


SUCCESSFUL MEN

J. PIERPONT MORGAN.



Morgan was born in a family of moderate circumstances and received excellent schooling. At the age of twenty, he entered the employ of a bank to learn the business. In 1855, he became the American Agent for the English Banking Co., of Gen. Peabody & Co. In a few years he expanded the firm of Dabney-Morgan & Co., dealers in investment securities, and in 1871 it was changed to J.P. Morgan & Co.

It was then he placed himself among the world's greatest financiers by creating a market in Europe for \$25,000,000 of New York contract bonds at a profit that amazed the world.

In 1877, he handled for his firm an issue of \$200,000,000 in government bonds. That Morgan is one of the greatest organizers in the world was clearly shown when he founded the United Steel Corporation with a capital of one billion dollars.

His fortune is estimated at \$100,000,000.

A Lesson from J. P. Morgan's Career

His power lies in his ability to interest other men in his projects. To be successful, you too must be able to interest other men. The best way to do this is to show them that you can save something out of your wage or business. What ever that amount may be, Bank it with us. We can offer you every advantage.

Citizens Savings Bank and Trust Co.
65 Pollock St. New Bern, N. C.

To Our Out-of-Town Customers

You are cordially invited to make our stores headquarters when in the city and when in need of anything usually carried by a first class drug store send us your order we will give it prompt attention and mail it to you on the first outgoing Parcel Post.

Bradham Drug Co.

The Rexall Stores
Cor. Middle & Pollock Cor. Broad & Middle

Try An Ad In The Journal For Results

Did You Know

that by purchasing our Meats you can save enough by Xmas to give two substantial gifts.

We give you the Choice Cuts of Genuine Stall Fed Beef for 15c. per pound.

Young Pig Hams, Shoulders, Pork Chops, Pork Steak, Pork Loins. All Pork Sausage 15c. per pound.

Save up for Xmas and then get the Meat that is guaranteed to give satisfaction.

A. CASTET

Phone 239
The Home of Better Meats for Less Money



BULLETIN

The Baby is Boss. We have the things to keep him healthy and mother happy.

We have everything for the Baby, from teething rings to talcum powders.

Let us provide you with the many things to make Baby enjoy his bath and keep him healthy — the kind of things he will like to have and you will like to use.

WOOD-LANE DRUG COMPANY

Penstar

Dorothy Dix Writes on

The Sort of Man To Marry

The Advantage of "Putting Up a Front" in the Contest With the World.

A young woman writes me a letter in which she says:

"I am engaged to be married to a young man, who, I think puts too much value on appearances. He goes to cheap places to dine and cooks his own breakfast in his room but he patronizes an expensive tailor. He denies himself the pleasure of smoking because he can not afford fine cigars, and he will not be seen smoking a cheap one. He only takes me to the theatre once a month, because he will not sit in any but the best seats. What do you think of this kind of a man? What sort of a husband do you think he will make?"

Judging from the tone of my correspondent's letter, I imagine that she does not approve of the system upon which her sweetheart has elected to play the game of life. Yet it is a shrewd and worldly wise one, and one that nine times out of ten is a winner.

This young man is putting up a bluff at prosperity, and Fortune is a whimsical jade that smiles sweetest upon those who woo her boldest.

One of the problems that every poor person who desires to get along in the world has to face is whether it is better to be comfortable or smart and fashionable—whether, in other words, it is better to spend your money for a square meal or good clothes whether it is better to live in a big warm room and wear hand-me-downs or to abide in a hall bedroom and adorn yourself in tailor-mades.

So Goes the Varied World.

Different men decide this question in different ways, and according to their decision is their fate in life. Sometimes the impecunious youth chooses the succulent beefsteak, and the savory mushroom, and the flowing mug of beer, and the comfortable old clothes—and he remains to the end of his days in the class in which he began.

If he is a carpenter, for instance, he stays a mechanic, contented and happy in the station of life to which he has been called. If, however, he is the kind who is willing to go hungry in order that he may dress like a professional man, if he is willing to do without the necessities in order to have the luxuries, he has that within him that will make him rise above his class just as surely as water seeks its level. He may begin life as a carpenter, but he will end it as a big contractor.

Of course, the unambitious people who spend their money on good food and warm flannels instead of show, and who are satisfied to go plodding along among neighbors who do just as they do, have the best of daily comfort, and perhaps get most of happiness out of life, but they never progress. And they never arrive.

