to aid us in making it an acceptable and profitable medium of news to our citizens. Let Plymouth people and the public know what is going on in Plymouth. Report to us all items of news—the arrival and departure of friends, social events, deaths, serious illness, accidents, new buildings, new enterprises and improvements of whatever character, change in business—indeed anything and everything that would be of interest to our people.

Subscription price, \$1.00 per year. Advertisements inserted at low rates. Obituary notices exceeding ten lines, five cents a line. Count the words, allowing eight to the line, and send money with MS. for all in excess of ten lines.

The editor will not be responsible for the views of correspondents. All articles for publication must be accompanied by the full name of the writer.

Correspondents are requested not to write on but one side of the paper. All communications must be sent in by Thursday morning or they will not appear.

Address all communications to THE ROANOKE BEACON, Plymouth, N. C.

THE ART OF ADVERTISING.

A Merchant is Judged by the Advertising He Does.

It has been said with much truth that publicity is the main artery of legitimate trade, and yet it is an astonishing fact that a majority of intelligent business men are mere tyros in the art of promoting publicity. They are shrewd buyers and skillful sellers and good managers, and apparently have all the attributes of successful business men, but somehow or other success evades them in the most inexplicable manner.

It cannot be said that they are narrow in their views, or parsimonious in their methods, or that they have neglected means of publicity, for as a matter of truth they have advertised, and advertised lavishly, but principally with schemes and catch-penny affairs which gave them notoriety with a certain class not desirable as customers, but which did not appeal to another and better class highly desirable as customers. A merchant is as surely judged by the kind of advertising he does, and by the medium he employs, as the individual is judged by the company he keeps. Note the fact, and it will be found invariably true that the merchant who relies on fashish schemes and cheap and common mediums for advertising will pursue the same methods in buying a stock of goods. It is the man's instinct, and he can't divest himself of it. THE HIGHEST AND BEST MEDIUM OF ADVERTISING IS THE LOCAL NEWSPAPER. IN HELPING THAT YOU NOT ONLY HELP YOURSELF BUT ALSO HELP YOUR COMMUNITY, WHICH AGAIN HELPS YOU.—Newport News Press.

Sciatic Rheumatism Cured.

"I have been subject to sciatic rheumatism for years," says E. H. Wadron, of Wilton Junction, Iowa. "My joints were stiff and gave me much pain and discomfort. My joints would crack when I straightened up. I used Chamberlain's Pain Balm and have been thoroughly cured. Have not had a pain or ache from the old trouble for many months. It is certainly a most wonderful liniment." For sale by Spruill & Bro.

Fortunately we seldom hear what other people say about us.

Foley's Kidney Cure makes kidneys and bladder right. Don't delay, taking. Sold by J. O. Everett.

Marriage is often the outcome of possessing a good income.

Foley's Kidney Cure if taken in time affords security from all kidney and bladder diseases. Sold by J. O. Everett.

THE PEOPLE MAKE THE TOWN.

We have seldom seen more truth packed into one paragraph about town building and town improvement than in the following from the Goldsboro Argus:

"It is perfectly natural that outsiders who have capital to invest and who are seeking a congenial atmosphere in which to live should expect some manifestation of public spirit and civic pride from those who are already residents of a city or town. If the citizens themselves show no interest and loyalty in their own town they can scarcely expect others from outside to enthuse over it. Local pride and patriotism have a wholesome influence upon visitors and encourage them to recognize the good points of a place. Every city and town is what its citizens make it. In other words, the people make the town. And they very often unmake it."

Nothing Equal to Chamberlain's Colic, Cholera and Diarrhoea Remedy for Bowel Complaints in Children.

"We have used Chamberlain's Colic, Cholera and Diarrhoea Remedy in our family for years," says Mrs. J. B. Cooke, of Netherlands, Texas. "We have given it to all of our children. We have used other medicines for the same purpose, but never found anything to equal Chamberlain's. If you will use it as directed it will always cure." For sale by Spruill & Bro.

It isn't the mirror's fault if the woman isn't faultless.

Pneumonia is Robbed of its Terrors by Foley's Honey and Tar. It stops the racking cough and heals and strengthens the lungs. If taken in time it will prevent an attack of pneumonia. Refuse substitutes. Sold by J. O. Everett.

