

THE JOURNAL

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CHARLES L. STEVENS, EDITOR AND PROPRIETOR

SUBSCRIPTION RATES

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One Year, not in advance \$5.00

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Advertising rates furnished on application.

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OFFICIAL PAPER OF NEW BERN AND CRAVEN COUNTY.

New Bern, N. C., Feb. 23, 1906.

THE KIND OF ADVERTISING THAT PAYS.

It has been often and thoroughly demonstrated that there is only one kind of advertising that pays, the kind that goes into the homes, that takes its place near the fireside, and tells of what the merchants have in their stores, and this is done through the newspaper.

There are many ways to try for business, but there is only one right way for the merchant to follow, if he wants business. It must be through a medium which goes right into the family, where every member is to be attracted by it, and through the attraction he made a buyer of goods.

What might be termed "graft advertising," seldom catches the up-to-date merchant. Advertising dodgers, which usually go over the fence into some vacant lot; the sticker to be posted in some obscure place, and the sign board of paper, which washes off in a night; the metal sign which is a target for the small boy's missiles, or the wooden board that helps out on a cold morning, or is so convenient to patch up a fence. These and other alluring methods quite often catch the inexperienced, and some new graft will catch the supposed wary merchant, who is lead away to give up good dollars to the strolling talker, who is in a place for the day.

All these so-called advertising methods, are on the outside. The occasional passerby may be caught, but those who want goods, whose trade is permanent, must be reached by the one medium that comes into their hands, regularly, the newspaper.

The story is told of fifteen merchants of Topeka, Kansas, who last year, banded together, pledging themselves against investing in any graft advertising, such as calendars, hotel registers, blotters, yard sticks, fences and bill boards, and the result according to their figures, was \$5,000 saved. They found that newspaper advertising gave them the results, and was less expensive.

And this is the history of other places and their merchants. What medium reaches those who want goods, is the question, and it is more and more found to be the newspaper, which seldom is confined to one family of readers, but goes about, and is persistent with its big letters and figures, its designs and pictures which all proclaim bargains and the articles which every member of the family needs.

And it is not for one day that these ads so persistently demand recognition, but day after day, throughout the year, until every reader, every person in want of anything, looks to the columns of the newspaper, not to any sign on the street, and finds what is wanted and where to get it.

There is more Catarrh in this section of the country than all other diseases put together, and until the last few years was supposed to be incurable. For a great many years doctors pronounced it a local disease and prescribed local remedies, and by constantly falling to cure him with local treatment, pronounced it incurable. Science has proven Catarrh to be a constitutional disease and therefore requires constitutional treatment. Hall's Catarrh Cure manufactured by F. J. Cheney & Co., Toledo, Ohio, is the only constitutional cure on the market. It is taken internally in doses from 10 drops to a tea spoonful. It acts directly on the blood and cleanses the surface of the system, curing the one hundred dollars for any case of Catarrh. Sold for citizens of all countries. Address: F. J. CHENEY & CO., Toledo, O. Sold by Druggists, etc. Make Hall's Family Pills for constipation.

DRINK

Harm Men from Employment

Every line of business is beginning to show its deteriorating tendency. The business of the past few years has been so successful that only men of unusual ability can find employment. Men of ordinary ability are being displaced by men of unusual ability. Men of ordinary ability are being displaced by men of unusual ability. Men of ordinary ability are being displaced by men of unusual ability.

ORRINE

Cures Whiskey and Beer Habit

Take ORRINE Quietly at Home!

To cure without patient's knowledge, buy ORRINE No. 1 for medicinal purposes, by ORRINE No. 2. Price, \$2.00 per box.

Cure Efficacy or Money Refunded

Book on "Drunkenness" mailed free on request. ORRINE No. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

C. D. BRADHAM, New Bern, N. C.

When a translation of the Bible which Rev. F. H. Price, a missionary in Guam, is now working on shall have been completed, the Scripture, or portion thereof may be read in 360 different languages. The languages of the natives of Guam is called Chamorro.

