

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.

All papers sold on the streets by newsboys should bear the stamp, "For Transit Sale," in red ink.

Queer that there have been no sun-strokes since this spell of terrifically hot weather set in.

Major Hale is in Raleigh to attend the meeting of the State Democratic Executive Committee which assembles to-night.

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

The excursion train from Wilmington to Raleigh had on board 228 passengers when it drew out of the C. F. & Y. V. station in this city this morning.

We had a bit of rain at two o'clock this afternoon, but 'twas only a bit. The shower lasted about ten seconds, after which it cleared off as hot as ever.

100 in the Shade.

Mr. J. M. Lamb tells us that a thermometer placed in the coolest part of his residence on Haymount registered 100 degrees yesterday afternoon.

Congratulations.

A recent telegram contained particulars of the marriage of Mr. M. L. Shipman, the brilliant young editor of the Brevard Hustler, to Miss Osborne, a lovely young lady of that town. The OBSERVER offers its heartiest congratulations.

The Bingham Cadetship.

Congressman Shaw requests us to state that there will be a competitive examination at Warsaw, N. C., on August 15th, of candidates from the Third Congressional District, for a cadetship in the Bingham school at Asheville, N. C. Applicants will be required to stand examination upon the English branches only. This is done through the kindness of Major R. M. Bingham, of Asheville.

Oh, What a Noise!

Let all the mules and asses bray. J. Sterling Morton, commonly called the "prize ass" of the cabinet, announces himself a candidate for the presidential nomination on the bolters' ticket.

A dispatch from Lincoln Nebraska says: Secretary of Agriculture, J. Sterling Morton, may be a candidate for the sound-money Democratic nomination for the Presidency.

A conference, attended by Mr. Morton and a number of prominent Democrats of the State opposed to Bryan, was held at Nebraska City on Sunday. Every effort has been made to keep the fact a secret that Mr. Morton's candidacy was discussed.

Hotel Arrivals.

Mrs. Jane Sholar, City; T. J. Drewry, F. M. A.; A. S. Williams, N. Y.; Geo. A. Hanes, Winston; A. C. Jepson, Florence; W. W. Martin, Balt.; Chas. P. Sales, R. M. S.; W. H. Harrison, R. M. S.; C. T. Smith, T. F. Hanks, Washington, D. C.; E. H. Sholar and wife, N. C.

The Postal Clerks.

The Government Railway Postal Clerks who now break their journey between Washington and Charleston by laying over in this city express great delight with the change.

The Wilmington Messenger says:

Mr. C. F. Carroll, a railway postal clerk on the Washington and Charleston railway route, informed a Messenger representative that a cut had been ordered on Fayetteville by the postoffice department. This means that the crews that have been running from Washington to Charleston have been assigned to keep up runs on the north and south divisions. It is said that this makes it much easier on the overworked mail agents, and the object is to give better service to the general public. The change went into effect Sunday.

An Important Meeting.

The State Executive Committee will hold to-night, probably the most important meeting that that body ever assembled for. Everybody seems to be in the dark. The Raleigh correspondent of the Wilmington Messenger says:

The talk to-day was almost entirely regarding possible democratic-populist fusion. There is naturally great interest in the meeting of the democratic committee tomorrow night. The powers of that committee are not nearly so great as those of the populist and republican committees. If any changes should be made in the democratic ticket would not a convention be necessary?

Yesterday, all at once, there was an outbreak of talk about possible changes in the State ticket and some democrats were heard to say "why not put Guthrie and Worth and Montgomery on the ticket?" Others protested against even the mention of such a thing. The session of the State committee is apt to be lively.

Cumberland Court.

To properly appreciate the great heat of yesterday and this morning, one had only to watch the counsel in the Henry Simpson case, address the jury. It would certainly expel the idea, if any such ever existed, that lawyers don't do hard work. But for all the heat, good and elaborate arguments were made by both sides. At 12:15 the case was given to the jury, and they are now deliberating whether Henry Simpson is guilty or not guilty of the charge of rape—whether he shall be set free or condemned to death.

Bishop Holmes, charged with murder, will not be tried at this term. The counsel for the defense asked for a continuance, giving several reasons therefor, and the Judge granted the request.