JURY LIST.

The following named persons were drawn to serve as jurors for the Spring Term of the Superior Court, which convenes on the 7th Monday after the 1st Monday in March, 1904:

Plymouth Township—J. F. Jackson, W. C. Bowen, H. P. Alexander, A. W. Sawyer, J. E. Neal, Jos Swain, J. G. Jackson, Geo. W. Harrison, L. P. Horntab, R. A. Ayers. Lees Mills Township—E. F. Phelps, Jno P. Swain, C. Haywood Gardner, H. W. Tarkenton, W. J. Mercer, J. J. Davenport, W. L. Whitehurst, L. H. Yall, A. B. Alexander, Joe Sitterson, E. B. Spivey, H. J. Williams, W. A. Biont.

Skinnersville Township—Jno J. Ward, S. C. P. Long Township—Henry T. Phelps, S. H. Furlough, Jas W. Spruill, J. J. Woodley, C. H. Leary, John Williams, N. F. Ambrose, Jr., J. E. Snull, Louis D. Ambrose, H. D. Craddock, W. H. Ambrose, C. R. Davis.

A Great Sensation.

There was a big sensation in Leesville, Ind. when W. H. Brown of that place, who was expected to die, had his life saved by Dr. King's New Discovery for Consumption. He writes: "I endured insufferable agonies from Asthma, but your New Discovery gave me immediate relief and soon thereafter effected a complete cure." Similar cures of Consumption, Pneumonia, Bronchitis and Grip are numerous. It's the peerless remedy for all throat and lung troubles. Price 50c, and \$1.00. Guaranteed by Spruill & Bro. Trial bottles free.

Life is a constant drill for soldiers and bank burglars.

A Chattanooga Druggist's Statement

Robt. J. Miller, Proprietor of the Read House Drug Store of Chattanooga, Tenn., writes: "There is more merit in Foley's Honey and Tar than in any other cough syrup. The cells for it multiply wonderfully and we sell more of it than all other cough syrups combined." Sold by J. O. Everett.

A girl with a dimple will laugh at any fool thing a man says.

Makes A Clean Sweep.

There's nothing like doing a thing thoroughly. Of all the Salves you ever heard of, Bucklen's Arnica Salve is the best. It sweeps away and cures Burns, Sores, Bruises, Cuts, Boils, Ulcers, Skin Eruptions and Piles. It's only 25c, and guaranteed to give satisfaction by Spruill & Bro.*

FOLEY'S HONEY AND TAR for children; safe, cure. No opiates

Men Capable Of Earning

\$1,000 to \$10,000 a Year.

Traveling Salesman, Clerk, Merchant—

No Matter What Your Present Business!

A COMPLETE reorganization of the producing department of the Company in this section affords a chance for a few good men.

Eight vacancies on the agency force in this rich territory remain open for men of character and ability; you can find out by writing whether it will be worth your while to make a change. No previous experience is necessary.

A course of professional instruction given free.

The Mutual Life Insurance Company of New York

RICHARD A. McCURDY, President

HAS PAID POLICY-HOLDERS OVER

630 MILLION DOLLARS.

Address, GEORGE T. DEXTER, Superintendent of Domestic Agencies, 32 Nassau Street, New York, N. Y.; or, HARRIS R. WILCOX, Manager for North Carolina, The Mutual Life Insurance Co., of N. Y., Charlotte, N. C.

WILLIAMSTON'S HAIR-TONIC.

It removes Dandruff. It stops the hair falling. It cleans and purifies the scalp.

It gives new life and vigor to the hair.

AS A HAIR TONIC IT HAS NO EQUAL.

It is sold only on a positive guarantee, if it fails bring back the empty bottle and get your money.

MANUFACTURED AND SOLD BY **BROOKS WILLIAMSTON,**

The Water Street Barber,

PLYMOUTH, N. C.

Price, 50 Cts.

FOLEY'S HONEY AND TAR Cures Colds; Prevents Pneumonia

Kodol **DYSPEPSIA CURE**
DIGESTS WHAT YOU EAT
The \$1.00 bottle contains 2 1/2 times the trial size, which sells for 50 cents.
PREPARED ONLY AT THE LABORATORY OF
E. C. DeWITT & COMPANY, CHICAGO, ILL.

