

Published in Two Sections, every Tuesday and Friday, at Journal Building, 56-60 Craven Street.

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EDITOR AND PROPRIETOR.

Official Paper of New Bern and Craven County.

SUBSCRIPTION RATES.
Two Months... \$ 35
Three Months... 55
Six Months... 90
Twelve Months... 1.00
ONLY IN ADVANCE.

The Journal is only sent on pay-in-advance basis. Subscribers will receive notice of expiration of their subscriptions and an immediate response to notice will be appreciated by the Journal.

Advertising rates furnished upon application at the office, or upon inquiry by mail.

Entered at the Postoffice, New Bern, N. C., as second-class matter.

New Bern, N. C. Feb. 21, 1911.

THE PRICE OF PUBLICITY.

The action of the Chamber of Commerce in asking that annual appropriations be made by this city and county, to advertise the advantages of city and county, in order to attract investors and settlers to this section, is a move in a business direction, one that is needed.

The suggestion of municipal and county advertising their resources to bring in new people and cause new investments, has long met approval in other places. The price of publicity is today generally recognized as a consistent expense item by cities, counties and states. Publicity by approved methods that come under the head of advertising, has become a regular thing, from the individual to the State. The world only recognizes what is presented, and this shown matter is so great that those who have good things to sell and do not advertise, keep their property, while inferior property, goods or whatever it may be, that are advertised, find buyers.

In the days when New Bern held its annual fair, this city was advertised as it never has been since. Hundreds of visitors came here during fair week, were splendidly entertained and had an enjoyable time, going away to tell of New Bern. There were sent out to advertise the fair, the fair issue of the Journal, 5,000 copies, a large issue in those days. This is but illustrative of what a little expenditure did to make this city and section prominent and known to outsiders. It brought hundreds of visitors and even after the fair went out of existence, there were visitors coming here every winter.

The price of publicity is a small one, no matter what money may be spent, if wisely. The results show the gain. The profit can go on for years after the advertiser ceases, though the business way is to increase the publicity outlay each year.

NO LUXURY IN CREDIT.
Only the unthinking, the inexperienced will regard credit as valuable, except the credit that means legitimate endorsement in trade or business.

There is a positive misfortune for a young man or woman, working for wages, to have a store credit beyond thirty or sixty days. It is unfortunate for any wage earner to get into the asking for credit habit. And yet this habit is of ten forced upon the wage earner by store keepers, who believe that securing such credit trade will result in getting the wage earners cash. From such credit granting, grows the misery upon the young person. This credit is regarded as a luxury. The indefinite day to pay a credit account, takes the account beyond the personal responsibility state, so that the wage earner's cash is spent for other things, and quite often in other places than where credit was extended. There must come a day of some kind of reckoning, but usually before that, is the siege of debt, of various visits from collectors, the apprehensive phone call, and the ever present thought that the account must be settled some day in some manner. It is not the young wage earner's fault usually, that he or she becomes a chronic credit seeker, and must be black listed. Many a merchant must answer for this credit system, that will destroy any wage earner, if

CASTORIA

For Infants and Children.
The Kind You Have Always Bought
Bears the Signature of
Dr. J. C. H. H. H. H.
In Use For Over Thirty Years
CASTORIA

are quite different. They are limited, have trade usage, or are guaranteed by collateral.

In the case of the wage earner, there exists no reason to ask or have credit given. Wages are about the most certain kind of money, a surety that is made good with the regularity of pay day's arrival. Prompt wage pay cuts have no excuse to seek deferment in paying any account, and the wage earner who learns the true purchasing power of a dollar, it might be said, what a cent will buy will never ask credit. Credit is a luxury for the unwary retail merchant, and the person who lives beyond his or her actual means and needs.

Children Cry FOR FLETCHER'S CASTORIA

A Free child was killed by Haitian Government troops when a village was burned and its inhabitants massacred.

How's This?
We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Toledo, O.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

WALDING KINMAN & NARVIN, Wholesale Druggists, Toledo, O. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75c. per bottle. Sold by all Druggists.

Take Hall's Family Pills for constipation.

