

New Born New Bern's Big "MERCHANTS"

*You Are cordially In-
vited To Visit Our
Store This Week.*

The woman who comes to look receives the same glad welcome here as the one who comes to buy, our primary object at this time being to acquaint the women of this vicinity with the advantage in Quality, Service to be exclusively obtained at this store. We don't expect to sell you goods before you know us, our goods and our business methods, so we invite you to call and get acquainted with us and our new store at

126 Middle St.

2nd. door from Kress. If its not convenient for you to come, send us your orders, we will pay postage on all orders to the amount of \$3.00 and over this week.

J. M. MITCHELL & CO

Style, Quality, Satisfaction

Goes with every purchase from our beautiful, Easter Stock of

DRY GOODS,
NOTIONS,
NECKWEAR,
WHITE GOODS,
LINEN and WOOLEN COAT SUITS,
SKIRTS,
EMBROIDERIES, LACES and
THE FAMOUS ROYAL WORCESTER,
BONTON, and ADJUSTO CORSETS.

Trunks and Bags - - - Floor Coverings

D. F. JARVIS

LADIES FURNISHER

63 Pollock Street

NEW BERN, N. C.

Merchants' Week

We will give a Package of Flower Seed with every purchase of garden or flower seeds amounting to 25c.

Our seeds are all fresh and selected stock. We do not sell old seeds.

We call particular attention to our Central Park Lawn Grass Mixture and White Clover.

We have many varieties of Garden Seeds, too numerous to mention. Prices as low as the mail order seed houses.

F. S. Duffy's Drug Store

Corner Middle and South Front Streets

THE OLD RELIABLE DRUG STORE

Where you will always be welcome whether you buy or not and where everything you buy is made to suit you or your MONEY BACK. Always supplied with the best and newest goods of every kind usually kept in a Drug Store and where you can leave your bundles and take a rest in the comfortable REST ROOM above. When ever you come to New Bern don't forget to come to Bradham's. Yours to please and accomodate

Bradham Drug Co.

Subscribe For The Journal

SPECIAL - DURING MERCHANT'S WEEK - SPECIAL
—AT—

New Bern's Store for Women
85 Middle St. under James Hotel Bldg.

AN extra 10 per cent discount will be allowed on all merchandise during that week to each and every customer in every department

You will find our new and fresh spring stock of Millinery, Graceful Voile Robes, Handsome Spring Tailored Suits and Coats now specially priced.

Also a wonderfully large selection in ready-made Waists, Skirts, Corsets, Hosiery, pretty Neckwear, Silks and other dress fabrics

Reapy for your kind inspection

B. ALLEN

Phone 752

Under James Hotel

GASTON - Hotel

South Front St. near Middle

RATES - - - Reasonable.

Our table and rooms are the best in the city. Special attention given Ladies unescorted. Stop with us when in the city.

Gaston Hotel

R. A. CHERRY, - - Manager.

The Alternative.

At a fancy dress ball for children a policeman was stationed at the door and was instructed by the committee not to admit any adults. Shortly after the beginning of the ball a woman came running up to the door and demanded admission.

"I'm sorry, mum," replied the policeman, "but I can't let any one in but children."

"But my child is dressed as a butterfly," exclaimed the woman, "and she has forgotten her wings."

"No matter," replied the policeman: "orders is orders, so you'll have to let her go as a caterpillar."—London Answers.

The City of Roses.

Ispahan, Persia, is known as the "city of roses," but a traveler says that the streets "are only alleys between two high mud walls, without a single window or opening to be seen—merely here and there a low, narrow doorway, always impenetrably closed. The ground is thickly coated with dust; the streets are rarely straight, and never have they got any name. The sense of ruin is everywhere. Here a wall is falling down; there a palace is in ruins; a little farther on a deserted mosque is skirted. Such is Ispahan, which from having at one time a population of 1,000,000 is now reduced to about 100,000 inhabitants."

Babies in the East.

In Cypress, at the important date of the first tooth appearing, friends gather, singing songs, while the child is bathed in water and boiled wheat. Afterward thirty-two of the boiled grains are strung on a thread and stitched to the baby's cap, which, of course, promptly produces the safe cutting of the other teeth.

A pretty custom prevails on the Isle of Rhodes, for there, on the eighth day from birth, the infant, after a final bath of wine and myrtle, is tenderly laid in a cradle surrounded by lighted tapers, while a child approaches, touches its lips with honey and says, "Be thou as sweet as this honey."

Lincoln's Last Law Case.

Lincoln tried his last case in Chicago. It was the case of Jones versus Johnson in April and May, 1860. In the United States circuit court before Judge Drummond. The case involved the title to land of very great value, the accretion on the shore of Lake Michigan. During the trial Judge Drummond and all the counsel on both sides, including Lincoln, dined together at the house of Isaac N. Arnold.

At the conclusion of the dinner this toast was proposed: "May Illinois furnish the next president of the United States." It was drunk with great enthusiasm by the friends of both Lincoln and Douglas.—Chicago Record-Herald.

EASTER GREETINGS:

WELCOME AT OUR STORE.

We hope to make Easter Week the greatest one in our business history. We have our Spring Stock all in and will take pleasure in showing the public the prettiest line of goods ever shown in New Bern consisting of Fancy goods in Ratines, Voils, Poplins, Linens, Silks, Crepes, fine Dresses, Skirts, Ladies' Tailored Suits, Queen Quality and May Manton Slippers, Millinery Etc.

Men's Department

We want every man that comes to New Bern to give us a call before buying their Suits, Hats, Shoes, Men's furnishings etc.. Our stock is very large and we are offering special low prices this week. We will give a valuable present to every person buying \$5. or more during the week.

Make our store your headquarters when in the city. We will Pay Postage on all Mail orders---Send for Samples.

J. J. BAXTER

Elks' Temple Department Store

Subscribe For The Journal

This Is Merchants Week At

: NEW BERN'S BIGGEST AND BEST STORE. :

The merchandise we are going to show is fresh from the Manufacturers and there's hundreds of new attractions arriving daily that will be shown just as rapidly as they can be marked and assorted. Every department is filled with values.

**The Purchasing Power Of A Dollar
Is Almost Doubled During This Event.**

To those who cannot come to New Bern
MERCHANTS WEEK
we offer Free Parcel Post Delivery to your Home any Purchase of wearing apparel for any one. Our mail order department is always at your service.

S. COPLON & Son

:-: New Bern's Biggest and Best Store. :-: