

# THE DAILY REFLECTOR.

D. J. WHICHARD, Editor and Owner.

TRUTH IN PREFERENCE TO FICTION.

TERMS: 25 Cents a Month.

Vol. 5.

GREENVILLE, N. C., TUESDAY, DECEMBER 22, 1896.

No. 626

## C. T. MUNFORD

### THE CELEBRATED CORSET. WARNER CORSET.



Why we sell Warner's Corsets?

Because they are the standard for style, fit and comfort. Patterns to fit every figure.

We lead in CLOTHING SHOES

DRY GOODS, and all at prices way down.



Come and see us and we'll save you money.

T. Munford

#### PROFITABLE PUBLICITY.

##### Bargain Advertising.

By NATH'L C. FOWLER, JR., of New York, Doctor of Publicity.

There must be bargains. People expect them. People will have them. The real bargain is legitimate. Bargain advertising pays. Bargain advertising is simply another form of specialty advertising. It has all the advantages of "one-thing-at-a-time." When you advertise a bargain, be sure it is a bargain. Bargain advertising must be honest. The bargain advertisement must occupy large space. The price must be given. Do not be afraid of the largest type, the largest space and the boldest of true statements. Don't advertise the same bargain, the same way, twice. Don't tell so much about the bargain in your advertisement that people will have no curiosity to look at it. Bargain advertisements should have one very large head line, and sometimes one is enough. Set the price in the largest type. If you only give one figure, and that is an even number of dollars, there is no necessity of filling up space with ciphers. Hand bills may pay, but not one-tenth as well as the large bold advertisement in the local newspaper. Not because the publisher says it, not because I say it, but because experience proves it: "Newspaper advertising is the only indispensable form of local publicity, and the only kind that is liable to pay ninety-nine times out of a hundred."

#### Bethel Notes.

BETHEL, N. C., Dec. 21st.

Rev. Albert Barnes left for Fremont this morning.

Columbus Jenkins got his infant child, 3 months old, burned to death last night. A little girl was sitting by the fire with the child in her lap when it caught on fire.

The Annual Conference of the colored M. E. church of N. C., met with the church here (Medleys Chapel) last Wednesday, and held until Sunday night. There was a large number of pastors and delegates present.

#### Discount to Reflector Readers.

Any reader of the REFLECTOR sending six 2-cent stamps to The Trade Company Boston, Mass., will receive "Progressive America," the most entertaining family game published. Regular price, 50 cents.

Want to see something pretty? Look at those ladies gold pens, pearl handle at Reflector Book Store.

Christmas decorations are in order and much use is being made of holly and mistletoe.

For fresh, London layer seedless and stemless Raisins, Currants, Prunes, Dates and choice confectioneries, call at J. S. Tunstall's.

The body of Mr. Edward Smith, who recently died at Chatanooga, was brought to Greenville on Monday evening's train and carried to Grimesland for burial.

#### OTHER LOCALS.

Odd Fellows meet tonight. This is the shortest day of the year. J. C. Cobb & Son offer bargains for Xmas week. Our tobacco boys are getting off for the holidays. The tobacco market closes from today until Jan. 4th. A tournament and ball will be held at Farmville on the 29th. Many of the boys have fruit and confection stands on the streets. Malaga grapes, apples, oranges, nuts and candies at Tunstall's. The young people had a very enjoyable German Monday night. No snow for Christmas if the present weather indications continue. An abundance of nice Christmas confections at D. S. Smith's. The turkey would like to see Christmas blotted out of the almanac.

FOR RENT—Five room dwelling. Apply to ZENO MOORE.

Two more nights and the execution will take place with stockings.

I have 8 or 10 of my fine blood gilts for sale now. R. J. COBB.

Lance for toys and dolls. I am selling them cheap now. JAMES LONG.

Get your Christmas supply of fine cigars at Starkey's. The best brands.

FOR RENT.—Dwelling next to Dr. D. L. James' residence. Apply to J. A. BRADY.

Let Morris Meyer fill your order for Xmas confections. Everything at bottom prices.

Get your girl one of those beautiful gold pens, pearl handle, at the Reflector Book Store.

If you want bargains in fruits, confections and cigars for Christmas go to J. W. Brown.

There was a big white frost this morning. It looked almost like a light snow.

Greenville is interested in three weddings that take place tonight and tomorrow.

We have a large stock of Apples, Oranges, Candy, &c. J. C. COBB & SON.

Did you hear anything that sounded like a bomb last night? They were popping promiscuously.

Go to D. S. Smith if you want your money to go a long ways in buying Xmas fruits and confections.