L. C. Gardy set a trap gun in his barn at Parkside to catch the man writing notes to his daughter and a negro messenger was killed.

Sedentary habits, lack of outdoor exercise, insufficient mastication of food, constipation, a torpid liver, worry and anxiety, are the most common causes of stomach troubles. Correct your habits and take Chamberlain's Stomach and Liver Tablets and you will soon be well again. For sale by all dealers.

Francisco J. Madero, leader of the Mexican insurrection, was reported retreating as General Navarro advanced to Guadalupe.

WOMEN

Women of the highest type, women of superior education and refinement, whose discernment and judgment give weight and force to their opinions, highly prize the wonderful corrective and curative properties of Chamberlain's Stomach and Liver Tablets. Throughout the many stages of woman's life, from girlhood, through the ordeals of motherhood to the declining years, there is no safer or more reliable medicine. Chamberlain's Tablets are sold everywhere at 25c a box.

EDWARD NOTES.

Edward, Feb. 22.—The weather is fine and pleasant and everything indicates a delightful spring.

Mr. E. S. Walker was the guest of Mr. C. M. Gaskins and family Saturday night.

The people of Clay Hill will regret to know that their school will last only a few weeks longer. Mr. J. A. Hardee, the teacher, is much liked by his pupils and patrons.

Mr. C. S. Long visited friends of Edward Saturday.

Edge W. O. Willard addressed a large audience at Mary's Chapel Saturday and Sunday.

A Sabbath school was organized at Mary's Chapel on Sunday last with quite a number of enthusiastic members.

Mr. J. B. Lamb was the guest of Mr. Frank S. Gaskins and family last Saturday night.

Mr. T. K. Rowe took a flying trip to the Edward route No. 1, on Saturday night last.

"LILACS."
The Stage and Society.
Bilobs-Society women are still going on the stage. Bilobs-Society is society.—Philadelphia Record.

Happiness is where we find it, rarely where we seek it.—J. F. Pitt Senn.

REASON ENTHRONED.
Because meats are so tasty they are consumed in great excess. This leads to stomach troubles, indigestion and constipation. Revise your diet, let your stomach rest, take a few doses of Chamberlain's Stomach and Liver Tablets and you will soon be well again. Try it for sale by all dealers. Samples free.

fooling a Solomon.
An Irish magistrate was perplexed by the conflicting claims of two women for a baby, each contending that she was the mother of it. The justice remembered Solomon's procedure in a similar case and, sending an officer of the court for a carving knife, declared he would give half to each. The women were shocked, but had no doubt of the authority and purpose of his worship to make the proposed compromise. "Don't do that," they both screamed in unison. "You can keep it yourself!"—From "Irish Life and Humor."

When her child is in danger a woman will risk her life to protect it. No great act of heroism or risk of life is necessary to protect a child from croup. Give Chamberlain's Cough Remedy and all danger is avoided. For sale by all dealers.

His Lins.
A charming young member of a woman's literary club, who adds the distinction of being a bride to successful authorship, recently met a gushing stranger at a club reception.

"Oh, Mrs. Blank, I am so glad to meet you. I enjoy your stories so much, and your husband's too." That adding as an afterthought, "He is the envy, too, isn't he?"
"Thank heaven, not," replied the bride. "He's in the coal business."
New York Press.

Progressing.
"I think Arthur would have proposed to me last night if you hadn't come in the room just when you did."
"What reason have you for believing that?"
"He had just taken both of my hands in his. He had never held more than one of them at a time before."

BRIDGETON ITEMS.

Bridgeton, Feb. 22.—We have had quite a change in the weather within the last 24 hours, we will be glad when it gets settled once more.

Miss Dora Newman is visiting near Truitt.

Miss Ada Rowe is visiting relatives at Olympia.

Miss Dorte's Price spent Sunday at her home at Truitt.

Rev. J. M. Wright filled his appointment at Bellair Sunday.

Last Monday Miss Minnie Brooks opened a subscription school.

Miss Lizzie Dowdy, of Laurinburg, is visiting at Rev. J. M. Wright's on B street.

Last week the Bridgeton public school came to a close after a short but successful term of four months.

