

# THE WEEKLY JOURNAL

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CHARLES L. STEVENS, EDITOR AND PROPRIETOR.

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New Bern, N. C. May 24, 1910.

## SUCCESS IN TRADE DEMONSTRATION.

This is an active commercial age. The activity in trade is to make money, and while the competition is keen, and the ways to gain are many, some methods being far from honest, yet there is so much that is straightforward, where the giving is fair, where the buyer gains as well as the seller, that it can be said, trade is honest and the world crowns honesty with success.

There is an art in placing goods before the public. It is done in various ways. Newspaper advertising of the discriminating kind is one. Giving away articles, offering prizes, are other methods. Not a new method, but one that might be called so here, was introduced by the Gas Company during the past week, in this city, where the house keepers were given free tuition in the culinary art, for the purpose of proving that the use of gas was a prime requisite to successful housekeeping. There is no higher trade art than this kind of open demonstration work. Not every kind of business offers such opportunities, and yet, who may positively say that this or that kind of goods may not be successfully exploited in some way, that will bring buyers, therefore consumers, who by first being taught the personal use and value of the article will become its continual users? It is the kind of introduction to the public, that wins. Trade success has ever come through the demonstration to the public of the tangible merits of an article.

## MORE CONCEIT NEEDED IN NEW BERN.

The above may seem a strange wish. It is not the desire that New Bernians shall themselves become conceited, the local want is that New Bernians shall express themselves strongly in favor of their city and all its interests, even though in so doing there may be an element of conceit in such declarations. Conceit in its offensive meaning is not the conceit that is wanted in this community. It is conceit in the meaning of personal imagination, that sees optimistically, deals charitably, and inspires civic pride.

Community conceit is not community brag. The local boast, that has fact for its basis, is all right. But community conceit that thinks perfection rules within its borders provokes the laugh, community standing pat is suggestive of weak mindedness, which means the impulse to stop every progressive attempt of community advancement. The need of community conceit is its value in making the good word the first impulse of every citizen in speaking of his city. There can be no holding back from further good words, and the personal pledge that no better community is to be found, nor can better business, trade, social and natural advantages be found elsewhere. It is this kind of conceit that makes of a community one huge family, in which every member sticks to and brags of the other, and there is a fight when any member is talked about disparagingly. It is the conceit that is needed here, that forms the community into one body, that cherishes friendship and sincerity, that encourages individual advancement, and seeks to promote and develop community uplift and industrial advancement.

# Children Cry for Fletcher's CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of *Chas. H. Fletcher* and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

**What is CASTORIA**  
Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is Pleasant, It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. It cures Diarrhoea and Wind Colic. It relieves Teething Troubles, cures Constipation and Flatulency. It assimilates the Food, regulates the Stomach and Bowels, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

## GENUINE CASTORIA ALWAYS Bears the Signature of

*Chas. H. Fletcher*  
The Kind You Have Always Bought  
In Use For Over 30 Years  
THE CENTAUR COMPANY, 77 MURRAY STREET, NEW YORK CITY.

## German Gleanings.

Germany is to have an English theater. Berlin has about a hundred factories for linen goods—forty more than the kingdom of Saxony. What is called a "bottle over beer prices" is raging in almost every town of Germany. This is the outcome of the new beer tax. At Kiel the scholars are given problems in touring, and each child is required to answer correctly the means of going from one place to another, with all the necessary details.

## Catarrh Cannot be Cured.

with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh is a blood or constitutional disease, and in order to cure it you must take internal remedies. Hall's Catarrh Cure is taken internally, and acts directly on the blood and mucous surfaces. Hall's Catarrh Cure is not a quack medicine. It was prescribed by one of the best physicians in this country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifiers, acting directly on the mucous surfaces. The perfect combination of the two ingredients is what produces such wonderful results in curing catarrh. Send for testimonials free. F. J. CHENEY & CO., Props, Toledo, O.

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### Foley's Kidney Pills

What They Will Do for You  
They will cure your backache, strengthen your kidneys, correct urinary irregularities, build up the worn-out tissues, and eliminate the excess uric acid that causes rheumatism. Prevent Bright's Disease and Diabetes, and restore health and strength. Refuse substitutes.

DAVIS PHARMACY

## Progress and Labor.

A safe method of firing shots is shown by electricity has been devised. A tea story building was built in New York city recently in forty-seven working days.

In the last ten years as much rice has been produced in the United States as was produced from 1850 to 1900.

A device for signaling to military balloons at night has been fixed on the tower of the railway station at Spandau. It consists of a large horizontal wooden ring provided with thirty-eight electric incandescent lamps.

## The Umpire.

Be kind to the umpire. Remember that he has to decide against some body.—Chicago Record-Herald.

President Taft thinks he has a hard job, but he ought to umpire the next world's series games.—Atlanta Journal.