Don't fail to see my pretty Christmas goods, some handsome on hand yet. MRS. GEORGIA JAMES.

At Starkey's you can find piles and piles of nice groceries, fruits and confections for Christmas.

For Malaga grapes, California pears, Florida oranges, apples, nuts, dates, figs &c., go to Morris Meyer.

Good warm meals and nice, comfortable sleeping apartments at the Ricks House. Will be opened Jan. 1st. Next door to Telephone office.

If you want a nice present for your husband, brother, lover, or gentleman friend, one of those Parker Fountain Pens at Reflector Book Store is the best thing out. Every pen warranted.

Subscriptions to all leading magazines taken at Reflector Book Store. Come in if you want to subscribe or renew. Can save you postage and trouble of ordering and can give you a discount when several are taken.

## THE KING CLOTHIER

EXTENDS ALL

### "A MERRY CHRISTMAS."

And offers you a large line of

## CLOTHING

Notions, Shoes,

## GENTS' FURNISHING GOODS,

to select from. There's no need of shivering these cold days, fostering neuralgia and rheumatism, when new, fresh, up-to-date

### OVERCOATS

can be had at prices way down. Come this week and make your friends a sui table gift.

I have just received a lovely line of holiday

### NECKWEAR

and I want everybody to come and see them

## FRANK WILSON.

THE KING CLOTHIER.

## H. B. CLARK

Have you seen The Great Bargains We are offering this week.

They are of good quality and will stand the test of wear. Come and see me.

Wool Cashmere	10c. Undershirts	15c to 20c.
Two tone Cashmere	10c. Ladies or Gents' Rubber Shoes	25c.
Lovely Cotton Plaids for Shirt Waists	5c. Ladies Rubber Shoes—needle toe	50c.
Trimming Silks at your own price.	Men's plain Rubber Shoes	40c.
Black Silk Elastic	10c. Men's needle toe Rubber Shoes	75c.
Bed Comforts—large size		

Come and save money.

## H. B. CLARK

## H. M. HARDEE.

WE HAVE just received a complete line of Ladies Underwear & Capes and the prices are very low Overcoats and Rubber Shoes. A complete stock to select from and your inspection is invited. Price lower than ever.

At Higgs Bros. old stand

Leader of Style

## H. M. HARDEE.



**GROCERIES & FRUITS.**

I have opened with a complete line of Groceries, Fruits, Confections, and solicit your patronage.

I have opened a first-class RESTAURANT in the rear of my store and can furnish meals at all hours.

**W. C. HINES.**

**SANTA CLAUS' HEADQUARTERS.**

—A MAMMOTH DISPLAY OF XMAS—

**Toys, Toys, Toys, Toys,**

consisting of Dolls, Games, Drums, Horns, Horses, Velocipedes, Wagons, Carriages, Balls, Vases, &c. Also handsome presents for the grown folks. Give us a call and see for yourself. Fire works specialty.

**Ed. H. Shelburn & Co.**

**S. T. WHITE.**

**EAGLE BRAND FINE SHOE**

—FOR—

**Misses, Ladies, Gents**

No better SHOE made and you will be satisfied in price.

**Helpful Hints**

J. B. CHERRY

J. R. MOYE

J. G. MOYE.

**J. B. CHERRY & CO.**

—THE LEADERS IN—

**DRESS GOODS, SILKS, TRIMMINGS, SHOES, HATS.**

It's a high kind of art to catch, by contact with the people, the needs of Christmas time, and convey the Christmas thoughts to the keen-witted buyer. If you want good goods and want to save money come and see us.

**SOMETHING FOR XMAS**

**OUR FURNITURE**

STOCK is very large and complete. We have suits in Oak, Birdseye Maple, Walnut and Curly Birch. Look over the following: Wardrobes, Hat Racks, Tables, Folding Beds, Sideboards, Book Cases, Desks, Sofas, Lounges, Chairs, Rockers, &c. Christmas shoppers will find it to their interest to see us.

**J. B. CHERRY & CO.**

**J. G. RAWLS,  
JEWELER AND OPTICIAN.**

We court competition, we admire opposition, and under no condition, will we budge from our position as the leader.

Diamonds, Watches, Jewelry, and Silverware.

GREENVILLE, N. C.



**H. M. HARDEE,**

—DEALER IN—

**DRY GOODS, NOTIONS, SHOES  
HATS, CLOTHING.**

Holiday shoppers can get great bargains by coming to see us.

**MATHIAS OWENS,**

—DEALER IN—

**FURNITURE, CARPETS, RUGS.**

Stoves & Fixtures,

Dry Goods, Notions, Hats, Shoes, &c. Give us a trial during holidays.

