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**Hartford Model E "Special" Two Cycle Marine Engine**

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 If you like Music, come to see my stock of records as I am closing out this line, will sell them at your price in any number wanted.

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 Hay, Grain, Feedstuffs, Etc.  
**New Bern, N. C.**

**THE NATIONAL BANK**  
 of New Berne, N. C.  
 IS THE  
**Oldest and Strongest and**  
**Only National Bank In This Section**

Capital, Surplus and Profits	\$200,000.00
Total Resources	900,000.00

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**TO OUR OUT OF TOWN CUSTOMERS**

We no longer have a regular man on the road soliciting job work and collecting subscription. So don't hold your work or money due us, but send same in flat once and we will give you orders prompt attention and mail you receipt for any money received. All subscribers whose subscription is due are requested to send us check or money order at once.

**E. J. Land Printing Co.**  
 PUBLISHERS  
 Phone 8 45 Pollock St. New Bern, N. C.

## COSTS MONEY TO RUN NEWSPAPER

The Expense, Even of Small-Daily, Is Very Heavy

At a dinner given in honor of Charles R. Miller, editor of The New York Times, who has been connected with that publication for 40 years, Adolph Ochs, the publisher and principal owner of The Times, gave some surprising figures as to the expense of making a great newspaper.

"We must earn \$75,000 every week," he said, "before there is a cent for the owners and 40 per cent of this amount goes for salaries and wages. We are consuming over 500 tons of white paper every week, and about a ton of printers' ink a day."

The Times gets out seven issues a week. That means an average production cost of a little more than \$10,714 a day or \$3,900,000 a year. Mr. Carnegie once described the steel business as being either a prince or a pauper. The destination is as fitting to the newspaper. In no great line of endeavor is success so dependent upon one dominant mind. When Mr. Ochs purchased The Times the paper had sunk to so low a state that one of the other New York newspapers, in commenting on the sale, remarked that Mr. Miller was sold with the rest of the junk. Within 20 years it has risen to rank with the foremost daily publications of the world and various of its prosperous neighbors of two decades ago have dropped back in circulation and in financial worth.

Literary excellence counts little toward success in the daily newspaper. The best written newspaper New York has today has the smallest circulation. The most scholarly morning newspaper the city ever had was a flat failure. The newspaper that has the largest circulation in New York is a horror according to literary and accepted newspaper standards. The tremendous circulation of this sheet is explained by its subordination of news to features having a particular appeal to the large polyglot population of the metropolis which reads little but headlines unless the story be a thriller or a sensation or a great scandal but which is strong for funny pictures, sporting gossip, portraits of pretty women and short tales with throbs and sob.

In no business is errors more costly than in the newspaper. The success of The Times is not to be ascribed to brilliancy, but to fidelity to the three great essentials of accuracy, common sense and the news. The day of personal journalism is past. There are only a few newspapers in America that are organs such as The Tribune was under Greeley, The Times under Raymond or The Herald under the elder Bennett. The controlling spirit of the modern great newspaper is not the editor but the publisher. He may lack some of the fervor of the men who were distinguished in a former generation of newspaper makers but he produces a saner, a better and a more satisfactory publication.

Speaking of newspaper costs brings to attention a paragraph printed in The Campbellville, Ky., News-Journal, which the editor published as having been received by "an editor," presumably the one of The News Journal. It reads as follows:

"Please send me a few copies of the paper containing the obituary of my aunt. Also publish the enclosed clipping of the marriage of my niece, who lives in Lebanon. And I wish you would mention in your local column, if it don't cost anything, that I have two bull calves for sale. As my subscription is out, please stop my paper. Times are too bad to waste money on newspapers."

The letter may be genuine or it may be the satirical production of a newspaper maker, but, who ever the author, it represents admirably the mental attitude of a vast number of persons toward the newspaper. The average man or woman thinks the charge for an advertisement, no matter what it may be, is too high. The general idea is that the newspaper has to fill its columns and that anyone who helps in any manner in the filling is doing a favor to the editor. To the country editor the collection of subscriptions is the bane of his life.

