



The NEW BERN MIRROR

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There's no denying that modern advertising has been revolutionized by the clever-phrase boys along New York's Madison avenue, but as far back as 50 years ago a lot of New Bern business firms were coming up with some rather convincing ads in their own right.

Since proclaiming your wares, in newspapers or otherwise, is generally regarded as a sign of progressiveness, it might be interesting to take note of the business men who were in that category here a half century in the past.

Banks have always advertised, and the Peoples Bank was no exception. Back in 1910 its president was William Dunn, its vice-president C. D. Bradham and its cashier T. A. Uzzell. It boasted of being strong, courteous and progressive, and reminded New Bernians that 4 percent was paid on savings.

New Bern Banking & Trust Co., also let it be known in prominent print that it paid 4 percent on savings, and had a capital of \$200,000. "A strong bank reflects its own strength," this institution asserted, "in the standing of its customers. No other single thing as favorably influences a man's business standing as to have a checking account in a bank of known conservatism and strength."

Meanwhile, Gaskill Hardware Co. on Middle street announced NEW PERFECTION. "Oil wick cook stoves, no heat to bother you," it said in the midst of a particularly hot July. "You will find them a treasure this hot weather. Let us send you one today. We have the best makes." The suggestion must have been appealing, and you'll notice that then as now the advertisements harped on convenience and comfort rather than just necessity.

Barrington Dry Goods Co. didn't mince words in its ads. Relying on the concise and direct approach, it was content to say, "Just received trunks, suit-cases and hand-bags." And for another concise ad, you could hardly improve upon "The Best—MEADOWS MEAL. Use No Other."

Sam Lipman, then at the corner of Middle and South Front streets in what is now the Hotel Governor Tryon building, advertised "NOW IS YOUR CHANCE. A big money saving opportunity for the public. The greatest cut price sale ever run in the city of New Bern. Prices on all goods reduced to one-half and less." Sam, as all old-time New Bernians know, was an immigrant who started out as a peddler with a pack on his back, and became a leading merchant through sheer determination to succeed in an America he appreciated.

Another local department store slanted its advertising at bargain-hungry customers too. J. J. Baxter said, "We still have a large stock of Clothing and Shoes to close out. Don't fail to see us before buying, we will save you money on anything you want."

Much of the local advertising a half century ago centered on patent medicines. Unhindered in those days by the now rigid if not always well enforced rules of the U. S. Pure Food and Drug Administration, the sky was the limit on claims. For example, New Bernians had reason to hope when they were informed in print that Dr. King's New Discovery would "kill the cough and cure the lungs. Guaranteed satisfactory or money refunded." We can't help but wonder how many afflicted folks died with tuberculosis and were unable to come back to ask for a refund on their purchases.

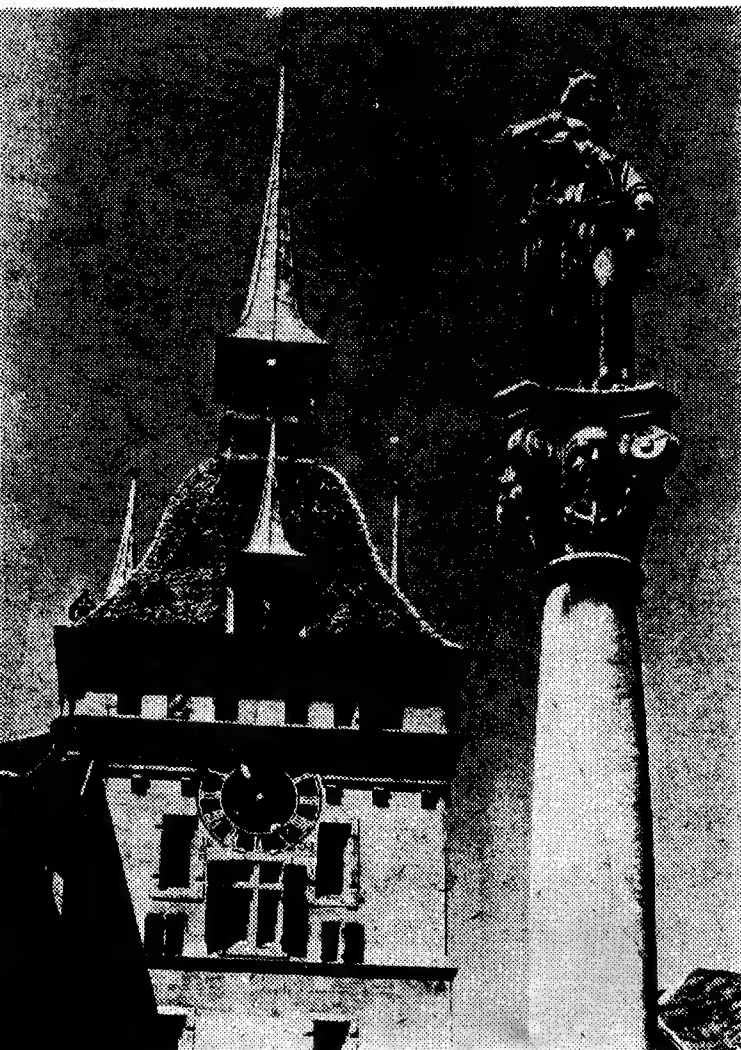
Another patent medicine that got a good advertising send off here was Simmons Liver Regulator. "Nearly everybody takes Simmons Liver Regulator," the ads declared, (Continued on Back Page)