A Habit to Be Encouraged.

The mother who has acquired the habit of keeping on hand a bottle of Chamberlain's Cough Remedy, saves herself a great amount of uneasiness and anxiety. Coughs, colds and croup, to which children are susceptible are quickly cured by its use. It counteracts any tendency of a cold to result in pneumonia, and if given as soon as the first symptoms of croup appear, it will prevent the attack. This remedy contains nothing injurious and mothers give it to little ones with a feeling of perfect security. Sold by Davis Pharmacy and F. S. Duffy.

All Efforts Have Failed to Find a Better Remedy for Coughs, Colds and Lung Troubles than Foley's Honey and Tar.

It stops the cough, heals the lungs and prevents serious results from a cold. J. N. Patterson, Nauvoo, Iowa, writes, "Last winter I had a bad cold on my lungs and tried at least half a dozen advertised cough medicines and had treated from two physicians without getting any benefit. A friend recommended Foley's Honey and Tar and two thirds of a bottle cured me. I consider it the greatest cough and lung medicine in the world." For sale by Davis Pharmacy.

William Waldman Landis, A. M. professor of mathematics in Dickinson College, Charlisle, Pa., has been admitted to membership in the mathematical circle of Palermo, Italy, in recognition of his attainments in the science of mathematics. The organization is the most exclusive mathematical society in the world.

Common Colds are the Cause of Many Serious Diseases.

Physicians who have gained a national reputation as analysts of the cause of various diseases, claim that if catching cold could be avoided a long list of dangerous ailments would never be heard of. Every one knows that pneumonia and consumption originate from a cold, and chronic catarrh, bronchitis, and all throat and lung trouble are aggravated and rendered more serious by each fresh attack. Do not risk your life or take chances when you have a cold. Chamberlain's Cough Remedy will cure it before the disease develops. This remedy contains no opium, morphine or other harmful drug and has thirty years of reputation back of it, gained by its cures under every condition. For sale by Davis Pharmacy and F. S. Duffy.

Mr. Mattie P. Hodges was brutally murdered at Durham by her husband, John H. Hodges, with whom she had not lived for some time. The woman was dragged from a tick bed by the infuriated man, her arm being broken in the struggle. She was then shot through the heart as she lay on the floor at his feet.

If you are acquainted with anyone who is troubled with this distressing ailment you can do him no greater favor than to tell him to try Chamberlain's Salve. It gives instant relief. Price 25 cents per box. Sold by Davis Pharmacy and F. S. Duffy.

M. S. Davis, president of the Leningburg Female College, died there of pneumonia in his 73rd year. He was an alumnus of the University of North Carolina and had spent his entire life in educational work.

Prizing Foley's Honey and Tar.

F. J. & Co., Chicago, originated Honey and Tar as a throat and lung remedy and on account of the great merit and popularity of Foley's Honey and Tar, the same has been imitated by many cheap imitations and inferior preparations. The only true and reliable preparation is that of the original inventor, F. J. Cheney & Co., Toledo, Ohio. It is made from the best of materials and is guaranteed to cure. For sale by Davis Pharmacy.

F. J. CHENEY & CO., Toledo, O. Sold by Druggists, etc. Make Hall's Family Pills for constipation.

THE BACKBONE.

Its History Linked With a Theory of Animal Evolution.

The history of the backbone, like that of most life, is not altogether a majestic upward evolution. It has its tragedies and its setbacks, its hopes and failures. In the waters along our southern coast, there are some species of lobsters like others with strange bulging bodies, growing on the end of long stalks. But they hold a secret from the crabs and snails which crawl about, and when the dissection against them - if their poor, still sense only knew they might claim a blood brotherhood. When they were young, for a little while a graptolite cord was their axis, but this, with all the hopes that such a beginning brings, of fish, of bird, of man, soon melted away, and they were not and away in the watery currents, never to know of the opportunity which nature has snatched from them, why, who can tell!