**THE OLD, OLD STORY—CHRISTMAS AGAIN.**

We are ready for the holiday shoppers as never before. —The attraction is—

**Dress Goods, Silks, Suits, Shoes, Hats,**

Neckwear, Umbrellas, Linens, Underwear, Hosiery, Gloves, &c., are simply beyond the power of advertising pen. It's a magnificent, monumental array. Now is the time.

**RICKS & TAYLOR.**

**J. S. TUNSTALL,**

—DEALER IN—

**CHOICE GROCERIES, FRUITS, CONFECTIONS.**

Everything kept in stock that is good in Fancy and Staple Groceries. Come and see me.

Headquarters for Christmas Shoppers

**For Holiday Shoppers**

**S. M. DANIEL,**

—Dealer in—

**Choice Family Groceries**

**FRUITS,**

**TOBACCO, SNUFF and CIGARS.**

Christmas shoppers will do well to call. All my stock is fresh and the prices are low.

**FRANK WILSON**

—THE KING DEALER IN—

Gents Fine **CLOTHING,**

**Shoes, Hats,**

**FURNISHING GOODS**

See me during the holidays.

**FRANK WILSON**

**A. B. ELLINGTON,**

Proprietor of the only

**5 AND 10 CENT STORE**

in the city.

A beautiful line of Christmas and Household Goods

# J. B. Cherry & Co.

Is the lowest price any object to you? Are the best qualities and inducement? If so come in and see our new stock which we have just received. Our store is full of New Goods and prices were never lower. To the ladies we extend a cordial invitation to examine our stock of

## DRESS GOODS & TRIMMINGS

We have a beautiful and up-to-date line. You will find the latest styles and we know we can please you. Oh, how lovely, how beautiful, the prettiest line I have ever seen, is what our lady friends say of them. We have a large line both in colors and blacks and can please you.

In Ladies and Gents FURNISHING GOODS we have a splendid line.

In LADIES CLOTH for Wraps we have just what you want.

In Men and Boys PANTS GOODS we have just the best stock to be found and prices were never lower.

SHOE: In shoes we endeavor to buy such as will please the wearer, the prices on Shoes are much lower than last season. Give us a trial when you need Shoes for yourself or any member of your family. We can fit the smallest or largest foot in the county. Our L. M. Reynolds & Co.'s Shoes for Men and Boys are warranted to give good service. We have had six years' experience with this line and know them to be all we claim for them.

In HARDWARE, GUNS, GUN IMPLEMENTS, LOADED SHELLS, CROCKERY, GLASSWARE, HALL LAMPS, LIBRARY LAMPS, PARLOR LAMPS, LAMP FIXTURES, TINWARE,

WOOD and WILLOW WARE, HAT BBS & COLLARS, TRUNKS, GROCERIES, PROVISIONS, FURNITURE, CHILDREN'S CARRIAGES, CARPETS, CARPET PAPER, RUGS, LACE CURTAINS, CURTAIN POLES,

and any goods you need for your self and family come to see us.

Our object is to sell good honest goods at the lowest prices.

We have a large line of

## FURNITURE!

and can give you anything you may need at the lowest prices you ever heard of. Come and see our \$12.50 Solid Oak Bedroom Suits. To pass us by would be an inexcusable injustice to your pocket book. This is not so because we say so, but because our goods and prices make it so. Here is a fair proposition: If we deserve nothing, give us nothing, but if you find our goods and prices satisfactory, acknowledge it with your patronage. Hoping to see you soon and promising our best efforts to make your coming pleasant and profitable, we are  
Your friends.

# J. B. Cherry & Co.

September 10th, 1896.

JUDICIOUS ADVERTISING  
Creates many a new business.  
Enlarges many an old business.  
Preserves many a large business.  
Revives many a dull business.  
Rescues many a lost business.  
Saves many a failing business.  
Secures success to any business.

To "advertise judiciously," use the columns of the REFLECTOR.

### TRAIN AND BOAT SCHEDULES.

Passenger and mail train going or arriving 8:22 A. M. Going South, arrives 6:57 P. M.  
Steamer Tar River arrives from Washington Monday, Wednesday and Friday leaves for Washington Tuesday, Thursday and Saturday

### Weather Bulletin.

Wednesday fair and warmer.

### MARKETS.

(by telegraph.)