The baseball umpire is a delight to many people, owing to the manner in which he decides a controversy without occupying months in hearing evidence.—Washington Star.

## Palms in Liberia.

There are a number of interesting species of palms in Liberia, but the more important are the fan palm, the raphia or bamboo palm, the coconut palm and the oil palm.

## Beetles' Music.

While the structure of the music or stridulating organs of beetles is extremely simple they sometimes possess contrivances for varying the pitch. The general structure of such an organ is a hard surface covered with striations, over which some other member of the body furnished with a rasping edge or area is rubbed. When the striated edge is divided into parts with finer and coarser markings variations of pitch can be produced.

## A Ready Speaker.

In his "Life of Gladstone" Lord Morley somewhere notes that Mr. Gladstone affirmed that he did not remember ever to have been at a loss for a word.

## Balloons.

Balloons are usually yellow because that color protects the rubber used as the outer sheath against the disintegrating effects of light.

## Actor Woes.

If you but knew my miseries  
You'd not so rudely scoff.  
My fool friends egged me on the stage;  
The audience egged me off.  
—Lippincott's.

## Sure Sign.

Mrs. Henpeck—You acted like a fish out of water when you proposed.  
Mr. Henpeck—Sure! I knew I was caught.—New York World.

## The splendid work of Chamberlain's Stomach and Liver Tablets is daily coming to light.

No such grand remedy for liver and bowel troubles was ever known before. Thousands bless them for curing constipation, sick headache, biliousness, jaundice and indigestion. Sold by all dealers.

## Flower and Tree.

Plants cannot live if deprived of their leaves.

The date palm requires a hot, dry air, but moisture about the roots, and plenty of it.

Palms never live more than 250 years. Ivy has been known to live 450, chestnut 800, oak 1,000 and yew 2,800.

To prevent crooked trees from splitting after they come into bearing twist and fasten two small limbs together, a pad in the stem grows it will prevent splitting.

### CASTORIA

For Infants and Children.  
The Kind You Have Always Bought  
Bears the Signature of *Chas. H. Fletcher*

## Judgment!

Sometimes in setting mutton, too, As "Regular Reader" sadly notes, The butcher fails, if the tale is true, To separate the sheep from the goats.  
—Chicago Tribune.

## Scriptural Reflection.

The man with the fading fringe of hair in sort of a festoon from ear to ear across the back of his head stood in a store and watched a woman purchasing straws, switches and so forth. Turning sadly away, he mused: "Oute her that hath shall be given, but from him that hath not shall be taken even that which he hath."  
—Life.

## A touch of rheumatism, or a twinge of neuralgia, whatever the trouble is, Chamberlain's Liniment drives away the pain at once and cures the complaint quickly. First application gives relief. Sold by all dealers.

## Sunflower Philosophy.

Every lawyer tries to be more or less like Abe Lincoln.

Some men have so much enthusiasm they haven't time for anything else.

We admire the man who wins a medal particularly if he leaves it at home.

A boy seldom follows the career mapped out for him by the school teachers.

Men are selfish. They would rather be late in dinner than have to wait for it.—Lubbock Globe.

## For a sure or rapid apply Chamberlain's Salve. It will relieve the pain almost instantly and quickly heal the injured parts. For sale by all dealers.

## Speaking of desirable neighborhoods, people of course we all desire to live in them.

In politics the great of the pudding is in the distribution of the same.

## NEW SHORT STORIES

### Told by Justice Brewer.

Many are the incidents of Justice Brewer's life now being related. His fondness for upholding the virtues of the people of the west was illustrated by many of these. One of the stories Justice Brewer was so fond of telling was used by him to show high regard for the law in Kansas.

Justice Brewer related that a justice of the peace owned a farm in Kansas that bordered on Missouri. One day the justice was sitting on a fence, built directly on the state line, superintending some work his son and a farm hand were doing. The son and his



"GENTLEMEN, I COMMAND YOU TO DESIST."

companion engaged in a dispute which ended in a fist fight. The justice of the peace, Justice Brewer would explain, watched the encounter for a few minutes and then shouted in a loud voice:

"Gentlemen, in the name of the law of the state of Kansas and by virtue of my authority I command you to desist."

"Just then the rail broke," continued Justice Brewer, "and the justice of the peace landed in Missouri. Arising to his feet, he exclaimed:

"Give him six, son. I have lost my jurisdiction!"—Kansas City Journal.

### Train and Track.

An automatic coupler for air and steam hose on railroad trains has made its appearance.

The Pennsylvania system has 11,234.36 miles of line, of which 6,294 miles are east of Pittsburgh and Erie and the remainder, 4,940, west of Pittsburgh. These lines run through fourteen states.