IT'S THAT TIME AGAIN—No one appreciates the coming of Spring more than a small boy with wonder in his eyes and carefree feeling in his heart. Billy Benner didn't have to look far to find a pair of kids in an attractive setting,

when he hauled his camera out. His own sons, Donnie and Bobby, made suitable subjects as they took inventory of Dame Nature's handiwork within a stone's throw of New Bern.

There's Excitement Brewing In New Bern's Political Pot



BERNE'S SEILER FOUNTAIN AND PRISON TOWER

Already boiling merrily, New Bern's political pot has picked up new fervor in recent days with the announcement that Kennedy Ward is seeking to unseat Ray Sumrell as judge of Craven Recorders court.

It bids fair to be an interesting race. Both young men are popular, and in a great many instances their friends are mutual. Not only does this provide a squirmy situation for the friends involved, but makes predictions of the outcome an undertaking that few would dare tackle.

Offhand, we'll have to go along with the theory that Sumrell has the inside track at the outset, since he happens to be in office. By the same token, there are bound to be disgruntled voters who will cast their ballot against him for no other reason than hostility that has resulted from a conviction in his court.

Fortunately for Ray's cause, only a comparatively small number of Craven county citizens run afoul of the law, and come before him for a reckoning. Hence, he has reason to hope that the advantages of being on the bench at election time outweigh the disadvantages.

It would be a major surprise to local folks, if the contest between these two young attorneys turned out to be a slam-bang battle punctuated by mud slinging on the part of either candidate. Neither party's personality would lend itself well to this type of campaigning, which is something of a compliment.

Although Kennedy is a political novice, he hails from a family long active in politics and can get plenty of pointers without stray-

ing far afield. Incidentally, both candidates are friends of retiring Congressman Graham A. Barden. Ward worked as assistant general counsel for Barden's committee on Labor and Education in Washington for three years, while Sumrell has been employed locally in maintaining the Congressman's office here.

Notwithstanding the interest in the Sumrell-Ward race, New Bern's political spotlight remains on State Senator James O. Simpkins and Mayor Robert Lee Stalling, Jr., as they stage their determined fight to land in the second Democratic Primary in the Third District Congressional race. Regardless of what you may have heard, neither Simpkins nor Stallings, nor any of the other candidates appears to have the remotest chance of sweeping to victory in the first primary.

Both of New Bern's candidates are exhibiting confidence, as they get ready to head into the home stretch. This despite the fact that nothing short of a political miracle would be accomplished if the two of them managed to get into the second primary as front runners in the formidable field of five.

Friends of Stallings contend that he has done a good job of getting acquainted with voters throughout the Third District, and insist that he will be high man when the votes are counted. On the other hand, Simpkins has grown increasingly enthusiastic about his own chances of finishing on top, and regards David Henderson of Wallace as his strongest opposition.

There's no doubt that Henderson (Continued on Back Page)