It is the desire for something better than you have, and the determination to have it, even if it is only a better house and better clothes, that forces people onward and upward. Contentment is not progress. It is stagnation.

consider it a sort of hypocrisy for a man to spend his money in putting up "a front" instead of making himself comfortable, but this is a narrow and mistaken view to take of the matter. The man has simply had the sagacity to realize that his appetite is a private matter between himself and his stomach, but that his appearance is a matter between himself and the public, and in referring to the public instead of to his own inclinations he takes a long shot at winning out.

You Must Look the Part.

For there is no denying the truth of the old proverb that nothing succeeds like success, and if you wish to be successful you must look the part. To appear poor and needy and shabby and down at the heels is its own hoodoo of bad luck. It makes everybody suspicious of your ability to do things.

Why, asks inexorable logic, should this man or woman look like a human rag bag unless he or she is either lazy or utterly incompetent? Surely if this man was industrious and clever he could make enough money to dress well. Certainly if this woman had any talents she would receive sufficient pay to buy her some good clothes.

We unconsciously gauge men's and women's ability by the way they are dressed, and if their clothes are smart and up to date we jump to the conclusion that they are the sort of alert, wide-awake people whose services are worth good money. If a shabby man and a well-dressed man apply for the same job, it is invariably the better dressed one who gets it.

A woman with a \$30 hat and a \$100 tailor-made, and her hair done in the latest style, can sell a busy man, who never reads anything but the newspapers, "The Lives of the Presidents in 97 Volumes," whereas the shabby sister in a last year's bird's nest can

never get in telephoning distance of his office boy.

Considering the way the world is built, the wisdom of pinching on your stomach to spread on your back, and of putting your last dollar in fine raiment, is beyond argument. A new "Sartor Resartus" might be written on the moral effects of a ruffled tunic and creased trousers. Restaurant waiters defer to them, office boys open doors to them, customers are polite to them, even employers respect them.

Nor have we any right to complain because the world judges us by our clothes. It is all that is on the outside, and all that people have to go by in estimating us, and they show pretty well the sort of men and women we are.

As to what sort of a husband a man will make who will eat at a cheap restaurant in order to have good clothes, I do not know. But one thing I do know, and that is that if I married a man who had that much grit, self-denial and good hard horse sense I would prepare myself to rise in the world with him. For he'll get there!

SUFFERED 21 YEARS—FINALLY FOUND RELIEF.

Having suffered for twenty-one years with a pain in my side, I finally have found relief in Dr. Kilmer's Swamp-Root. Injections of morphine were my only relief for short periods of time. I became so sick, that I had to undergo a surgical operation in New Orleans, which benefited me for two years. When the same pain came back one day I was so sick that I gave up hopes of living. A friend advised me to try your Swamp-Root, and I at once commenced using it. The first bottle did me so much good, that I purchased two more bottles. I am now on my second bottle, and am feeling like a new woman. I passed a gravel stone as large as a big red bean, and several small ones. I have not had the least feeling of pain since taking your Swamp-Root, and I feel it my duty to recommend this great medicine to all suffering humanity. Gratefully yours,

MRS. JOSEPH CONSTANCE, Rapides Par. Echo, La. Personally appeared before me, this 15th day of July, 1911, Mrs. Joseph Constance, who subscribed the above statement and made oath that the same is true in substance and in fact.

Wm. MORROW, Notary Public.
Letter to Dr. Kilmer & Co., Binghamton, N. Y. Prove What Swamp-Root Will Do For You.

Send ten cents to Dr. Kilmer & Co., Binghamton, N. Y., for a sample size bottle. It will convince anyone. You will also receive a booklet of valuable information, telling about the kidneys and bladder. When writing, be sure and mention THE NEW BERN SEMI-WEEKLY JOURNAL. Regular fifty-cent and one dollar size bottles for sale at all drug stores.

"Life is a leaf of paper white on which each one of us may write his line or two and then comes night," says Henry Van Dyke in the opening lines of a famous poem. That's right but the majority of us want to write more than a line or two, in fact there are many who are so swift in the race that they've already done enough to fill the page with single-spaced typewriting.

Friday the Paragraphers of the newspapers of North Carolina meet in Charlotte for the purpose of discussing ways and means of getting some new subject to discuss and incidentally to sample a large quantity of spiritus frumenti brought down from the "Blue Ridge Mountains of Virginia." The Charlotte Observer informs us that only a well known brand will be used and if this is the case the boys will doubtless be able to return to their desks by the first of next week.