**MRS. MARY TINGLE DIED YESTERDAY**

Mrs. Mary E. Tingle of Gibson died at Fairview hospital yesterday about one o'clock at the age of sixty years. The deceased was brought to New Bern last Friday to undergo an operation for a cancer of the liver, but was not placed on the operating table until yesterday. All medical attention possible was given her after being placed in the hospital and skillful surgeons were employed to perform the operation, but the disease had been allowed to run too long and she did not survive the ordeal.

The remains were shipped to Gibson where the services will be held from the home this afternoon and the interment will be made in the family burying ground. The body was accompanied by two sons of the deceased, W. I. and A. L. Tingle and a sister, Mrs. M. C. Brabbie.

**AMERICA'S FUTURE ATTITUDE KNOWN**

Washington, July 20.—In a cabinet council regarded as the most momentous since the civil war, the President and his advisors today practically determined America's future attitude toward Germany. The meeting lasted two hours. The cabinet went over the note drafted by Secretary Lansing. Secretary Redfield was absent. Before the meeting the President and Lansing had an hour's talk at the White House.

Secretary Lansing admitted that a Federal investigation of the Orduna incident has been ordered through Treasury officials, thus injecting that matter into the question of the American reply. It is expected that Lansing will finish the draft, and present it to the cabinet Friday. It will be sent early next week.

**STOCK LAW FACTS**

The area of Jones county is 500 square miles, one fourth or 125 square miles is fenced, at an estimated cost of \$81,000. The total value of the stock estimated from the tax list is \$40,000. We have paid \$2 to keep \$1 of stock out. The population of the county is 7,000, if the total stock in the county was butchered at one time, and rationed out to the people it would give each one \$5.71 worth. This at 10 cents per pound, 57 pounds less than 5 pounds per month. Our stock don't feed our people 4 months in the year. The free range is the cause of many fires, that damages thousands of dollars of timber, and the slipshod manner of caring for our stock causes the loss of much stock. As a rule we make nothing to sell but cotton the balance is struck, we are no better off from year to year. Can we do any better, let us try the stock law.

FARMER.  
 Pollockville, July 20, 1915.

## RUSSIANS FORCED TO MAKE RETREAT

Berlin, July 20.—Sweeping down on Warsaw from the north the Germans, under General Gallwitz, have forced the Russians to retreat across the Narw at several points and have taken positions within less than forty miles of the city. An official statement today said the great thousand-mile drive is progressing with amazing speed from the Riga region to Bukovina. The Slavs are retreating everywhere, abandoning guns and ammunition. They are fighting south of Parnassys alone. Von Hindenburg has captured a hundred Russian officers and 29,000 men. Between the Bug and the Vistula, Mackensen has made 16,000 prisoners in the last forty-eight hours.

## NORFOLK WOMAN KILLED WITH AXE

Norfolk, July 20.—Mrs. J. S. Grub, about 40 years old, of No. 305 Bank street, was murderously attacked with an axe in a woodshed in her yard about 9 a. m. today and robbed of a pocket book containing four diamond rings, said to be worth \$700, a watch worth \$110, and \$900 in cash.

Mrs. Grub accused a foreigner named Rochelle, who, with his wife, had been boarding at her house.

Rochelle and his wife disappeared after the attack and neither has been arrested.

Mrs. Grub was taken to St. Vincent Hospital in the police patrol with three ugly wounds in her head inflicted with the blunt end of the axe.

The woman stated that while she was alone in the house about 9 o'clock she was summoned to the woodshed by Rochelle, who said that he had something to show her. Just as she entered the door she was struck in the head with an axe and her pocket book taken from her. She was hit three times, after which her assailant threw her into a corner and covered her with a blanket.

J. S. Grub found his wife in the woodshed when he returned home about 15 minutes later, and he notified the police.

Detectives Mercer and Downs and Patrolman Jones, answered the call. They found Mrs. Grub covered with blood on a couch in her home, where Grub had removed her.