It seems as if the Lagripe is about to get hold of all the people in our little town; we hope it will soon cease.

Mr. N. M. Farrow spent Sunday at Tuscarora and Clarke in the interest of the laymen's work of the Methodist E. church.

Several weeks ago the citizens of our town voted a tax for the maintenance of its school, and next term we will have eight months.

We had quite a surprise wedding in our town Sunday afternoon. Mr. Geo. Hray, of Thurman, and Miss Sallie Dixon, of Bellair, were married at Mr. L. M. Johnson's home on E street, Rev. Mr. Rodgers, the Disciple preacher officiated. As soon as the wedding was over the bride and groom left for their home at Thurman.

The revival meeting that was to begin on Monday night in the Methodist church at this place has been postponed on account of Rev. J. H. McCracken's ill daughter, who was taken very sick, so he could not leave home to attend Rev. Mr. Wright in the meeting, and besides, Mr. Wright and family are not well, and there is so much Lagripe in town, he thought it best to postpone the meeting until somewhere about the 1st of March.

GRAY EYES.

FOLEY KIDNEY PILLS
FOR RHEUMATISM, KIDNEYS AND BLADDER

The Thumb.
Thumbs have been appreciated ever since the world began. The ancients used to hold the thumb the other hand. Barbarous kings used to swear and make the conquest by their thumbs. In Rome it was a sign of favor to wring and kiss the thumb and of disfavor or disgrace to lift it up or tap it outward. A man who was hurt in his thumb was excused from serving in the Roman wars. Some of the scoundrelly citizens used to cut off their thumbs so as to remain at home and get rich. Teachers used to punish their pupils by biting their thumbs.

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KILL THE COUGH AND CURE THE LUNGS
WITH DR. KING'S NEW DISCOVERY FOR COUGHS, COLDS, BRONCHITIS AND ALL THROAT AND LUNG AFFECTIONS.

ACKNOWLEDGE IT.

New Bern Has to Bow to the Inevitable—Sorcery of Citizens Prove it.

After reading the public statement of this representative citizen of New Bern given below, you must come to this conclusion: A remedy which cured years ago, which has kept the kidneys in good health since, can be relied upon to perform the same work in other cases. Read this:

Mrs. James Day, 89 E. Front street, N. C., says: "I suffered terribly from dull, nagging backache and I had acute pains through the kidneys. Whenever I attempted to stoop or lift, I suffered more intensely, and sound sleep at night was out of the question. In the morning when I got up, my back was very lame and sore and I was also annoyed by a kidney weakness. Finally I got a supply of Doan's Kidney Pills from Bradham Drug Co. and it did not take them long to remove my aches and pains. I have been feeling so much better in every way since I took this preparation that I willingly give this account of my experience." (Statement given January 25, 1908.)

THE BENEFIT LASTED.

On November 23, 1910, Mrs. Day was interviewed and she added to the above: "I have been free from kidney complaint and backache ever since I used Doan's Kidney Pills some years ago. I willingly allow the continued publication of the state I gave at that time, as I wish to show my gratefulness for the benefit I received."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—make no other.

The West Virginia Legislature passed a bill providing for a commissioner of Agriculture.

THIRTY YEARS TOGETHER.

Thirty years of association—think of it. How the merit of a good thing stands out in that time—or the worthlessness of a bad one. So there's no guess work in this evidence of "Thos. Ariss, Concord, Mich., who writes: "I have used Dr. King's New Discovery for 30 years, and it's the best cough and cold cure I ever used." Once it finds entrance in a home you can't pry it out. Many families have used it forty years. It's the most infallible throat and lung medicine on earth. Unequaled for influenza, asthma, hay-fever, croup, quinsy or sore lungs. Price 50c; \$1.00. Trial bottle free. Guaranteed by all druggists.

Eating Apples.
The wholesome art of eating apples is all but unknown among us. Now and then some quiet soul will choose his apple with the care that another man chooses his manipulated cigar and relish it with the tang of summer heats and windy days. But we buy apples as we buy baskets of coal—we buy them in the mass, caring only that they are of certain sizes and colors. Then we dump them into some waste corner or rusty cellar, open to mice and to furnace heat and to currents of air, and when the skins have toughened into leather and the fragrance has given place to odor of ashes and of decay we cut them up into dumpings and pies and so work them off.—L. H. Bailey in Collier's Weekly.