The attention of the Journal has several times of late been called to the fact that the city ordinance relative to blocking the sidewalks with boxes, barrels and other obstacles, is not being enforced. Down in the business section of the city this causes a great deal of inconvenience and there is no reason why it should not be stopped. The sidewalks in front of some stores resemble the shipping department of establishment and this, necessarily is an inconvenience years ago this would have made little difference but New Bern is now a city and growing larger every day and the modes and conditions of the past are not suitable for the present day.

C. T. Hancock, spent yesterday at Riverdale.

STOMACH TROUBLES

Mr. Ragland Writes Interesting Letter on This Subject.

Madison Heights, Va.—Mr. Chas. A. Ragland, of this place, writes: "I have been taking Theodor's Black-Draught for indigestion, and other stomach troubles, also colds, and find it to be the very best medicine I have ever used.

After taking Black-Draught for a few days, I always feel like a new man." Nervousness, nausea, heartburn, pain in pit of stomach, and a feeling of fullness after eating, are sure symptoms of stomach trouble, and should be given the proper treatment, as your strength and health depend very largely upon your food and its digestion.

To get quick and permanent relief from these ailments, you should take a medicine of known curative merit.

Its 75 years of splendid success, in the treatment of just such troubles, proves the real merit of Theodor's Black-Draught. Safe, pleasant, gentle in action, and without bad after-effects, it is sure to benefit both young and old. For sale everywhere. Price 25c. N. C. M.

GENERAL CARRANZA MAY MOVE TO VERA CRUZ

BELIEVED THAT HE WILL OCCUPY CITY AS SOON AS THE AMERICANS LEAVE.

Mexico City, Nov. 18.—General Alvaro Obregon, who yesterday assumed supreme command of the capital and of the federal district, last night received a telegram from General Pablo Gonzales, in which the latter declared that General Villa, by advancing his troops southward, had repeatedly broken the truce agreement entered into on November 17 between general Gonzales and General Eulalio Gutierrez, recently chosen provisional president of the Aguascalientes convention. General Gonzales concluded his message with the following:

"For my part I believe that I have complied with my duties as a soldier and a citizen. I have tried to avoid the shedding of blood which the enemy appears thirsty for, and the war which we are obliged to prosecute with all vigor forthwith is justified by the unworthy conduct of our opponents."

A large body of troops belonging to General Obregon's division arrived here last night from Irapuato, 29 miles southwest of Guanajuato.

General Alvarado, post commander, has issued a statement in which he declares that General Villa is a greater enemy to the cause of Mexican democracy than was General Huerta. He says that Villa has forced an unnecessary civil war on Mexico.

It is reported here that General Carranza will move his capital to Vera Cruz immediately upon the evacuation of that city by the Americans.

ANOTHER BRUNSWICK GREEK SLAIN BY NEGRO.

Brunswick, Nov. 18.—For the second time within three months a Greek merchant here has been killed. Sunday morning Nick Papedimos met his death at the hands of a negro who was trying to rob him. One night in August James Donkas was stabbed to death and robbed.

Two weeks ago Pete Calases, another Greek merchant, was shot at by a negro, whose motives evidently were robbery.

C. E. Hooker, spent yesterday at Vanceboro attending to business matters.

BURNS DETECTIVES TO FIGHT THE CHARGE

DAN. S. LEHON GOES BACK TO ATLANTA TO APPEAR IN COURT.

Atlanta, Nov. 18.—Dan. S. Lehon, manager for the Southern division of the Burns detective agency, arrived in Atlanta today for the hearing before Judge Hill on the demurrer to the indictment against him on the charge of subornation of perjury in the Frank case. Mr. Lehon was accompanied by ex-District Attorney Adams, of the New Orleans parish, who will be associated with Judge Arthur Powell in the conduct of the defense.

The demurrers entered by Carlton C. Tedder and Arthur Thurman, who were indicted with Detective Lehon on the same charges, also are set for hearing before Judge Hill.

The attorneys for the three men take the position that the cases should be thrown out of court on the ground that the indictments are void, inasmuch as the testimony they are alleged improperly to have procured could not have been used in behalf of Frank, the defendant, since it was purely hearsay and therefore inadmissible. It will be argued that perjury can be committed only in falsely swearing to some material and competent circumstance.

