

New Bern Weekly Journal.

No. 34 NEW BERN, CRAVEN COUNTY, N. C., TUESDAY AUGUST 1, 1911 --- FIRST SECTION 34th. YEAR

DISASTROUS FIRE AT WASHINGTON

Loss Estimated At \$30,000. Started in Printing Office. About \$10,000 Insurance.

Washington, N. C. July 27.—At an early hour this morning one of the most disastrous fires in several years was discovered in the press room of the Tidewater Printing Company. This company was located right in the Morton building right in the business district of the city and despite the heroic efforts of the fire company it was soon seen that the entire building was doomed to destruction.

The flames had gained considerable headway before they were discovered and within an hour's time the entire building had been gutted and only the outside walls were left standing.

The building was owned by Messrs Charles L. Morton and was occupied by the W. B. Morton Furniture Co., the Tidewater Printing Co. W. M. Kear Real Estate Co. and Dr. L. H. Mann dentist. The property valued, as nearly as can be ascertained, was about \$30,000 and the insurance only about \$10,000.

Ravaging The Country.

Teheran, July 28.—Turkish tribesmen who are following army of the ex-Shah Mohammed, are ravaging the country. There is great alarm felt here.

WILLIAMS' KIDNEY PILLS

Have you neglected your kidneys? Have you overworked your nervous system and caused trouble with your kidneys and bladder? Have you pains in loins, side, back, groins and bladder? Have you a flabby appearance of the face, especially under the eyes? Too frequent a desire to pass urine? If so, Williams' Kidney Pills will cure you at Druggist, Price 50c. Williams' Mfg. Co., Prop., Cleveland, O.

Protest Against Cotton Schedule.

Charlotte, N. C., July 28.—R. M. Miller, Jr., chairman of the tariff commission of the American Cotton Manufacturers Association, gives out the following official statement on behalf of the association protesting against the proposed reduction in the cotton tariff schedule:

"The so-called Underwood bill on the revision of the cotton tariff schedule is a bill framed apparently solely in the interest of the importer and foreigner—wholly unfair and unjust to us—ignoring entirely the interests of the American cotton manufacturer and the American laborer, and if enacted into law will 'turn cotton mills of our country into soap houses.'"

"Based upon today's prices of cotton yarns as best that I can figure, in order that the manufacturers of this country may meet the reductions in the proposed schedule and to compete with imported yarns, it will necessitate a cut somewhere from 25 to 50 per cent in the wages of our cotton mill operatives. This means pauper wages in Europe. Will American labor stand for it? American cotton manufacturers protest against it."

Trunks and Suit Cases.

Big shipment just arrived. I have the Rountree Roller Tray for ladies, beautifully finished, heavy traveling Trunks, Suit Cases in different colors. J. S. MILLER.

At the Atlantic Hotel.

Morehead City, July 27.—Mrs. H. I. Barr, of New Bern, who was one of the most admired young matrons in the Atlantic Hotel, left yesterday after a week's sojourn.

Among the guests from New Bern registered the past week were Dr. N. M. Gibbs, Messrs R. Hancock, Jr., and H. E. Bryan Jr. F. G. Smith, C. T. Ward, Claude Marshall, Mr. and Mrs. R. Hunter Smith, Miss Henrietta Hancock.

One of the most brilliant affairs of the season was the military ball given by the Atlantic Hotel complimentary to the second Regiment North Carolina National Guard and the Naval officers from the Elfreida which is anchored in the sound.

There were two grand marches, the first representing the army, was led by Captain Pridden and Mrs. Pridden, of Lexington. The second representing the Navy, was led by Lieutenant A. T. Willis, of New Bern, with Miss Johnson, of Norfolk.

Among others from New Bern taking part in the grand march were Mrs. H. L. Barr and Capt. Tom C. Daniels.

The Philadelphia Lawn Mower will make your lawn have a decent appearance when properly applied. J. S. Basnight Hdq. Co.

SEVEN DEAD FORTY INJURED

Excursion Train Collides With a Freight at Hamlet With Fatal Result.

Hamlet, N. C., July 28.—An excursion train from Durham, on the Seaboard Air Line Railway bound for Charlotte, rushed head-on into a freight train in the yards of this place at 10:30 a. m. yesterday, instantly killing seven people and wounding forty.

