

THE JOURNAL.

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CHARLES L. STEVENS,
EDITOR AND PROPRIETOR

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Monthly, by carrier in the city..... 50

Advertising Rates furnished on application.

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Official Paper of New Bern and Craven County.

New Bern, N. C., Aug. 22, 1902.

PERSISTENT ADVERTISING WINS.

Intelligent and persistent advertising is as great a factor in the successful fortune getting, as it ever was.

Even the strenuousness of the present age does not fail to recognize the importance of advertising, especially news paper advertising.

Publicity each month and year becomes more a business necessity, for with the growth and advancement in education, the reading public grows larger and larger, and to it, the merchant with goods, the manufacturer with wares, and even the office seeker must present themselves through the press, in order to receive the attention which they must secure, in order to succeed, each in his own way.

The rush of affairs today, is very great yet the successful applicant for public attention can so advertise that the rushing throng must read and stop to deal, no matter if it again takes up its wild rush.

And this advertising is not of today, alone.

It was yesterday, is again in stronger view today, and strengthens its hold upon the public, by appearing again tomorrow, in new aspect, perhaps. With a change of language, but still telling the story which wins trade and customers.

It is the persistent advertising appeal which presents itself each morning, noon and night to the public which both attracts attention, and brings trade to the merchant following the course of always advertising.

There may be dull months in trade, but no day, week or month can be entirely sacrificed by any merchant, and less upon the plea that it is too dull to advertise.

Spasmodic advertising has ever proven a failure in securing real, big results, while every notable success has come through the persistent course of being before the public, every day in the year.

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & CO., Toledo, O.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business and financially able to carry out any obligations made by their firm.

Ward & Thruax, Wholesale Druggists, Toledo, O.

WALDING, KINNAN & MARVIN, Wholesale Druggists, Toledo, O.

Hall's Catarrh Cure is taken internally acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75c per bottle. Sold by all Druggists.

Hall's Family Pills are the best.

Hop Springs Eternal.

The patience of fishermen who readily love the sport is the theme of many stories. One is told by a man who, travelling on foot through part of England, came upon a solitary fisherman who looked as if time and the world might pass away without disturbing his content.

"Have you fished long in this stream?" asked the tramp.

"Eighteen year," was the calm response.

"Get many bites?" was the next question.

The fisherman scarcely turned his head from the rod in his hands.

"Five years ago in this very spot I had a fine bite," he answered hopefully.

GARDEN Gossip.

A few drops of ammonia to a pint of water sprinkled on the roots of house plants will produce an abundant growth.

The goldenrod makes an excellent garden plant, but to bring out its beauty fully it should be associated with the aster, which is almost everywhere found growing alongside it.

"Rotation of crops" must be the watchword of the flower lover with a small garden. Bulbs and seed plants may be grown in the same place. The seeds can even be sown before the bulbs have ceased blooming.

In shade places plant heliotrope, myosotis, lilies of the valley, violets and so on. Heliotrope and pansies will thrive admirably at the foot of the rosebushes or around tree trunks. Pansies and nasturtiums will thrive in sun and sand.

Ran Away From Doctor.

The family hope and pride, five years of age, was out of sorts. He didn't eat well, and he had a cold, tight. Mamma thought the doctor should be sent for, and papa concurred. The doctor looked at the little chap's tongue, felt his pulse and left some little pills. The next day he came again. The boy's cold hung on, and so did the doctor.

At the end of the sixth visit, however, the father thought the patient well enough, so he paid the doctor off with the understanding that he need not come again. Nevertheless, the next day saw the doctor arrive, and the day following. Not wishing to offend him, the family thereupon bundled up the boy and went away for a visit. The doctor could not charge for a visit to a locked up house, and that was an easy way to escape his attentions and his bill.—New York Press.

All Were Saved.

"For years I suffered such untold misery from Bronchitis," writes J. H. Johnston, of Broughton, Ga., "that often I was unable to work. Then, when every thing else failed, I was wholly cured by Dr. King's New Discovery for Consumption. My wife suffered intensely from Asthma, till it cured her, and all our experience goes to show it is the best Croup medicine in the world." A trial bottles free at C. D. Bradham's.

He Was Only the Master.

"George," exclaimed Mrs. Ferguson, with flinching eyes, "am I the mistress of this house or am I not?"

"You certainly are," replied Mr. Ferguson, with alacrity. "What's the matter now?"

