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New Bern, N. C., Nov, 24,1905 .
THE SUCCESS OF AD-VENTURE. Ad-Venture in the business world has
ever proven necessary to win success,
as wasit needed when in the early days as wasit needed when in the early day the spirit of adventure should lead $m$
to risk life and property in search new lands.
complain because his fellow citizens
those who ought topurchase their good those who ought topurchase their good at home, send their orders to the big
city merchant. But is the local merchant an advertiser? Does he preseni
his goods in an attractive manner his goods in an attractive ma loca
through an advertisement in the loca newspaper? Does loce euterprises, and
part topromote
therefore obtain the right to criticis those about him who fail in their dutie of eitizenship?
The merchant who complains is no
the one who advertises, for the sucee the one who advertises, for the succ
of advertising gives the merchant
pause in his business to pause in his business to utter com
plaints, for there is no time left on ho
count of the trede which count of the trade which comes throug
good advertising. The small merchant may think that
his advertising must be done upon his advertising must be done upon
scale proportionate to his store's size and his present trade. No greatel
fistake could be made. The scalec down advertisement, is certain to make the merchant have less spirit in his
busines, for the merchant who has th true spirit of ad-venture makes hik
store goods come up to every thing tha his ad may declare in the newspape anly use big ads is going to have the goods to sell and will sell them, at
no advertising calls for nothing at stare, neither attentive and
clerks, nor up to date goods. Clerks, nor up to date goods. has made the great merchant, which keeps the same merchant great, because he knows that the true sourcc
of his mercantile suceess has been due to his advertising and the bigness of it. The failures in trades of all kinds can Le generally traced and found to be which was often seen in the absence of the epirit of ad-venture.

## CLEANLINESS FOR APPEARANCES

 The person who washes for just ap pearance sake, and the ceity which keeps its streets and walks fairly presentable, may both preserve the looks held up as examples for initation. The Woman's Club, with the unerr ing woman's sense of cleauness bein paign in New Bern for more decent public looks and appearances, by mak-ing the Acculemy Green the scene o the firit cleiening up and keeping elean, by having receptacles placed for the on the achoot wround may be foun upon the sechool grounds. This wor ly left to the young people, and p
hape no better alfo conld be enlinted this work, eartainty at no age coould the education be better commopeed,
thin with the children.
In tow many placesein the eity, house koceping the fort oven of the theought of of
elean for the vers aike of the appear





LST OF LETTERS



Adame, cim. Ares, Prop.

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 Motton, F. H. Medock,
P $\rightarrow$ A J Price, W. J. Peal, 189 Midale m-W M Taylor.
W-Cap. R. H. Wilion, Berre. Camet B-Ida M Bryant, Mrs. Mary Bryent
Mrs Linie Barriet, Middle atmet No. 13, Comfort Brooks. C-Georgat Carter.
F-Mra Keser Flowes, Japer N. C.
H-Mary Hatch, Mra, Mary Hopti.
 M -Cesilie Uather,
$\mathrm{N}-$ Ellen Neal.
P-Ireline Parison.
Q-Lul2 $\begin{aligned} & \text { uiunn , Lula J. Quinm. } \\ & \text { W-Minnie White, Craven BL }\end{aligned}$ Perpons calling for the above lettor
Will please say advertised and give date of list: The regulations now require that (i) one cent ahhll be coillected on the doliv-
ory of each advertised lotter. ory of each advertised letterc
S. W. HANCock,
Pontmaster. If n a kind of billions mood,
You wish an aid to digent food No other pin is half so goon
As DeWitt's Little Early Risens When e'er you feel inpending
And need a magic litto $p$ inf
No other one will fill the biil No other one will fill the bill
Like DeWitt's Littie Eary gise Galitee S. S. Convention? The following is the program for the
Sunday School Convention to bo held a
Gailiee, Craven countr, Sundiay Dec, 10, Report of Schools.
Address W . H. Price. Rectation by Hulaah Barring
Address by C. . Gaskin.
Recitation by Sally Brinkley. Recitation by Say. Brinkieg.
Address by R. Wayne.
Reotitation by Gabra Wily,
Recitation by Della Everingto CICERO GASKIN, BESSIE
Prest. Secty
men Peat inty
mon Past sixty In Dangees.


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## Harlowe and N. Harlowe.

 heir bille paid and feel froe.
Mrs. D. G. Bell left luet weet Mrs. D. G. Bell left liat woek for
her home at Morched City and we are
glid to report her mother, Mise, M, E. gell as report highty improving.
BIr. W. E. Taylor, taking Mre. Jen
Men

 Mr. Jno S. Morton went to Now
Bern yesterday to serve ain a juror o
the Saperior courth Mr. W. F. Becton is af Wiathrep,
where he is biilding a naptha beat for
Mr A. . Bein Mr. W. P. Conner of Willmigsten, it
spending a fow dyas with Dia fietern spending a fow days, with hig distern,
Medanes Jon S. Mortin and
Moore. All of hia hoot of friende ar Rev. W. A. Piland returning fro
 Mfr, J. Harry Davia warim Resufert Moarrs. A. O. Newbery of Nerper:
 Jus, R. Bell, Esq., in rperding the
day in New Bern op buatines, huythr
stock, etc.
 dale. L. C. Carroll of Nompot mas
Mr.
here yesterday fooking op han


Bon Contivan