The train which ran into the freight was a negro excursion train. All the dead and practically the injured are negroes.

It is said that the collision was due to a misunderstanding of orders. The engine pulling the second section of train 33, carrying a colored excursion from Durham to Charlotte, ran into the rear end of a freight train, which was standing on the main line in the yards at Hamlet, on the time of an overdue train, and that while this was due to a misunderstanding of orders, it was not known at the time who was to blame, whether the train crew or the yard men.

The collision occurred between ten and eleven o'clock, and little information concerning it was received at the company's offices in Portsmouth at 3 o'clock. It was said, though, that none of the train crew was injured, and that all the negroes who were killed were either on the platforms of the cars or standing up inside.

Advices received at the office of the superintendent of transportation from Hamlet, shortly after three o'clock stated that seven had been killed and forty injured—all negroes. The injured had been hurried to Charlotte, where they were placed in a hospital. Many were only slightly bruised.

It was also stated that it was a head-on collision and that the pilots of both engines were demolished and three of the passenger cars damaged. Because the excursion train was making only 10 miles an hour the loss of life was not greater.

Seaside Resort Destroyed.

New Haven, Conn., July 28th.—Moguin Hotel and Hoyt's bathing pavilions, were destroyed by fire today with a loss of \$50,000. Mrs. R. H. Callahan is proprietor. Her child was rescued from the burning building with great difficulty.

Big Wreck on Western Road.

Kansas City, Mo., July 28th.—The wreck on the Chicago & Great Western passenger train caused by an open switch. The engineer was killed and 8 injured.

The McIver Loan Fund.

The Alumnae Association of the State Normal College has set itself the task of raising a loan fund of fifty thousand dollars, to be known as the McIver Loan Fund, in honor of the man who not only endeared himself to every student and friend of the Normal College, but did such a great and lasting work for the cause of education in general.

This work was inaugurated in the summer of 1906, during which time a field secretary began the organization of alumnae associations in the various counties of the State. For two years Miss Etta Spier gave her entire time to this work with the result that now there are fifty counties organized and twenty-two thousand two hundred and eighty dollars pledged for the fund.

The amount to be contributed by the county is left with each county association, no assessments being made. A separate account is kept of the money derived from each county. This money will be used by young women of that county.

The use of this loan fund will be by strict business arrangements. A young woman wishing to borrow money for her college education makes a written application and gives her note in legal form. The loan must be repaid as soon as possible, the interest beginning the September after leaving college. As partial payments are made they will be put back in the fund to be used over again.

A large proportion of the money already raised for the McIver Loan Fund has been contributed by members of the association, but to accomplish our purpose the assistance of the people of the state is required. This assistance has been freely and heartily given wherever the movement has been inaugurated. Men and women of influence in every community have been enthusiastically interested in the establishment of the McIver Loan Fund.

ENGLAND TO GERMANY

Hands Off Or Fight France May Intercede. Stock Market Unsettled.

London, July 28.—Great Britain has delivered an ultimatum to Germany on the Moroccan situation. She demands Germany to keep hands off or fight. Hurried preparations are being made at the Wool-Wych arsenal in the North Sea. The fleet has been ordered to coal.

Berlin, July 28.—The Foreign Office denies it has received the British ultimatum. The return of the Emperor is anxiously awaited.

Paris, July 28.—The French Cabinet is conferring with President Fallieres. It is expected that France will relieve the tension over the Moroccan situation between England and Germany.

London, July 28.—A slump in the stock market because of the Moroccan crisis, caused two failures today.

Refrigerators.

Will sell the balance left over at the following prices. Genuine Foreclean lined Lenard Cleanable, the \$25 00 at \$22 50, the \$35 00 at \$30 00, the \$40 00 at \$35 00, the \$5 00 at 4 00. The above prices are the lowest we ever offered this class of goods at. Everyone carries guarantee that they will do all you expect any refrigerator to do. J. S. MILLER.

Fifteen Skeletons Found on Maine.

Havana, July 28.—With the finding of some more bones, approximately 15 skeletons have been recovered from the wrecked Maine. The remains of 59 men are still in the wreck, but most if not all, were in the part of the battleship which was completely destroyed, and it is doubtful whether many more skeletons will be recovered.

Canada Opposing Reciprocity.