The woodshed floor and walls were drenched with blood. In Mrs. Grub's caking was \$400 in currency which assailant had overlooked. The pocket book was found in the

## FIRST DEGREE MURDER

**Cooper Hill Must Face Death Sentence**

Kinston, July 20.—The warrant charging first degree murder was read to Cooper Hill, who Saturday beat his wife to death with a club at their Deep Run home in the county jail this morning. Hill will be given a preliminary hearing Wednesday, unless something interferes.

"Come closer," the jailer told Hill, who had been aroused from sleep.

The impressive accusation of the State was read to him with some show of solemnity. Hill listened with no particular interest, and then asked for cold water. He was promised that his three children should be brought to see him. The murderer, who is believed to be deranged, seemed more rational today than at any time since his incarceration.

## LEE'S CHAPEL NEWS

**Rains Prove of Great Help to Crops**

Lee's Chapel, July 20.—We are having some nice rains now and crops are looking fine.

Our farmers are beginning to cure tobacco this week which means a busy time for them.

Mr. M. E. Eubanks, of Piney Grove, and Mr. Hub Rouse, of Little Hell, visited in our neighborhood Sunday.

Miss Nina Hall, who has been visiting in Onslow county, has returned home.

Mr. Hight Collins, Miss Bessie Collins and Miss Jessie Waters, of Piney Grove, attended Sunday school at Lee's Chapel Sunday.

The Lee's Chapel Free Range Society will meet Friday night. While there are only a very few stock-law men in this section, some of these have promised to come to the mourners' bench next meeting.

Lee's Chapel Sunday school will hold their annual picnic on the church grounds Thursday, August the 12th. There will be speaking and other entertainments during the day and a good time is in store for all who attend.

## TOO MANY WIVES CAUSED HIS FALL

Staunton, Va., July 20.—L. A. McAllister who jumped his bail bond here last February while awaiting trial on an indictment charging him with bigamy, and who since that time has been with wife number two, a pretty young Staunton girl, was captured about sun down today near the top of Yellow Mountain, in Albemarle county, by a sheriff's posse.

He was brought back here and lodged in jail. McAllister is charged with having married Mary L. Mullen, of Richmond, in that city on December 13, 1909, and is alleged to have married Bessie Graves here February 13, 1914.

After hiding out for six months, McAllister got off a train at Michina Mountain Sunday, and with his young wife's uncle at the foot of Yellow Mountain, five miles away, Sheriff Thomas, of Albemarle, followed, but when he arrived at the Thornton home McAllister had escaped, although the sheriff found the young wife there. A pursuit into the mountains followed. McAllister tried to run when surprised near the top of Yellow Mountain by the posse, while headed for the West Virginia line. He finally surrendered when surrounded by the heavily armed posse.

Old age is what was probably the natural cause of his death.

**SENATOR SIMMONS IS AT WASHINGTON**

Washington, D. C., July 20.—United States Senator Simmons and Representative Godwin who are here on departmental business told officials of the administration that North Carolinians, irrespective of political affiliations, have great faith in the ability of President Wilson to handle the delicate foreign situation and approve of his policy so far.

Neither Senator Simmons nor Representative Godwin believe that it will be necessary to call Congress in extra session before December 1. They are not among those senators and congressmen who are urging the President to have Congress meet before the regular term to take action to prevent the shipment from this country of arms and ammunition to the warring nations.

A movement was started some days ago by the New York American and a few senators to urge the President to take this course. Senator Simmons and Representative Godwin will call at the White House tomorrow.

## FINAL DECISION IN REGARD TO NOTE

Character of Next Missive to Germany not Made Known

Washington, D. C., July 20.—Final decision on the character of the next note to Germany waited on today's cabinet meeting. A draft which President Wilson and Secretary Lansing prepared Monday was laid before the meeting. It was expected to receive the cabinet's approval and be dispatched to Berlin before the end of the week.

