

DAILY REFLECTOR.

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Subscription 25 cents per Month.

Entered as second-class mail matter.

A joint caucus was held Tuesday by the Populists and Republicans and Butler and Pritchard were nominated for the United States Senate. This carries out to the letter the contract made last summer between these parties and shows to what depths parties can descend.

A bill has passed the Senate reducing the bond of the Sheriff of Pitt county from ninety-two thousand dollars to seventy-two thousand dollars, and giving the right to appeal from the decision of the commissioners to the courts, and when this appeal is taken giving it precedence over all other cases for trial. It has been sent to the House and now awaits its action to become a law.

Mr. Ewart has introduced a bill to abolish the Railroad Commission, when in the Legislature before he was one of its most zealous advocates. Mr. Butler also worked and voted to establish the present commission, and yet they propose now to abolish it. This is done for the purpose of getting out the Democrats and then they will immediately establish another probably one man power and put one of their party in. Such conduct has never before been witnessed in North Carolina, and it shows that they believe the only way to get the offices is for this Legislature to put them in, knowing that the people will overthrow this mongrel set in 1896. It even makes Republicans blush to see what steps this body is resorting to to carry out their desires.

When to Advertise.

There's nothing on earth so mysteriously funny as a newspaper advertisement. The prime, first, last and all the time object of an advertisement is to draw custom. It is not, was not and never will be designed for any other human purpose. So the merchant waits till his store is so full of customers that he can't get his hat off, and then he rushes to the newspapers and puts in his advertisement. When the dull season gets along, and there is no trade, and he wants to sell goods so badly he can't pay rent, he takes out his advertisement—that is some of them do; but occasionally a level-headed merchant puts in a bigger one, and scoops all the business, while his neighbors are mortgaged to pay the gas bill. There are times when you couldn't stop people from buying everything in the store if you planted a cannon behind the door, and that's the time the advertisement is sent on its holy mission. It makes light work for the advertisement, for a chalk sign on the sidewalk would do all that was needed and have a half holiday six days in the week; but who wants to favor an advertisement? They are built to do hard work, and should be sent out in dull days when a customer has to be knocked down with hard facts and kicked insensible with bankrupt reductions in prices before they will spend a cent. That's the aim and end of an advertisement, don't try to get them to come when they are already sticking out of the windows, but give them your advertisement right between the eyes in the dull season, and you will wax rich and own a fast horse, and perhaps be able to smoke a good cigar once or twice a week. Write this down where you will fall over it every day. The time for a merchant to draw business is when he wants business, and not when he has more business than he can attend to already.—Lumberton *Robesonian*.

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month of

January that if

you have

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and it always suits.

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