

Fayetteville Observer.

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Advertising is to business what steam is to machinery—the grand motive power.
—MACAULEY.

There is but one way of obtaining business—publicity; but one way of obtaining publicity—advertising.
BLACKWOOD.

LOCAL NEWS.

Regular meeting of Literary and Musical Club at Mrs. G. A. Thomson's to-morrow night.

Weather Predictions—Chief Moore Washington, D. C., 11:30 o'clock—Generally fair to-night and Wednesday.

A large excursion from Concord passed through this city on the C. F. & Y. V. to-day on its way to Wilmington and the Beach.

We have received several communications which do not bear the name of the writers. All communications should be accompanied by the name of the writer, not for publication, unless desired, but as a guarantee of good faith with the editor.

Everybody Guessing.

Mr. F. R. Rose, real estate agent has rented to Mr. R. M. Nimocks the Novitzky store on Hay street. Mr. Nimocks, when asked what he was going to do with it, peculiarly replied that he was going to use it for a chess club.

Well Said.

That former old war horse of Democracy, Allen McCaskill, Esq., of late an independent in politics, announces that he will support William J. Bryan for President. He says that silver can only win by all its friends uniting on Bryan.

And the Name.

We have received a communication accompanied by a note signed "A Friend," which we will have great pleasure in publishing if the writer will send his real name. This, in the language of the Press Association Rules, "not for publication, but merely as evidence of good faith."

Hotel Arrivals.

W. G. Croom, Boston; G. G. Watkins, Wilmington; M. H. Fowlkes, Richmond; O. White, Norfolk; O. C. Mysong, Cincinnati; B. C. Pearce, North Carolina; C. Bain, Greensboro; Jos. P. Gulley, Raleigh; Jno. M. Simpson, South Carolina; L. Stephens, North Carolina; P. H. Williams, Rocky Mt.

Bryan Victors Return.

Jno. H. Currie, Esq., and Major Hale returned from the Chicago convention yesterday. They express no doubt of Bryan's election. They say that you need only to know the man to feel absolutely certain that he will sweep the country. Mr. Currie was one of the North Carolina delegates to put Bryan on their shoulders and carry him around the Hall. Major Hale was Bryan's associate on the platform committee, and several of the resolutions and amendments submitted by Major Hale were eloquently seconded by a wonderful young man.

Police News.

Jno. Brown, while drunk last night, attacked Tom Miller (Tom Dick) with a knife and cut several deep gashes in his neck and shoulder. Tom Dick is not dangerously hurt, though it is a wonder that he was not killed. Brown made his escape and has not yet been arrested.

Burwell Evans assaulted Magistrate Tom Sellars in Pearce's Mill Township Saturday. A warrant was issued and placed in the hands of officer Jno. W. Maultsby, who immediately went to Evans's house, but Evans caught sight of the officer and ran. A lively race ensued, but "long John" was for once in his life out-stripped.

Base Ball.

The following is the result of the National League games played yesterday:

Cleveland	2
New York	5
Cincinnati	7
Brooklyn	5
Pittsburg	6
Boston	8
Chicago	9
Philadelphia	8
Baltimore	12
Louisville	5
St. Louis	5
Washington	4

Our Claim Conceded.

Fayetteville has well established her claim to the honor of forming the first Bryan club in the Union. The thousand and odd other clubs that have been loudly taking the honor to themselves will please halt and fall into line. The Raleigh News and Observer says:

And now comes Fayetteville claiming the honor of having organized the first Bryan club in America. As soon as his name was flashed over the wires, says the OBSERVER, a number of young men formed a club right where they stood at the time they heard the news. Of course this naturally takes the cake, unless some club can prove that it organized while the news was on the way from Chicago. There might have been a club somewhere that saw the message on the way to Fayetteville.

Cumberland Monument Association.

The first anniversary of the Cumberland Monument Association will be fittingly observed in the Armory of the F. I. L. I., at 8:30 o'clock on Thursday evening, 19th inst.

The programme of the proceedings will be inaugurated by the reading of the minutes of the last regular monthly meeting, followed by the Secretary's annual report—a summarized record of the Association's year of existence and work, and the report of the Treasurer—a statement of the financial condition of the organization. This business feature will be followed by talks of five or six minutes each from prominent citizens invited to address the audience—the whole enlivened by selections of vocal music.