A KING WHO LEFT HOME.
and set the world to talking, but Paul Mathulka, of Buffalo, N. Y., says he always **KEEPS AT HOME** the King of all Luxatives—Dr. King's New Life Pills—and that they're a blessing to his family. Cure constipation, headache, indigestion, dyspepsia. Only 25c at all dealers.

Some Task.
The office manager turned to the new boy.
"Here, George," he said, "go into the next room and look up 'collaboration.' I am not quite sure about the spelling."
The boy disappeared and didn't return. The manager put the letter aside and took up some other duties. Presently he remembered the boy and went out to look for him. He found the lad studying the big dictionary with great intensity.
"What are you doing, George?" he asked.
The boy looked around.
"I forgot the word you told me, sir," he replied, "and I'm looking through the book to find it."
The manager gasped.
"How far have you got?"
"I'm just finishing the second page, sir."
"That'll do, George."—Cleveland Plain Dealer.

For the First Corner.
Young Ma—So Miss Ethel is your oldest sister. Who comes after her?
Small Brother—Nobody ain't come yet, but pa says the first fellow that comes can have her.—Boston Transcript.

LAGRIPPE COUGHS.
Strain and weaken the system and if not checked may develop into pneumonia. No danger of this when Foley's HONEY and TAR is taken promptly. It is a reliable family medicine for all coughs and colds, and acts quickly and effectively in cases of croup. Refuse substitutes.—F. S. Duffy.

In the Age of Science.
The best of a man was still, of course, a bear of a man. No virtues could substantially alter that fundamental condition of life, the result being that he glowered at his breakfast much as usual.
"Nothing but proteins, carbohydrates and ash content. Can't you massage to get something different once in a while?" he growled.
"What, in God, had the advances of science done to you, the lot of the poor old man?" he growled, "I'm sorry."

MICROSCOPIC MESSAGES.

How a Single Pigeon Might Carry a Whole Library.

For more than 2,000 years carrier pigeons have been used to carry messages when no other means sufficed, and during the siege of Paris, when 363 birds were sent out from the doomed city, one of the birds performed the almost incredible feat of carrying to the outside world on one trip no less than 40,000 messages averaging twenty words each. This was 800,000 words, or the equivalent of five or six average novels.

This marvel was accomplished by means of microscopic photography, the messages being first printed with ordinary type and then photographed and rephotographed until they had been reduced several hundred diameters. The final photographs were taken on films or pellicles of collodion, each of which, about two inches square, contained 50,000 words. A dozen of these films, rolled up in a quill, weighed but one twenty-eighth of an ounce. The messages could, of course, be read with a microscope without the necessity of rephotographing and enlarging.

Under favorable conditions and for comparatively short distances pigeons have carried as much as three-quarters of an ounce. Using the photo reduction method, it would therefore be possible for a single bird to carry messages equal in words to no fewer than 120 ordinary volumes.—Harper's Weekly.

Whistler's White Lock.
As long as the name of James McNeill Whistler lives among those who saw him it will recall the famous white lock which stood out so conspicuously from the mass of his black hair. It was, as he used to say himself, "well placed" and was always treated from the harmonious point of view to develop its greatest effect in his appearance. One day when Dorothy Menpes, daughter of the well known English artist Mortimer Menpes, was a baby and was asleep on her pillow Whistler went to see her. A white feather had by chance settled on her head and lay in a spot exactly corresponding with the white lock on his own head. "That child is going to develop into something great," he exclaimed. "For, see, she begins with a feather, just like me!"