Ottawa, July 28.—The opposition in Parliament continued its attack on reciprocity until 12:30 this morning. It is expected that Premier Laurier will make a statement today defining the government's position.

Insurgents Seize Custom House.

Cape Haytien, July 28.—The insurgents have seized the customs house at Jackmel. All southern Haiti is now in revolt.

Encouraging Crop Reports.

In looking over the growing crops in this section, Mr. J. R. Ball, a local cotton broker, stated to the writer yesterday that while on a visit to Mr. Graham Richardson's farm at Bellair a few days ago he was shown a section of 52 acres that will yield at least 100 bales of cotton. He also stated that the yield of corn on the farm would be about 15 bushels to the acre. This is an excellent showing and demonstrates the fact that Mr. Richardson thoroughly understands the art of farming and also that the present year will be one of the best crop years all over this section that there has been in many years.

Stoves.

Remember we are complete house furnishers, can give you prices on Ranges of the best quality, such as the Favorite Ranges. Cook Stoves from \$6.00 to \$20.00, Ranges from 25.00 to \$60.00. Give me a chance at your stove wants. J. S. MILLER.

North Carolina's Apple Crop Short.

Raleigh, July 29.—While the apple crop in quite a number of the western counties is quite full the estimate is that taken the state over there will be not over a 30 per cent yield. In the Busby Mountain region it is fine according to reports brought in by Assistant Horticulturalist S. B. Shaw, who is just back from that section.

Tiny Republics.

Klein-Alp is a diminutive republic tucked away between Switzerland and France. Only in summer is the republic inhabited and then by miners and cowboys. There is one hotel, closed during the winter. Another little republic is in Tyrol, between Austria and Italy, and in long gone years was under the jurisdiction of first a king and then an emperor. But in the adjustment of frontier lines the state of Val di Ventuino was in some way overlooked, and it promptly organized itself into a hilltop republic. It has now about 2,000 inhabitants living in six villages. Neither Val di Ventuino nor Klein-Alp has any taxes. There are no officials or compulsory military services. The only industry of Val di Ventuino, aside from the farming of small fields, is charcoal burning.

SENATE PASSES WOOL BILL

Raw Wool Duty Is Reduced to 35 Per Cent Ad Valorem.

Washington, July 28.—A compromise wool bill offered by Senator La Follette of Wisconsin, a modification of both his own and the House bill, was passed by the Senate, 48 to 32, through the union of Democrats, having secured a record vote on the original Underwood bill, joined with the Republican insurgent forces. The measure adopted reduces the raw wool duty to 35 per cent ad valorem, and correspondingly reduces the duties on woolen articles.

The "regular" Republican members of the Senate finance committee announced that because of the carrying out of the Democratic-Republican insurgent wool program they would refuse to serve on the conference committee between the two houses.

There is some doubt as to what course the House Democrats will pursue with regard to the compromise bill. House Leader Underwood several days ago served notice that the House would not accept the original La Follette bill.

Although President Taft has made no definite utterance to that effect, it has been strongly intimated at the White House from time to time that he might feel called upon to veto a wool tariff bill, passed in advance of a report on that schedule from the tariff board.

The passage of the bill came after a defeat of the Underwood House bill, 44 to 35, on almost a party vote; and after the original La Follette substitute had been voted down with only the Republican insurgents in its favor. Having secured a vote on the Underwood bill as passed by the House, the Democrats then supported a motion made by Senator La Follette to reconsider the vote by which their bill was defeated.

As soon as the motion to reconsider had been carried, La Follette offered his compromise. He said it represented a reduction of the duties in his previous amendments. Democrats accepted it as the best that could be obtained. The Democrats were unanimous in their support of it.

We can't keep the mosquito and fly out of your yard, but we can furnish you with the material to keep them out of your soup and bed-room. Cost nominal. J. S. Basnight Hdq. Co.

WEEKLY SWANSBORO LETTER.

July 27.—Summer visitors are still arriving but our accommodations for them are ample.

Recent rains have materially benefited crops in this section. Cotton is especially fine.

Mrs. Lily Bell and son, Earle, and Miss Gertrude Barnes of Pollockville, are spending the Summer here.

Captain Ramp Jones caught the prize drum fish of the season. It was almost as big as a sturgeon.