The 116 mile extension of the Mexico Northwestern railroad, now in progress, will connect the city of Chihuahua with El Paso, Tex., and opens up large tracts of valuable timber land in western Chihuahua.

### Children Cry FOR FLETCHER'S CASTORIA

German Gleanings.

Germany's aerial navy already comprises fourteen vessels. All the large match factories of Germany have pooled their issues under an agreement binding until 1920. Anybody who wears a hatpin in the streets or public places of Hanover, Prussia, is liable under the law to arrest and fine. Germany is a petroleum producer on a small scale. Thirty wells in 1900 yielded crude oil to the amount of 113,518 tons of 2,204 pounds each.

### A REGULAR TOM BOY.

was Susie—climbing trees and fences, jumping ditches, whittling, always getting scratches, cuts, sprains, bruises, bumps, burns or scalds. But laws! Her mother just applied Bucklen's Arnica Salve and cured her quick. Heals everything healable—Boils, Ulcers, Eczema, Old Sores, Corns or Piles. Try it. 25c. at all druggists.

### A Burden.

Stella—Was her divorce satisfactory? Bella—No. She had to keep the child during the whole year.—Philadelphia Ledger.

### Butcher Has a Kick.

There are many ups and downs these days along in butcher town: The higher mutton chops go up The less of them go down.  
—Chicago News.

### No Use.

Knicker—If wishes were sirships—Bocker—Injunctions would still keep us from lying.—New York Sun.

### WHAT EVERYBODY WANTS

Everybody desires good health which is impossible unless the kidneys are sound and healthy. Foley's Kidney Remedy should be taken at the first indication of any irregularity, and a serious illness may be averted. Foley's Kidney Remedy will restore your kidneys and bladder to their normal state and activity. Davis Pharmacy.

### A Serviceable Gown.

For the modest woman a most serviceable frock is one in pale gray cloth of the finer texture with a satin bodice. Both a gown may be worn the year round and accord well with almost any kind of hat.

### The New Sleeve.

It is now definitely fixed that the sleeves with the long shoulder, the full middle piece and the elbow cuff together in the arm is to be in favor. It is shown on all the best models, and it will surely prevail.

## The Peoples Bank

NEW BERN, N. C.

4% PAID ON SAVINGS

STRONG COURTEOUS PROGRESSIVE

### In 1920

How much money will you have laid aside in 1920? The following table will show you the result if you deposit a portion of your wages regularly with this bank at 4 per cent interest, compounded twice a year—

DEPOSITED EACH MONTH	AMOUNT
\$ 3.00	\$ 442.00
10.00	1,473.00
25.00	3,310.00

BEGIN WITH YOUR NEXT PAY-DAY

WM. DUNN C.D. BRADHAM T.A. UZZELL  
PRES. VICE PRES. CASHIER

## TO THE PUBLIC

The New Bern STORES are the equal of any in this State and should be patronized by you in preference to others.

By recent comparison the goods offered by our merchants were of as good quality and just as cheap as samples from an established Northernhouse.

If you don't find what you need, show your civic pride and let your merchant order it for you, for by so doing you will encourage our merchants to keep the best of everything at the cheapest possible prices.

Thousands of dollars are being sent away annually to enrich other communities. Let's keep this money at home and prosper.

### CHAMBER OF COMMERCE

### X. X. X. DAIRY FEED

THE KIND WE SELL

Guarantee on Bags:	Results of Analysis:
Protein 15 per cent	Protein 22.25 per cent
Fat 2.23 per cent	Fat 5.85 per cent
Fiber 10 per cent	Fiber 8.29 per cent
Carbohydrates 50 per cent	Carbohydrates 54.92 per cent

B. W. KILGORE, State Chemist.

BURRUS & CO. 13 MIDDLE ST. PHONE 184

## Hand Made

work is our specialty and we do not offer you anything that we do not make. Our WHITE HICKORY work is selling fast, you better see us before you buy we can save you money. Yours truly, G. S. WATERS & SONS

### Now Then

If it is a house bargain you are looking for, I've got it. For sale cheap, in fact at actual cost, desirably located new residence with large stable and yard, good neighborhood on East Front St. It's truly a bargain. Also other bargain properties. Good bargain on Pollock St. Excellent investments. Act quickly before sold.

### W. G. BOYD, Agent

SURETY BONDS, REAL ESTATE, INSURANCE  
Rooms 420-421 Elks Building Telephone 400

## ATHLETIC SUSPENDERS

Adjust themselves to the athletic movements of the body, cords are double in back where the strain is double, buckle in back enables wearer to lengthen or shorten the back as soon as front. All solid Champion cords, not one inch of filled cord, made of high-grade Elastic Webbing in four weights, metal parts are polished nickel.

GIVE US A CALL.

### Sam Lipman.

Cor. Middle and S. Front St. Bryan Block.