A full attendance of the members of the Association is urgently requested; and the public—whose sympathy and co-operation the Association hopes it has gained—are cordially invited. No charge for admission.

Alliance Lecture.

Rev. P. H. Massey, of Durham, State Lecturer of the Farmers' Alliance, addressed a number of farmers in the courtroom of the new Court House this morning.

Mr. Massey made a fine address, the principle portion of which was taken up with a discussion of the silver question. He said that the prosperity of the farmer, and therefore of the country, depended upon the Free Coinage of Silver. "Free coinage of silver" he said, "meant financial freedom, and on the other hand, gold monometallism meant financial and political serfdom." He said the people had the power and should use it in November.

Mr. Massey concluded by appealing to his hearers not to divide the silver forces, but to give the silver candidate united support. He mentioned no name, for he said the Alliance could have no connection with any political organization, but his hearers all knew that he was alluding to William J. Bryan, the silver candidate.

Take Heed Gentlemen.

All the Populist leaders of the county were in the city this morning to hear the lecture of Alliance Lecturer Massey. Before the hour set for the address many conferences were held by the different leaders, in some of which several Republican leaders participated. An OBSERVER reporter asked several of the most prominent what action they were going to take in regard to the Chicago platform and candidates but elicited no other answer than "wait until after the St. Louis Convention."

We are inclined to think that the local leaders, urged on by the Republicans, favor a nomination by that convention. We warn you gentlemen, if you attempt to promote a division of the silver forces, that you will be repudiated by the great mass of honest farmers though they be Populists, and that it will disrupt your party as surely as the sun will shine to-morrow. Peffer, Jones, Spence, Teller, Dubois and all the great Populist leaders have endorsed Bryan and silver.

Among the number interviewed, (or rather not interviewed,) was ex-Chairman Jno. McDuffie. John, of course, talked freely and candidly, and of course, the reporter came away not knowing where John "was at."

People and their Movements.

Miss Louie McMillan is quite sick.
Mr. Prior Johnson is confined to his home to-day by sickness.
Our former townsman, Mr. W. W. Martin of Four Oaks, is in the city.
Miss Lena Leslie, of Concord, is visiting Miss Martha Brown, on Russell street.
Mr. A. J. Cook, who has been sick for the past week, is still confined to the house.
Mrs. G. M. Rose and children, returned yesterday from a visit to Mrs. Morgan, in Greenville, S. C.
Mr. Shepard Bryan, a distinguished young attorney of Atlanta, Ga., is visiting his sister, Mrs. J. B. Broadfoot, on Haymount.

Mr. W. W. MacRae and daughter Miss Jannett, of Wilmington, are on a visit to their mother, who has been extremely ill for some time. We are glad to learn that Mrs. MacRae is improving now.

Mr. A. S. Hall, who has been sick at his home in Beaver Dam, was able to be at his office to-day for the first time in several weeks.

Mrs. Murdock and Miss Eleanor Murdock, of St. Augustine, and Mrs. W. F. Scott, of Jacksonville, Florida, are visiting Mrs. Crosswell, on St. John's Square.

At M. N. RAYNOR'S,
Corner Pythian Building,
LADIES' AND GENTLEMEN'S SHOES
—A nice line just received—at Low Prices.
Small profits and Large Sales, my motto.
M. N. RAYNOR.

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MIKE FOLB'S.

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NOW IS THE TIME TO BUY!
All Our BOYS' CLOTHING At Cost!

A NEW LOT OF SHIRTS
Just Received, and they are just as fine as silk.
Come and get your BARGAINS at
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Don't Bother About Your Baskets on the Excursion the 15th.

W. B. MALLOY will run the Refreshment Cars and will furnish you everything nice in the way of Lunch for that occasion, served in the cars at your seat—cheaper than you can make the same provision and without the trouble of a basket.
But if you will be odd and take a basket, don't forget that

Headquarters for all Groceries
— IS AT —
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ALL BOYS LIKE GOOD MOLASSES,
most men and women.
The place to get the above and
BEST BUTTER,
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