"I've discharged that impudent hired girl, and she refuses to leave. I want you to go to the kitchen and bundle her out, wash and crop."

"Settle it between yourselves, Laura," said Mr. Ferguson weakly. "I won't have anything to do with it. I'm only the master of the house."—Chicago Tribune.

A Necessary Precaution.

Don't neglect a cold. It is worse than unpleasant. It is dangerous. By using One Minute Cough Cure you can cure it at once. Alays inflammation, clears the head, soothes and strengthens the mucous membrane. Cures coughs, croup throat and lung troubles. Absolutely safe acts immediately. Children like it. F. S. Duffy.

His Doctor Wants.

"Do you know a good tonic for nervous persons, Simpkins?"

"No; what I want to find is a good tonic for people who have to live with them."—London Tribune.

Use Hancock's Liquid Sulphur, for Eczema, Pimples, Ringworm, Dandruff and all skin diseases. For sale at F. S. Duffy's.

Symptoms Dangerous.

Mrs. Baldwin—That husband of mine is a most careless man. I expect he'll lose his hand on three days.

Mrs. Bunn—I see he's lost the next thing to it—he's had—Stray Stories.

It is a pity the baldheaded man can't transparent the unnecessary beard on his chin to the smooth spot on his plate.—St. Louis Star.

The Best Prescription for Malaria.

Chills and Fever is a bottle of Grove's TASTELSS CHILL Tonic. It is simply iron and quinine in a tasteless form. No cure—no price. Price 50c.

An Ape's Beggarism.

The Rev. Samuel Lodging fellow was a poet, as well as his more eminent brother. He was the compiler of a hymnbook for churches, in which work he was assisted by a fellow clergyman of the same Christian name. On applying to a third member of the profession to give the book a title the latter suggested that it be called the San Beda.

Take a bath in Hancock's Liquid Sulphur. They are superior to those of the most celebrated Sulphur Springs, having the additional advantage of being made say desired strength. They will cure Picky heat, Eczema, and all skin diseases. For sale by F. S. Duffy.

Iron-Pate.

At this season of the year the curling iron works overtime and then accomplishes nothing.—Atchison Globe.

Moderate Demands.

"Are you sure you can support a family?"

"I only want the girl!"—Judge.

Love's Intolerance.

Oh, love! love! love!

Love is like a disease;

It wins let a poor body

Go and his mistress—

—Scottish Larmer.

MATTLAND, Fla., October 10, 1901.

The Hancock Liquid Sulphur Co., Baltimore, Md.

Gentlemen—I have had Eczema over thirty years, have tried many remedies prescribed by various physicians, but to nothing has the disease yielded so readily as to Liquid Sulphur. I think if used properly it is undoubtedly a specific for Eczema. I have prescribed it for others with most satisfactory results. I consider it the best remedy for cutaneous affections I have ever known, and regard it as the greatest medical discovery of the age.

Especially yours,
W. A. HEARD, M. D.
For sale at F. S. Duffy's.

It can't help.

With the best regards,
Prepared only by F. S. Duffy & Co., Chicago.

See the latest edition of the Standard.

F. S. DUFFY & CO.

A STORY OF CESAR.

The story of Cesare is now well known.

Cesar traveled to the great sea of Rhodes. He fell in with a crew which may be something more than legend. When he was crossing the Aegean, his vessel was taken by pirates. They carried him to Pharsalia, an island on the Cretan coast, where he was detained for six weeks with three of his attendants, while the rest of his servants were sent to the nearest Roman station to raise his ransom.

The pirates treated him with politeness. He joined in their sports, played games with them, looked into their habits and amused himself with them as well as he could, frankly telling them at the same time that they would be hanged.

The ransom, a very large one, about £10,000, was brought and paid. Cesar was set upon the mainland, near Melite, where, without a moment's delay, he collected some armed vessels, returned to the island, seized the whole crew while they were dividing their plunder, and took them away to Pergamus, the seat of government in the Asiatic province, where they were convicted and crucified. Clemency was not a Roman characteristic. It was the understanding that he need not come again. Nevertheless, the next day saw the doctor arrive, and the day following. Not wishing to offend him, the family thereupon bundled up the boy and went away for a visit. The doctor could not charge for a visit to a locked up house, and that was an easy way to escape his attentions and his bill.—New York Press.

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