Mr. W. J. Moore, the genial proprietor and owner of Swansboro's new hotel is preparing to build a fish oil and scrap factory, also a grist mill and ginery. Mr. Moore says that his "mission in this world is to assist his fellowman," and he is certainly doing it.

Mr. P. to Smith is our biggest farmer. His Hammock Farm is at least a mile square cleared located opposite Swansboro, right on the water, a beautiful place. His land is extremely fertile and his crops bountiful. He is contemplating the erection of a large wind mill to operate a grist mill and cotton gin.

Mr. Lony Stany the mail carrier from here to Maysville, makes a trip, regularly, every other Saturday to Morehead City. We suppose his contract calls for that service, or maybe there is some attraction at the other end of the sound, not mail, but female.

Mr. and Mrs. E. W. Sabiston and Mr. C. A. Petteway of Jacksonville, were visitors here last week.

Col. S. B. Taylor and Mr. Leinster Boggs of Catherine Lake, Mr. Richard Jarman of Verona and Mr. J. B. Murrell of Gum Branch and Mr. Leon Humphrey of Jacksonville are recreating here.

We were sorry to learn of the death of Dr. Farnell's wife at New River. She was only sick two days.

Dr. Blount will set up his office in the room above Canady and Willis's drug store. We have a healthy town but there are two drug stores here.

Mrs. Nancy Weston of Fort Lenoir, is visiting her parents, Mr. and Mrs. Tobe Jones, of this place.

Mr. Henry Odum and the General spent last Sunday with Mr. Stephen Wimberry at Bear Creek, and called also at Mr. Green Hataell.

MEXICO OWES UNCLE SAMUEL

Each War Outrage Reported And Charged Up. Aggregating Over \$32,000,000 Damages.

Washington, July 29.—The United States Government is in the most antagonistic position possible for the collection of its damage claims against the Mexican Government as a result of the revolution, according to the belief expressed here today by Henry Lane Wilson, the American Ambassador. He said he expected that the American claimants would receive prompt and full consideration.

In every instance in which complaint of damage was made by the Americans in Mexico, the State Department, through the Ambassador, entered protest against those responsible, asked for protection and reserved all rights in the matter of asking damages. These cases, of which there are a very large number, are now being assembled in the office of the solicitor. No attempt has yet been made to present a bill for specific sums.

Mexico has a surplus of \$32,000,000, but it is doubted whether this sum will prove sufficient to pay the damages.

NOTICE.

Road Supervisors and overseers for No. One Township will take notice that they are required by law to meet at Vanceboro, Saturday, August 5th, 9 o'clock a. m., to attend to working the public roads in said township and to attend to any other business that may come before the meeting. By order of Chairman.

G. C. GASKINS.

An Exhilarating Hunt.

Pollockville, N. C. July 27.—One of the most exciting and splendid fishing and hunting trips of the season were enjoyed by Messrs Newton White, F. M. Taylor and Paul and Allen Bender of Pollockville near the upper Mill creek section.

Those merry hunters had not reached their hunting grounds when one of the splendid hounds that were under chain by Mr. Taylor gave signs of seeing game. Mr. Taylor looked up saw coming directly at the party a ferocious bear. Mr. Allen Bender open d fire wounding bruin who charged on Mr. Bender, but was met by his magnificent bear dogs seeing the yarty turn back, then charges on Paul Bender and Nate White who scares him off not having either of their guns loaded. They put more dogs on him and the fight was on. We witness the charge until bruin makes a stand and Mr. White and Allen Bender goes up to see the fight more closer. When unexpected bruin angred makes a charge at his human opponents. They fired at him but missed the mark, Mr. White fired again hitting bruin in the mouth, he fell heavily on the ground, but comes again. This time Mr. Bender put a bullet through his brain and bruin fell at our feet.

We now go fishing and make a good catch. We also caught a peculiar species of alligator on a large hook baited with a piece of bear. Mr. Paul Bender used his Winchester twice on him and we now have his hide to mount. It was a sight to see the quantity of search of bear liver, wild honey and coffee those hunters put away. We sure had a good appetite, and this hunt as well as this supper will be remembered always. Be remembered of the many good catches of fish on Trent river and Neuse and the creeks lakes and lands also the splendid bag of quail, turkey, bear, coon opossum, squirrels and many other game common to this country that can be bagged or caught in the proper season shows that Eastern North Carolina is truly a sportsman's paradise and cannot be surpassed or equalled.

