



The NEW BERN

# MIRROR

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Mrs. B. H. (Ruth) Oates has a way of doing thoughtful things. Last weekend we found a letter from her in our mail box, along with an item of timely worth.

"Enclosed", she wrote, "you will find a check for The Mirror, and also a copy of the Rexall News, dated March 1915, that you may find to be interesting material for your nice paper, since it is 50 years old.

"This paper was in an antique piece of furniture that I purchased several years ago, and have been saving for the appropriate "50 years ago" time to send it to you".

The trade publication that Ruth passed along to us was issued monthly by New Bern's Bradham Drug Co. The owner of the establishment, of course, was C. D. Bradham, whose fame came not as a pharmacist but as the inventor of Pepsi-Cola.

On the cover there's a photograph of Ethel Barrymore, and she was quite pretty. The cutline reads: America's most famous actress, now starring in vaudeville. Miss Barrymore says, "The Bouquet Jeanice Toilet Preparations have become indispensable to me. I am delighted with the dainty odor and the lasting qualities of Bouquet Jeanice. I cannot speak too highly of the entire line."

If you think New York's Madison Avenue originated eloquent advertising copy, get a load of this pitch to the fair sex. It plays to feminine vanity and employs the "scare" approach in a single ad. That's par for anybody's course.

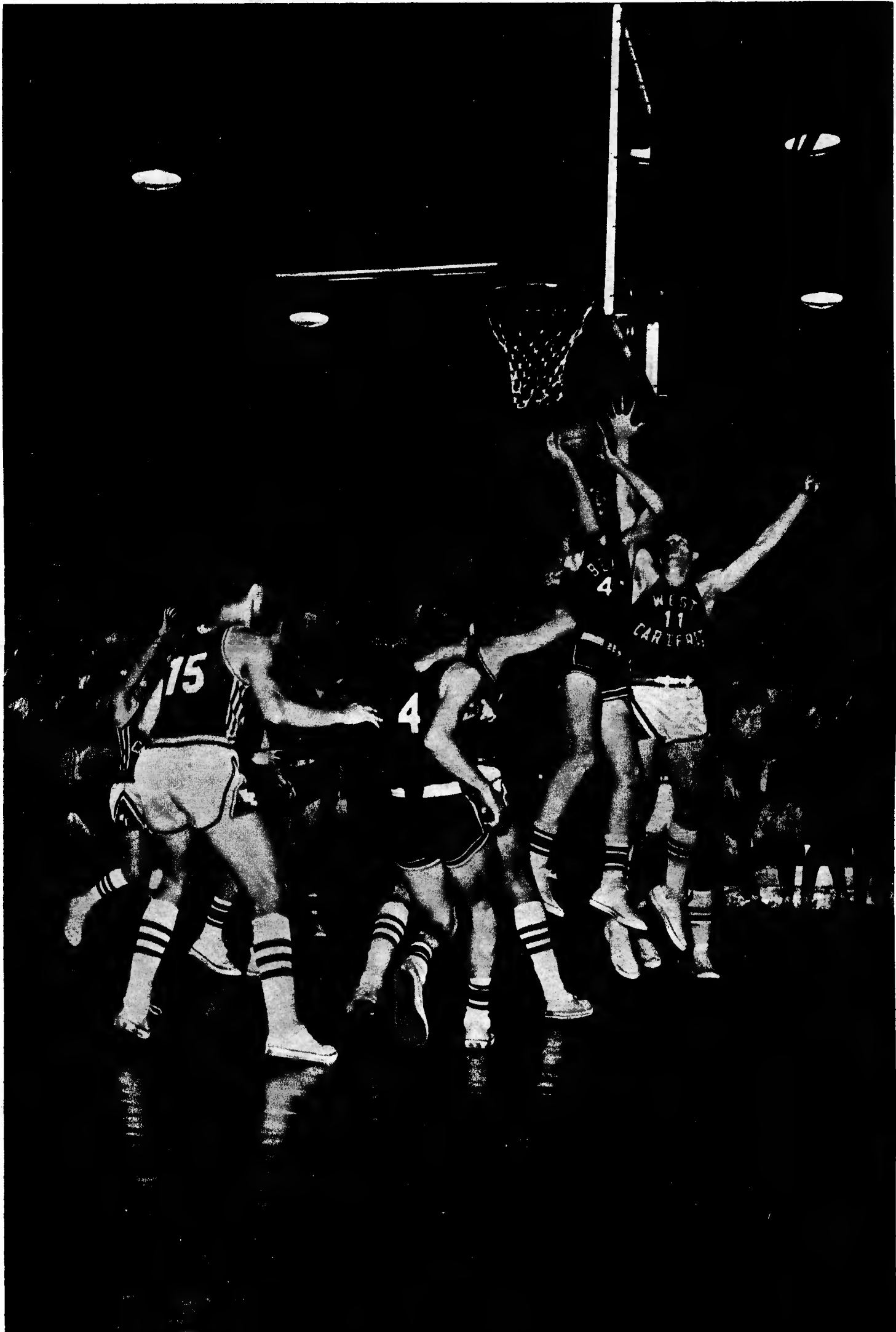
"WHILE CLEANING HOUSE PROTECT YOUR HANDS" the heading advises, then these words follow: "Clean, white, beautiful hands... Rosy Fingernails set in the daintiest of fingers enhance the beauty of any woman. A pair of RUBBER GLOVES will keep those hands of yours white and soft, and will come in handy in dozens of ways around the house or yard... Wear them when you are washing dishes... Wear them when you are sweeping... Wear them whenever you do any housework... They will save your hands, protect you from accidental blood poisoning, and remember when you buy them here, the PRICE is right."

And how is this for laying it on the line? "With Spring Come Nature's Violets... Because of its delightful fragrance, the violet has easily become the most popular of flowers. Realizing this fact to be true, we have imprisoned in VIOLET DULCE Toilet Water the same dainty refreshing fragrance that has always been the selection of those with whom good taste and refinement come first."

The trade paper distributed by Bradham Drug Co. wasn't completely dominated by advertising. Its pages included puzzles, scientific notes, dainty recipes, games, Capital Talks, memory tests, home helps, odd items, and humor.

For example, this story got laughs 50 years ago. Paderewski was giving a private concert at the home of a young matron who had recently acquired great wealth, but whose knowledge of music was not equal to her money.

"May I ask, Mr. Paderewski," queried the young woman. (Continued on page 5)



ONCE IN A LIFETIME—Never again do we expect to see, one the same court, two Northeastern Conference basketball players as outstanding as New Bern's Bill Bunting and West Carteret's Robert McLean. The Mirror wouldn't think of letting the season come to an end without publishing for your scrapbook a picture of the pair in action. Here, Bunting (6-8) leaps

to escape McLean (6-7) and tally a couple of points. Both boys have been heavily scouted for months, and are rated among the top scholastic players in the nation. They're sure to team up together in the State's East-West game before embarking on their college careers. Each has been offered countless grants in aid.—Photo by Chick Natella.