### NEW YORK COTTON.

	OPEN'G.	HIGH' ST.	LOW' ST.	CLOSE
Jan.	6.75	6.82	6.74	6.82
Mar.	6.92	6.98	6.90	6.97
May.	7.05	7.13	7.05	7.11

### CHICAGO MEAT AND GRAIN.

	WHEAT—			
Dec.	77	77½	77	77½
Jan.	7.65	7.65	7.60	7.60
Jan.	3.85	3.85	3.82½	3.82½

### MINCE PIE.

An Assortment of Good Items for Christmas Week.

Fresh Pork Sausage at S. M. Schultz.

Sweet and fresh, Carr Butter in 1 lb. packages, at S. M. Schultz.

All kinds Fruits and best brands Cigars at Starkey's.

Fresh Taffy made every day and only 10 cents a pound at Shelburn's.

CHEAP—100 barrel choice Apples at S. M. Schultz.

Try those celebrated "Ozone" cigars at S. M. Daniel's.

Nice mourning paper in boxes at Reflector Book Store.

Toys, Drums, Dolls, Wagons, Carriages, Vases, Cups and Saucers, at S. M. Schultz.

Headquarters for Fruits and Confections for Christmas.

S. M. DANIEL.

Go early and select a present out of those beautiful goods at Mrs. Georgia James.

### These People Will Gather Around It.

C. W. Harvey left this morning for Danville.

D. J. Walker left this morning for Richmond.

J. B. Latham left this morning for Washington.

R. W. Crenshaw left this morning for Lynchburg.

Miss Loraine Horne returned home Monday evening.

Mrs. Rice Gwynn left this morning for Rocky Mount.

Mrs. S. D. Lee returned from Williams Monday evening.

Rev. E. C. Glenn arrived this morning to visit friends here.

Harry Harding came home Monday evening from the University.

Miss Cora Wilson, of Centreville, is visiting Mrs. William Savage.

R. W. King went to Grifton last night and returned this morning.

Miss Appie Smith left this morning for Norfolk to spend the holidays.

Maj. W. S. Bernard came home from Chocowinity Monday evening.

J. E. Langley and wife left this morning for their home in Richmond.

Mrs. E. B. Higg and children went to Scotland Neck today to spend the holidays.

J. L. Jackson passed through to Ayden last night on his way home Wake Forest College.

Miss Effie Bobbitt, who was visiting Mrs. Adrain Savage, left this morning for her home in Whitakers.

Miss Mattie Abrams, who has been visiting her sister, Mrs. S. M. Schultz, left this morning for her home in Rocky Mount.

Frank Barnhill, a native of this county who for sometime has been living at Franklin, Va., has returned to his old home.

J. L. Davenport, of Pactolus, who just returned home from the University, is spending a day or two with friends here.

In 1 lb packages—Golden Dates Currents, Seeded Raisins, Citron, Nuts Evaporated Apples and Peaches at S. M. Schultz.

The rush is on at James Long's. His low prices for toys, fruits and confections draw the customers to him. See him before you buy.

Christmas is nearly here and I have opened a splendid assortment of

Xmas and Household Goods.

Come and see and be surprised.

A. B. ELLINGTON.

5 & 10 CENT STORE.

Christmas is nearly here and I have opened a splendid assortment of

Xmas and Household Goods.

Come and see and be surprised.

A. B. ELLINGTON.

# CHRISTMAS GREETING.

We wish all a Merry Christmas and while you are selecting your Xmas presents remember we have hundreds of suitable gifts so low in price that you can give freely. Useful articles of dress.

## Dress Goods, Silks, Shoes, Hats.

Notions, and a splendid line of

# CLOTHING

to select from. Don't forget us this week, we will certainly save you money.

## RICKS & TAFT

The Ladies Palace Royal,

## To the Sports.

We are now headquarters for all kinds of **SPORTING GOODS.**

and defy all competitors as to price and high grade goods.

U. : M. : C. : Loaded : Shells,  
25 cents per box.

## HARDWARE, Tinware, STOVES

in abundance and low in price.

Special Inducements offered on **GUNS.**

## BAKER & HART.

# SANTA CLAUS

At Ed. H. Shelburn & Co.'s Store,

TOYS, TOYS, TOYS.

Fruits. Fruits. Fruits.

Candy. Candy. Candy.

## E. H. SHELBURN & CO

## Holiday Gift Choosing

is sometimes difficult, unless you know what you want. More often you are at a loss to know what to select, we will show you many serviceable and pretty gifts that carry with them pleasure and comfort. If it is a holiday gift for

Grandmother,  
Mother,  
Wife,  
Sister,  
Daughter,  
Baby,  
or  
Mother-in-Law.

You can find many pretty presents in our mammoth stock that will win you many grateful thanks from the recipient. New holiday novelties arriving daily at

## LANG'S CASH HOUSE.

LANG SELLS CHEAP.