Gypsy Queens.
On occasions America treats its gypsy monarchs with full regal pomp. Matilda Stanley was accorded an almost royal funeral in 1878 at Dayton, O., where, ten years later, another queen was crowned with all proper ceremonial. In England, too, gypsy queens have received all due honor. Estlin Fan Rhythe, who died in 1833, had many members of the aristocracy on her visiting list, and she, too, had a regular coronation. But, on the whole, the gypsy has not had a very good time in England. An act of 1892, for example, made it a felony without benefit of clergy to be merely seen for a month in the society of gypsies, while for actually being a gypsy no punishment was too severe.—London Standard.

A Premium on Marriage.
In Belgium they place a premium on marriage by allowing a married man two votes at an election as against the single man's one. In Madagascar one must be a father or pay for the default. If a man is unmarried or childless at the age of twenty-five he must contribute annually \$3.75 to the support of the state, and each woman who has remained single or is childless at twenty-four is taxed \$1.80 per year.

Children Cry FOR FLETCHER'S CASTORIA

The Russian Ambassador at Peking was given China's answer to the Russian ultimatum concerning the trade treaty between the two powers.

ATTACK LIKE TIGERS.
In fighting to keep the blood pure the white corpuscles attack disease germs like tigers. But often germs multiply so fast that little fighters are overcome. Then see pimples, boils, eczema, salt rheum and sores multiply and strength and appetite fail. This condition demands Electric Bitters to regulate the stomach, liver and kidneys and to expel poisons from the blood. "They are the best blood purifier," writes C. T. Rudahn, of Tracy, Calif. "I have ever found." They make rich, red blood, strong nerves and build up your health. Try them, 50c at all druggists.

Wide Hats in 1793.
An artist has advertised that he makes up worn-out umbrellas into fashionable gypsy bonnets. The transition is so easy that he is scarce to be praised for the invention.—London Times, July 7, 1793.

ACCUSED OF STEALING.
E. E. Chamberlain, of Clinton, Me., boldly accuses Bucklen's Arnica Salve of stealing—the sting from burns or scalds—the pain from sores of all kinds—the distress from boils or piles. "It robs cuts, corns, bruises, sprains and injuries of their terror," he says, "as a healing remedy its equal don't exist." Only 25c at all dealers.

Just Looking.
"Did you say your husband was out looking for work?"
"No; I believe he's out looking at work. There are some men digging a cellar down at the corner, and he doesn't seem able to get any farther."
Philadelphia Press.

CHICHESTER'S PILL
DIAMOND BRAND
LAXATIVE
Solely by all druggists

HARDWARE

AND
Building Material
Paints, Oils
AND
Varnishes
American
Field Fence
E. W. SMALLWOOD.
New Bern, N. C.

BEST HAMS 19c.

Eagle Milk	15c
Salmon	15c
Fancy Evaporated Peaches	12c
Karo Corn Syrup	10c
1 lb. cans Lowmy's Cocoa	25c
1 lb. " Bakers "	25c
Meadows Meal per peck	24c
Morning Cup Coffee	25c
Granulated Sugar	5c

H. C. ARMSTRONG
Phone 174 Middle St.

HENRY'S

Prescriptions from all physicians, quickly and accurately-filled.
Also a full line of Choice Toilet articles.
Pharmacy
PHONE 173

HAMILTON HOUSE

Z. V. BARRINGTON, Mgr.
Nice, Clean, Airy Rooms, Steam Heated, Hot and Cold Baths, Board by the Day or Week, Special attention to Transients, Home Privileges.
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486 Main St. Norfolk, Va.

Wants! Wants!

TO PURCHASE
Soya or Soy Beans and Field Peas for which highest prices will be paid.
FOR SALE
Hyde Co., grown Burt and Rust proof Oats, Hay, Oats, Dairy Feed, Corn, Brand and ship stuff and all kinds feed.

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Phone 184.

Lake Drummond Canal & Water Co.

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Lake Drummond Towing Co.

Dismal Swamp Canal

An Inland Route, Protected from Storm, Nine Feet of Water Minimum Depth Always.
Quick Transit for Traffic. Prompt Towing and Freight Movement.
For rates, towing and freight rates apply at office in Seaboard Bank Building and at Deep Creek Lock, Va.
M. K. King, Pres. J. A. Milton, Sec.
I. U. Saxler, Supt.
I. J. Whitburn, Traffic Manager.
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