\$7,500 Cash Contest
THE ATLANTA CONSTITUTION'S
Great New Offer Upon Receipts of Cotton at All United States Ports From September 1st, 1903, to May 1st, 1904, Both Inclusive.
Contest Opened Jan. 18th, 1904, Closes April 20th, 1904.

DIVISION OF PRIZES.

For the exact, or the nearest to the exact, estimate of the total number of Bales of Cotton received at all United States ports from September 1st, 1903, to May 1st, 1904, both inclusive.....	\$ 2,500.00
For the next nearest estimate.....	1,000.00
For the next nearest estimate.....	500.00
For the 3 next nearest estimates, \$25.00 each.....	125.00
For the 10 next nearest estimates, 12.50 each.....	125.00
For the 20 next nearest estimates, 10.00 each.....	200.00
For the 50 next nearest estimates, 5.00 each.....	250.00
For the 100 next nearest estimates, 3.00 each.....	300.00
	\$ 5,000.00

Additional Offers for Best Estimates Made During Different Periods of the Contest.

For convenience the time of the contest is divided into estimates received by The Constitution during four periods—the first period covering from the beginning of contest to February 10, 1904; second period, from February 10 to March 1, 1904; third period, March 1 to 20; fourth period, March 20 to April 20, 1904. We will give the best estimate received during each period (in addition to whatever other prize it may take, or if it take no prize at all), the sum of \$125.00.

The four prizes thus offered at \$125.00 each amount to.....**\$ 500.00**

TWO GRAND CONSOLATION OFFERS.

First—For distribution among those estimates (not taking any of the above 188 prizes) coming within 500 bales either way of the exact figures..... **\$ 1,000.00**

Second—For distribution among those estimates (not taking any of the above 188 prizes and not sharing the first consolation offer) coming within 1,000 bales either way of the exact figures..... **1,000.00**

Grand Total..... \$7,500.00
In case of a tie on any prize estimate the money will be equally divided.

Conditions of Sending Estimates in This Port Receipts Contest.

Subject to the usual conditions, as stated regularly in The Constitution each week, the contest is now on. Attention is called to the following summary of conditions:

1. Send \$1.00 for The Weekly Constitution one year and with it ONE ESTIMATE in the contest.
2. Send 50 cents for The Sunny South one year and with it ONE ESTIMATE in the contest.
3. Send \$1.25 for The Weekly Constitution and Sunny South both one year, and send TWO ESTIMATES in the contest—that is, one estimate for The Constitution and another for The Sunny South.
4. Send 50 cents for ONE ESTIMATE alone in the contest IF YOU DO NOT WANT A SUBSCRIPTION. Such a remittance merely pays for the privilege of sending the estimate. If you wish to make a number of estimates on this basis, you may send THREE ESTIMATES FOR EVERY \$1.00 forwarded at the same time estimates are sent. If as many as ten estimates are received at the same time without subscriptions, the sender may forward them with only \$2.00—this splendid discount being offered for only ten estimates in one order. A postal card receipt will be sent for ALL ESTIMATES RECEIVED WITHOUT SUBSCRIPTIONS. Where subscriptions are ordered, THE ARRIVAL OF THE PAPER ITSELF IS AN ACKNOWLEDGMENT THAT YOUR ESTIMATE HAS BEEN RECEIVED AND IS CAREFULLY RECORDED.
5. The money and the subscription and the estimate must come in the same envelope every time. The estimate, the money and the subscription go together. THIS RULE IS POSITIVE.

Secretary Hester's Figures Covering the Period of the Contest.

COTTON SEASON.	TOTAL PORT RECEIPTS.	SALES IN COTTON CROP.
1897-98.....	3,333,822	11,199,994
1898-99.....	7,993,451	11,274,840
1899-00.....	6,843,134	10,383,422
1900-01.....	6,346,312	9,436,416
1901-02.....	7,218,179	10,680,380
1902-03.....	7,378,627	10,727,589

The figures above are certified by Secretary Henry G. Hester, of the New Orleans Cotton Exchange, who will furnish the official figures to decide this contest.

Address All Orders to THE ATLANTA CONSTITUTION, Atlanta, Ga.