In snails the backbone has become jointed and flexible and a rule kind of skull is present, but still more important in the presence of four fins, which correspond to the four legs of lizards and to the wings and legs of birds. A curious basket-like skeleton protects the delicate gills, and it is probable that this existed long before the limbs appeared. All is still of graptolite origin.

In the higher fishes bone replaces the cartilage, and when the lowly tadpole, feebly at first, swimming about by means of the fin around his tail, pushes forth his legs and limbs upon the land, our skeleton is well on its way backward. Reptiles of old took to trees. Their backbone grew less flexible so that they might safely all through the air, feathers replaced scales, two fingers of each hand were lost and one from each foot, teeth disappeared, a beak of horn proved best, intelligence increased and the forehead rose high, and behold - a bird - *Outward Magazine.*

BATTLE OF MARATHON.

The Most Decisive Day in the History of the World.

The single day in the world's history which was fraught with the most momentous consequences to mankind was the day on which the battle of Marathon was fought. The handful of tiny states that inhabited Greece had developed facilities which indicated that man had advanced another stage toward the highest ideal.

Foremost among those little nations was Athens, which state, too, contained the germs of human freedom. It was the forerunner of the democracies of the world. But the very existence of Athens had Greece was threatened by the huge barbaric empire of Persia. Darius had sent out his border of warriors to add the Grecian states to his vast dominions. Fate to face his forces met the Athenians on the plains of Marathon.

Hitherto invincible in the field, the Persians looked upon the little army opposed to them with contempt. The Greeks themselves hesitated to hazard a battle with the conquerors of the world. Their generals debated the question, and the decision to fight the Persians was caused by the eloquence of the immortal Miltiades. He led his 10,000 Greeks against the Persian host and gained a decisive victory. The glorious day of Marathon beat back the advancing tide of eastern despotism and barbarism and saved the freedom and civilization of the western world. - *Pearson's Weekly.*

A King's Hoax.

Alfonso, king of Aragon, was one day examining the different articles in his jeweler's shop in company with many of the ladies of his court. He had scarcely left the house when the jeweler missed a diamond of great value and ran after him, complaining of the theft. The king, not willing publicly to disgrace any of his attendants, commanded a large basin full of sand to be brought him, into which he directed each person to put in the hand clenched and to draw it out flat. By this means the diamond was left in the sand, unknown by whom.

Celestine.

Celestine was first made in minute quantities by Humphrey Davy. In the new process chloride of calcium is placed in a receptacle and fused by electrolysis. An iron cathode forms a mass upon which the molten calcium deposits itself, and the once rare metal builds itself up into an irregular lump resembling a cabbage stalk. When the stalk has grown to the right length it is clipped off and dipped in paraffin wax to preserve it from the action of the air.

Three Strangers and Remarkable Men.

As Dumas, the grandfather, prided himself more upon his wonderful strength and skill in athletics than his genealogy, as Dumas the second prided himself more upon his knowledge of cooking than the authorship of "The Three Musketeers," as Dumas the third prided himself more upon his knowledge of art than upon the writing of "Le Demi-siècle." They were three strange and remarkable men.

At Their Own Expense.

"Do you job writers ever make jobs at your own expense?" "For the first few years all our jobs are made that way. After that if we're lucky, we get paid for 'em." - *Cleveland Leader.*

The Recipe.

"You ought to take this recipe," said the doctor. "It is a recipe." "Well, then, I don't want him," said the customer. "I just want to know the recipe, and I never could drive a bargain."

The most beautiful sign of wisdom is a continual forgetfulness. - Montaigne.

Chapman's Remedy.

Chapman's Remedy, for Constipation, is the most reliable and powerful medicine ever offered for the cure of the bowels. It is a purely vegetable preparation, and its use is not only safe but pleasant. It is sold by all druggists.

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