While the probable contents of the new communication are not known in detail, it will reiterate the American government's position that assurances must be given by Germany that Americans may travel the high seas without danger on lawful missions and aboard unresisting and unarmed merchant vessels.

The German submarine attack on the Cunarder Orduna was brought formally to the American government's attention today by William O. Thompson, counsel for industrial relations commission, who was a passenger on the ship.

Secretary Lansing took Mr. Thompson's communication to the White House with him sometime before the cabinet meeting. It was said it did nothing more than call the government's attention to the attack officially, as Mr. Thompson was not a witness to the attempt and did not reach the deck until after the submarine had begun shelling her. It will, however, serve as the basis for an investigation.

Affidavits will be gathered from the passengers and crew.

## SAID HE'D DIE HE HIT IT RIGHT

Washington, N. C., July 20.—After having prophesied his death several months ago, Peter White, an aged negro, residing several miles out in the country, yesterday fulfilled his prophecy and passed away at 12:30 p. m.—twenty minutes later than the hour which he had predicted.

White's case was similar to that of Jerry Langley, the local negro who caused considerable interest in Washington several weeks ago by stating that he would die on a certain date. Unlike Langley, however White kept his word.

It is stated that he first hinted at his death in April, when he claimed to have seen a vision in which he saw himself being drawn aloft in a golden chariot. A week or two afterwards, he announced that he would die in July. Since then he has had a number of visions and about a month ago he notified his friends that he would pass away during the middle of this month, or thereabouts. About a week ago he named the exact date, and last Thursday he stated that he would go into the great beyond at noon.

White, as did Langley, did considerable preaching between the time of his first vision and the date of his death. Quite a number of his colored brethren were on hand yesterday to see him depart from life. His death has caused a deep impression upon their minds and there is considerable nervousness in that section at present.

White was close to seventy years of age and in rather feeble condition.

## GOLDSBORO HAS FIRE

**Conflagration Does Considerable Damage**

Goldboro, N. C., July 20. While half the members of the fire department were enjoying their annual outing at Wrightsville Beach, fire yesterday afternoon at the wood yard of W. H. Griffin & Son caused a loss estimated at between \$1,500 and \$2,000, when a large barn, several sheds and stables, combined, were completely destroyed. A fine hose valued at \$200, confined in one of the stables, was burned to death during the conflagration which was one of the most disastrous fires in the city's history, being dangerously near the plant of the Goldboro Oil Mills, the Atlantic Cost Line Depot and other large enterprises. The firemen who were present in the city labored hard and in about an hour after they arrived upon the scene had the flames under control. The city officials are commending Assistant Fire Chief Leslie Yelverton for his decision to allow only half the members of the department to go on their outing at once.

Fire Chief Farmer, of Raleigh, was a visitor in the city yesterday and was among the first to arrive upon the scene of the fire and was soon issuing orders to the local firemen. He received a strong rebuke from Chief Yelverton and others before they learned who he was.

## WON'T COMMIT SUICIDE

**Charles Becke, Says That He Will Die Game**

New York, July 20.—Charles Becke, sentenced to be electrocuted on July 28th for instigating the murder of Gambler Herman Rosenthal, will not cheat the chair by committing suicide.

The convicted police lieutenant assured Warden Osborne of that today when the warden demurred at allowing Becke to wear shoes, fearing that he might use the metal arch support to kill himself.

"Warden," said Becke "I won't kill myself, although if I wanted to nothing on earth could stop me." He got the shoes.

Counsel for the condemned man were undecided today on two eleventh-hour moves to save his life—applying for a writ of habeas corpus and starting John Doe proceedings. Both, they admitted, offered slight hope.

## A THOUGHT FOR THE DAY

Most of us live in one room; some furnish two or three rooms; but how rare is the man who lives in the whole palace of life! Partial living is the knell of true living. Why should we draw a line across the things which God has made and write "secular" upon one side and "religious" upon the other? God is more obviously an artist than a moralist. While we push beauty aside He has saturated the Universe with it.—Hamilton Wright Mahieu.

J. B. Blalock left yesterday for a visit to Kinston.