One thing that always strikes a person upon entering a crowded court room is the number of old men to be seen, especially old darkies. Another never failing scene is the number of women in the corridors with babies in their arms.

—Merchants, don't forget that the Weekly OBSERVER is the best medium in which to advertise your business to the COUNTRY TRADE

To-Night.

To-night the campaign will be inaugurated and from then until the day of election many notable speakers will address the citizens of Cumberland, but none, unless we should be honored by the great orator Bryan himself will make a more stirring speech than that we shall hear from the Hon R. B. Glenn. As this will really be the opening of the campaign in North Carolina, let it go out to the world that old Cumberland has lost none of the enthusiasm and patriotism for which she has always been noted.

The speaking will take place at 8:30 from a platform in front of the Hotel Lafayette.

Base Ball.

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

Baltimore	7
Boston	6
Philadelphia	15
New York	9
Washington	0
Brocklyn	5
St. Louis	5
Louisville	4
Chicago	9
Pittsburg	5
Cincinnati	1
Cleveland	6

People and their Movements.

Mr. Alex. Council, of Council's Bluff, was in town this morning.

Mr. R. F. Devane, of Red Springs, came up to the city this morning.

Miss Sadie Logan, of Salem, Va., is visiting Miss Mary MacRae, on Haymount.

Miss Tempe Betts, sister of our Dr. Betts, has been spending a few days in the city.

Mr. A. S. Williams, of New York, is on a visit to his brother Mr. R. L. Williams at Cottonade.

Mrs. M. J. Pemberton and family, and Mr. and Mrs. C. W. Bidgood go to Bolton Springs to-day to occupy cottages for the rest of the summer.

Mr. and Mrs. A. S. Huske and family returned to the city this morning from Bordeaux, where they have been spending several weeks delightfully.

Miss Dora Vick, of Selma, and Miss Brown, of Washington, N. C., passed through the city this morning on their way to Manchester to attend a house party given by Miss Isabelle Fairley.

Mrs. Geo. Brandt will chaperon the following young ladies down to Red Springs this afternoon: Misses Eula May McDonald, May Williams, Maggie Whitehead and Katie Utley.

AT M. N. RAYNOR'S.

—Heinz's Baked Beans.—

Large order just to hand.

RAYNOR,

Pythian Building.

THE CELEBRATED ROCHESTER BEER RECEIVED daily by Express and on draught at McDonald's—in glass, quart and gallon measures.

TO-DAY IS A HOT ONE!

ENTIRE STOCK OF HOT WEATHER GOODS, CONSISTING OF

Gents' Shirts, Lawns, Linens, Organdies, Crepons, Mulls, Mohairs, Summer Serges, Ladies' Underwear, Ladies' Under Vests, Ladies' Shirt Waist Goods, Ladies' Belts, Linen Handkerchiefs, Checked Nainsooks, Ladies' Hose, and everything else in the hot weather line, at the Big Sale to close out.

FRANK W. THORNTON.

R. M. NIMOCKS, Assignee. 2t

Refreshing!

Specially Good Tea at 50 cts. per pound—three pounds best Granulated Sugar with a pound. The Tea we guarantee strictly pure and a good drink. Full of flavor and drinking well hot or cold.

A. S. Huske,

Hay St. Grocer.

BRYAN STILL AHEAD!

Bryan is still in the lead at St. Louis, and so is—

MIKE FOLB, in Fayetteville.

Other Merchants are selling Bryan and Sewall Hats at \$1.00, but

MIKE FOLB, with the cash at hand, bought at a price that HE can sell you a

Bryan & Sewall Free Silver Hat at 75c.

Call and get your size

—ALSO—

ALL SUITS,

For the next 30 days at 50 per cent reduction.

MIKE FOLB

Is the pronounced leader in Clothing for Fayetteville.

Excursion to RED SPRINGS

AUGUST 3,

UNDER THE AUSPICES OF THE LADIES' MONUMENT ASSOCIATION,

During the session of the Elders' and Deacons' institute.

Begin now to make preparations to go on this Excursion to that popular resort, and look forward to a day of rest and pleasure.

WANTED—AN IDEA Who can think of some simple thing to patent? Protect your ideas; they may bring you wealth. Write JOHN WEDDERBURN & CO., Patent Attorneys, Washington, D. C., for their \$1,500 prize offer.