The three were indicted on the statement of the Rev. C. B. Ragdale that he was paid \$200 to make an affidavit alleging that he had heard a negro, whom he afterwards identified as Conely, admit the killing of the Phagan girl.

At all times the reading of advertising is an important work for the woman who strives to aid her husband through economy.

At this time the work is more important than ever, for the times are hard for many of us, AND MERCHANTS ARE MAKING EFFORTS SUCH AS THEY NEVER MADE BEFORE IN THE SEARCH FOR BARGAINS.

A few women realize what great organizations are maintained by the big merchants TO DO THE PUBLIC SHOPPING.

A big store thinks nothing of paying an unusually intelligent man or woman ten or twenty thousand dollars a year, and even more, to watch the supplies and buy at the cheapest possible prices.

The salary of twenty thousand dollars seems big for a buyer—but it is small when you realize that such a buyer may bring in at a wonderfully low price, millions of dollars worth of goods.

If you watch carefully the advertisements of the merchants YOU GET THE BENEFIT OF THE WORK DONE BY THE HIGHEST PRICED BUYERS.

They are shopping for you. The merchants, competing in the open markets, put before you every day their special prices, their special inducements. STUDY THEM CAREFULLY.

When you go out to do your shopping you should know just exactly where you are going, what you are looking for, and what bargains you have in mind.

Try for a while the results of careful shopping in the advertisements and careful buying in the stores and see how much you can reduce THE COST OF LIVING.

When you go to the store you can say to the first directing person that you want to "see such and such a thing that you saw advertised in THE JOURNAL. You will be directed promptly and save time. Shopping is no longer hard work or slow work! and the woman who neglects it neglects an important duty.

SULTAN DENIES HE STARTED WAR

DECLARES OUTCOME WILL END ATTEMPTS AGAINST THE GLORY OF THE TURKISH EMPIRE.

Constantinople, Nov. 18.—Via London.—The Sultan of Turkey has issued a proclamation to the army and navy in which he accuses Great Britain, France and Russia of having instigated war upon Turkey. He adds in this connection that the outcome will put an end to the attempts directed against the glory of the Turkish Empire.

Exhorting his soldiers and sailors to bravery the Sultan says:

"Not only the future of our own country, but the future existence of 300,000,000 Moslems depends on your victory."

TOMORROW BIG DAY AT DILL WAREHOUSE.

Tomorrow will be the big day at the Dill tobacco warehouse. Every farmer that sells the weed at this warehouse on that day will have an equal chance of winning one or more of the prizes, which will be given away absolutely free. Prizes aggregating two hundred dollars in value, headed by a fifteen dollars cash prize given by the managers of the warehouse, will be given to the winners.

THE JAUNITA IS RECEIVING REPAIRS.

The gas freight boat Jaunita is on dry dock at Meadows Marine Railway receiving repairs.

NO CASES ON DOCKET IN POLICE COURT.

There being no cases on the docket there was no session of Police Court held yesterday afternoon.

READ THE ADS.

The old-fashioned woman did her own shopping. It was very inconvenient shopping, walking on foot with a basket on her arm, searching from store to store for bargains, not knowing WHAT she would find or WHERE she would find it.

But it was worth while. For the old-fashioned woman managed to keep down the price of living by paying attention to bargains, and this encouraging the competent merchants able to produce bargains and distance their competitors.

The woman of to-day can do her buying as carefully as did the "old-fashioned woman," and she can do it infinitely more comfortably.

Not for the merchants' sake, but FOR YOUR SAKE, we urge you to do careful SHOPPING IN THE ADVERTISING COLUMNS.

You need no longer walk from shop to shop, and from counter to counter, looking for what you want, and investigating prices.

The merchants in their advertisements put the price and the opportunities before you every day.

You can sit at home in the morning, read through the advertising columns for what you want, read CAREFULLY the different offerings that appeal to you, make memoranda and GO STRAIGHT TO THE SPOT AND FIND WHAT YOU WANT.

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ADVANCE GUARD ARRIVES First Boat Load of Americans Leave Vera Cruz.

Galveston, Tex., Nov. 18.—The advance guard of the expected American excavation of Vera Cruz, arrived here today when one hundred and twenty five men came on the transport Marcos with orders not to return. They had the body of the slain Samuel Parks on board.

Don't Let Your Cotton Lay Around Your Yard

New Bern Can Store 5,000 Bales

Bring It Here

And Use your Warehouse Receipts to Borrow Money at the Banks

Ask any Bank in New Bern they have The Money