

THE JOURNAL

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CHARLES L. STEVENS, EDITOR AND PROPRIETOR.

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Official Paper of New Bern and Craven County.

New Bern, N. C., May 8, 1900.

RELATIONSHIP OF SUBSCRIBER AND ADVERTISER.

The genuine bona fide subscriber, the person who pays for his or her subscription does not fully appreciate their full value to the paper as an asset of the paper.

This is indignation to the person who would not read the paper, but does not pay for it.

Newspaper borrowers, or those who have the habit of just picking up some one else's paper, and reading it, as their tribe increases in a community, adds just so much weight to the newspaper publisher's inability to get out a creditable paper, for as the receipts decrease or increase, so will the average newspaper in a community reflect in its columns the condition of the publisher's cash drawer.

It is not a sign of special intelligence to be able to criticize a newspaper for its lack of news, quality of its paper, or its up-to-dateness.

But it does require a high grade of intelligence on the part of the newspaper publisher to get up a fairly respectable, up-to-date paper in a community where the borrowers of the paper exceed those who pay regularly for the paper.

Readers of newspapers, very many of them, will severely criticize the newspaper publisher for not giving them two columns of reading matter to each column of advertisements.

And yet this very critic never thinks, much less realizes, that this very advertising, which sees to space filling, is what gives the reader the paper, and whatever excellence of matter it may contain.

In this connection, Mines and Minerals is a trade journal, says:

"Did it ever occur to you, as you read your copy, that the advertisers in it are entitled to a very large share of credit for the excellence of the paper? If it were not for the advertising patronage, it would be impossible to furnish you with the publication for less than \$10 or \$15 per year. The makers and dealers in machinery and supplies do not advertise from purely philanthropic motives. They are business men, and patronize these columns on business principles. The better returns they receive for their advertisements, the more liberal is their patronage, and naturally the better is the journal, since as advertising patronage increases, the publishers can afford to improve the publication. The advertiser and the reader are therefore mutually beneficial to each other. The reader, however, does not always fully appreciate that it is of interest to the advertiser to know the full value of his advertisement, and that when he writes for prices, specifications, etc., he can assist him by mentioning that his attention was attracted by the advertisement."

STATE OF OHIO, CITY OF TOLEDO, Lucas County, ss.

FRANK J. CHENEY makes oath that he is the senior partner of the firm of F. J. CHENEY & Co., doing business in the City of Toledo, Ohio and State of Ohio, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of OTCABAH cure that can be cured by the use of HALL'S OTCABAH CURE.

FRANK J. CHENEY, Sworn to before me and subscribed in my presence, this 9th day of December, A. D. 1900.

A. W. GLEASON, Notary Public.

HALL'S Catarrh Cure is taken internally and acts directly on the blood and mucous surfaces of the system. Send for testimonials, free.

F. J. CHENEY & Co., Toledo, O. Sold by Druggists, etc. Hall's Family Pills are the best.

Why trifle with health when the easiest and surest help is the best known medicine in the world? Lydia E. Pinkham's Vegetable Compound.

Is known everywhere and thousands of women have been cured of various kidney derangements by it. Mrs. Pinkham's method of the mayor, the postmaster and others of her own city.

Her medicine has the endorsement of an unnumbered multitude of grateful women whose letters are constantly printed in this paper. Every woman should read these letters.

Mrs. Pinkham advises suffering women free of charge. Her address is Lynn, Mass.

Some Knowledge of Him. It is to be merely a little garden party, exclaimed the prospective hostess.

It was a dinner given at the residence of Mrs. J. B. Blackmore, of Haller & Blackmore, Pittsburgh, Pa.

Rheumatism Cured in 24 Hours. T. J. Blackmore, of Haller & Blackmore, Pittsburgh, Pa., says: "A short time since I procured a bottle of Myotic Cure."

For indigestion, sick and nervous headache. For sleeplessness, nervousness, heart failure and nervous prostration.

For biliousness, constipation and malaria. For indigestion, sick and nervous headache.

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ALL WOMEN AGREE. A druggist in Macon, Ga., says: "I have sold a large quantity of Mother's Friend, and have never known an individual who has not produced the good results claimed for it."

Mother's Friend. It is not a chance remedy. Its good effects are readily experienced by all expectant mothers who use it.

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CANCER IS NOT INCURABLE

Time was when Cancer was considered as incurable as leprosy. Physicians and friends could give little relief or encouragement to one afflicted with this terrible disease.

S. S. S. is the only medicine that can overcome this powerful and contaminating poison and force it out of the blood. It builds up and invigorates the old and supplies new, rich, life-giving blood.

Impure Blood Invites Disease. A small lump on the jaw or breast, a harmless looking wart or mole, or other cause so insignificant as to attract little or no attention.

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Bond Election! Notice of Summons.

North Carolina, Superior Court. The City of New Bern, vs. A. E. Woodruff, trustee for the Estate of E. J. Gooding, et al.

Notice to the Voters of New Bern. The voters of New Bern, N. C., will take notice that an election will be held at the polling places in the several wards of the city of New Bern on the third Tuesday next, to wit, the 15th day of May, A. D. 1900.

ADMINISTRATOR'S NOTICE. Having qualified as the administrator of the estate of Julia Edwards, deceased, late of the county of Craven, notice is hereby given to all persons having claims against the said estate to present them to the undersigned, before the 15th day of April, 1900.

Notice of Summons and Attachment. NORTH CAROLINA, SUPERIOR COURT, Craven County. H. B. Duffy vs. J. J. Tisdler.

ADMINISTRATOR'S NOTICE. Having qualified as the administrator of the estate of Jesse Brooks, deceased, late of Craven county, notice is hereby given to all persons having claims against the said estate to present them to the undersigned, before the 15th day of April, 1900.

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