They Insisted on Brevity. The Spartans were distinguished for the brevity and conciseness of their speech. On one occasion during a terrible famine the inhabitants of an island in the Aegean sea sent an ambassador to Sparta, who made a speech imploring his aid. He had hardly finished before the Spartans sent him back these words, "We did not understand the end of your speech and have forgotten the beginning."

The poor, starving people chose another spokesman and impressed upon him to make his request as brief as possible. He therefore took with him a quantity of sacks, opened one before the assembly and said simply, "It is empty; fill it!"

The sack was filled as well as the others, but the chief of the assembly said as he dismissed the ambassador, loaded with meat: "It wasn't necessary to inform us that the sack was empty. We saw it ourselves. Neither was it necessary to request us to fill it. We should have done it on our own account. Be less long winded next time."

The deposed Shah of Persia paid \$25,000 for his transportation on an oil steamer into his country.

GENERAL.

ROAD FRANCHISE GIVEN DUNCAN

Raleigh, Charlotte and Southern Railroad Co., Organize Temporarily.

The incorporators of the Raleigh, Charlotte and Southern Railway Company held a meeting here Friday in the assembly room of the chamber of commerce and formed a temporary organization. They agreed to give E. Carl Duncan, of Raleigh, banker, and former receiver for the Seaboard Air Line railway, an option to purchase the franchise with satisfactory pledge that the road would be built.

The meeting of the incorporators was an enthusiastic one and there were present 16 of the 20 incorporators, the other four voting by proxy. Two sessions were held and an hour taken for dinner while matters brought up in the morning session were being arranged by a committee. Both sessions were executive.

The Raleigh, Charlotte and Southern railway was granted a charter at the last session of the general assembly of 1911 and is contemplated for traversing the territory between Charlotte and Raleigh via Pittsboro, Asheboro and Albemarle. The temporary organization consist of J. D. Ross, of Asheboro, chairman, and W. L. Mann, of Albemarle, secretary.

The following were present: From Charlotte, C. O. Kuester, R. S. Alexander and others. From Pittsboro, H. A. London, Arthur London, Bennett Nooe, Fred C. Williams, Leon T. Love, Fran Asheboro, D. B. McCrary, Marvin Kearns, O. R. Cox, J. D. Ross and C. C. Crawford. From Albemarle, S. H. Hearne, A. L. Connell, R. T. Smith, L. A. Moody and W. L. Mann.

The meeting adjourned subject to the call of the chairman.

Series of Meetings at Kitt Swamp.

The Journal is requested to announce that a protracted meeting will begin at Kitt Swamp Church this county. Tuesday night, August 8th, to be conducted by Rev. Charles C. Wise. A cordial welcome will be extended to all.

The Smallest Pension.

Great Britain's pension system is as liberal as may be considering the vast number of persons carried on both the military and the civil lists, but in one case the record for smallness of payment has undoubtedly been established. Various factors enter into determining the amount to be paid sailors, and these factors so combined against one old salt that it was found that he could draw a pension of not more than fourpence—8 cents—a year. Promptly on each quarter day there comes an official communication transmitting the amount due in the form of postage stamps, and he is granted leave of absence in order that he may convert this into money at the post office. Then, after the proverbial manner of sailors, he promptly proceeds to "blow" the entire amount—New York Tribune.

Social Event at Bridgeton.

Wednesday evening July 24th the monthly League Social meeting was held at the home of Mr. and Mrs. N. M. Farrow, on Church street. The League meeting was indeed in the house of its friends for every member of Mr. Farrow's family are energetic Leaguers.

This social was under the direction of his daughter, Miss Lena Bond, Third Vice President of the League. She succeeded admirably in making the evening one of rare interest and delight to all present.

Beautiful Japanese lanterns hung about the entrance to the home, and shed their bewitching and attractive light as if speaking the warm and hearty welcome awaiting each attendant. The parlor and dining room decorations were splendid in design and attractiveness, displaying the decorative skill and artistic taste of those in charge.

Music, vocal and instrumental, recitations, charades etc., were much enjoyed. Next came delicious and dainty refreshments served by the hospitable hostess. An event of exciting interest was the cutting of the cake which contained the coveted ring. Fortune favored Miss Lucy Jones who was the lucky winner.

The League is growing, we hope to see all of our young people enlisted in the League work.

The Social was well attended and thoroughly enjoyed.

Those present were: Misses Rosa Thomas, Nannie B. Brinson and Lucy Jones, of Keelaboro; Florence Jones, of Swan Quarter; Maggie Campbell, Neta Price, Geneva Parker, L. Edie Parker, Mabel Fugh, Lou Bryan Baylies, Miss Hardison, of New Bern and Lena Bond, Messrs H. W. Wyatt, A. M. Tingle, J. N. Tingle, J. C. Brooks, Fred Newman Andrew Purefoy, Judson Bayliss, W. S. Bond, Charlie Potter, S. D. Parker, Rev. and Mrs. J. M. Wright and John Monroe, Jr., Flora Mason and Sadie Fleming.

REPORTER.

COMBINE TO LOWER PRICES

Encouraging Reports as to Conditions Contribute to Depression of Cotton.

New York, July 29.—Cotton has been depressed by persistent Southern selling of the new crop months on generally improving weather conditions on the one hand and on the other hand has at times shown slight rallies on buying by trade interests, spinners, bull support and buying by traders in favor of an upward reaction either to create a better selling basis or for other reasons.

The net result of the week has been a decline of 7 points on July and of 67 to 90 points on other months, mostly on the far off positions. Many are awaiting the government report of next week. It is expected to be very favorable by the trade at large, although very many claim that the almost perpendicular drop in prices has fully discounted a very bearish report. A condition of around 91 is generally anticipated. Crop and weather advices in the main have shown distinct improvement. There are expectations of a heavy August movement of new cotton and spot markets in the south have been weak of late. New Orleans, for instance, dropping three-quarters of a cent on spot cotton in one day. The curtailment of production has shown no abatement, the demand for cotton yarns has been smaller and spinners in many instances have withdrawn or lowered the limits of their buying orders. In a word, the bears at the moment seem to have the prestige and most of the profits. With the continuation of the present gratifying crop prospects and with the South steadily selling, many are inclined to look for still lower prices.

With the critical month of August, often fraught with danger to the growing crop, to be passed through, there are those who feel that for the present at least prices have declined enough. Then, too, some unfavorable crop reports have come in.

Three big features of next Sunday's New York World that should not be overlooked are as follows: The words and music of the now, great song "hit" of "The Hen Pecks" which starts playing next week at the Broadway Theatre, New York city; a complete detective story, "A Modern Deliah," by E. Phillips Oppenheim, America's "Conan Doyle," and, "My Adventurers With the Queen of the Counterfeiters and her Gang," by Chief Flynn of the United States Secret Service.

To make sure of getting them order the Sunday World in advance.

Announcement.

The compromise Wool bill was received in the House from the Senate amid cheers.

Notice to Mariners.

Ocrakee Inlet—Teaches Hole Channel, into Pamlico Sound—nine-foot shoal light to be established about July 31st, 1911.

It is to be a fixed red post-lantern light illuminating entire horizon, 15 ft. above water, shown from a 3-pile horizontally slatted structure, with white and black perpendicular stripes, in nine feet of water, to mark mid-channel entering Ocrakee Inlet from the Sound, in place of nine-foot shoal buoy, P3 2d class can, which will be discontinued on the same date.

Pamlico Sound—Sheep Island Shoal light to be established about August 10th, 1911. It is to be a fixed white post-lantern light, illuminating entire horizon, 15 feet above water, shown from a black 3-pile horizontally slatted structure, in 7 feet of water, to guide vessels from the Sound into the anchorage off Portsmouth, N. C.

Paul Geidel, who was arrested in New York for the murder of William H. Jackson, confessed the crime.

KILL THE GERMS

That's the Only Way to Cure Dandruff, and Parisian Sage is the Only Killer. Parisian Sage soaks into the scalp, and when it reaches the roots of the hair it not only kills every dandruff germ; but it supplies the hair with just the right kind of nourishment to put vigor and strength into it and make it grow.

Parisian Sage is the most delightful hair dressing in the world and is not sticky or greasy. Use it one week and you will never give it up.

Parisian Sage is guaranteed by Bradburn Drug Co., to stop falling hair; to cure dandruff; keep hair from falling; to stop itching of the scalp, or money back. Price 50 cents a large bottle. The girl with the Auburn hair is on every bottle.