

MORE CONCEIT NEEDED IN NEW BERN.

The above may seem a strange wish. It is not the desire that New Bernians shall themselves become conceited, the local want is that New Bernians shall express themselves strongly in favor of their city and all its interests, even tho' in so doing there may be an element of conceit in such declarations.

Community conceit is not community brag. The local boast, that has fact for its basis, is all right. But community conceit that thinks perfection rules within its borders provokes the laugh, community standing pat is suggestive of weak mindedness, which means the impulse to stop every progressive attempt of community advancement.

Children Cry FOR FLETCHER'S CASTORIA

The newspaper is a gigantic mirror in which the whole world sees reflected its joy and sorrow, its ambition and influence, its success and failure

COMMANDER JULIUS A. PRATT POST NO. 143 DEPT ILL., G. A. R.

Mr. Isaac Cook, Commander of above Post, Kewanee, Ill. writes: "For a long time I was bothered with backache and pains across my kidneys. About two months ago I started taking Foley's Kidney Pills and soon saw they were doing just as claimed. I kept on taking them and now I am free from backache and the painful bladder misery is all gone. I like Foley's Kidney Pills so well that I have told many of my friends and comrades about them and shall recommend them at every opportunity."

Hubby—And what did the Doctor say? Wifey—He said, "Put out your tongue." Hubby—And then? Wifey—"Overworked."

TRUTH NUMBER ELEVEN

The Stock of the California National Crude Oil Company advances to 50 cents per Share on May 28th.

THOSE stockholders who have purchased stock and those who are about to purchase at 40c. per share, are about to realize 25 per cent. on their investment already, as the stock goes to 50 cents this coming week. And this isn't the first advance either. There is no doubt in our minds that you will see this stock soaring way up in dollars soon, and when you do, we know you will wish that you had a larger block. We would advise all who can possibly do so to purchase before the end of the week and take advantage of the rise.

For making big money, there is nothing in the investment world today that will bear comparison for a moment with the opportunities afforded by California oil stocks.

Dozens and scores of these stocks are selling today for many times the prices at which they were originally placed on the market.

In the advances of the past year many of them have yielded profits of several hundred per cent. to the investors.

In production and earnings the oil wells have distanced the gold mines.

Thousands of people enjoying a competence today owe their good fortune to moderate investments in California oil.

By still other thousands the successes of the past will be duplicated during the present year.

Now, don't be a pessimist and say that this is impossible. Facts are facts, and if you only take trouble to look into same, you will find that this is true.

The writer came across a beautiful article sometime ago entitled "The Optimist versus the Pessimist." Read it. It won't hurt you.

THE OPTIMIST VERSUS THE PESSIMIST.

"The optimist lives under a clear sky, the pessimist lives in a fog. The pessimist is confused; he hardly knows where to go, what to do or how to act; the optimist is in tune with the harmonies of nature and discerns distinctly the onward path that lies before him. The pessimist hesitates, and loses both time and opportunity; the optimist

makes the best use of everything now, and builds himself up, steadily and surely, until all adversity is overcome and the object in view realized. The pessimist curbs his energies and concentrates his whole attention upon failure; the optimist gives all his thought and power to the attainment of success, and arouses his faculties and forces to the highest point of efficiency. The pessimist waits for better times, and expects to keep on waiting; the optimist goes to work with the best that is at hand now, and proceeds to create better times.

"The optimist is an inspiration to everybody; the pessimist is a wet blanket. The pessimist pours cold water on the fires of his own ability; the optimist adds fuel to those fires. The pessimist links his mind to everything that is losing ground; the optimist lives, thinks and works with everything that is determined to press on. The pessimist places a damper on everything; the optimist gives life, fire and go to everything. The pessimist repels everything; the optimist attracts everything. The pessimist fights the wrong; the optimist works to increase the power of the right. The optimist is a building force; the pessimist is always an obstacle in the way of progress. The pessimist lives in a dark, soggy, unproductive world; the optimist lives in that mental sunshine that makes all things grow."

Do you realize how true all this is? Don't you appreciate that the optimist is the successful man? The optimist is the man who invests for he believes some good will come from such an investment, and as every real fortune that ever was made resulted from investment, it is optimism that makes success.

The pessimist is the man who looks with suspicion upon all investment opportunities, and while he is hemming and hawing and failing to act, an optimist grasps the opportunity, makes his investment, and gets his start in life.

It required a generous supply of optimism for men to go ahead

and develop what is today the greatest wealth producer in the world—California Oil Lands—but their optimism has been repaid.

Allen G. Nichols, editor of the "Oil Industry," gives a few pertinent facts in a recent issue of one of the leading daily papers, and he writes regarding this wonderful Oil Industry:

"Only half-century old the oil industry in the United States has already exported more than \$2,000,000,000 worth of the refined material. In other words in fifty years the total amount received for refined oil exported has been greater than the value of the entire production of gold in the United States since Columbus discovered America. Since 1860, the year in which sixty small casks were sent to France as an experimental shipment, the amount exported has been greater in value than the production of gold in the entire world for the same period. Within the memory of living man the infant has grown to a giant industry that gives employment to 70,000 men in the fields and refineries alone, and whose annual pay-roll amounts to millions of dollars.

The spring pole rig used along Oil creek has given place to modern machinery, operated by carefully trained men. The ox trains that haul oil in barrels over roads unworthy of the name have been succeeded by thousands of miles of steel pipe line, great trains of oil tanks and the modern oil carrying ships, whose capacity in some cases is over 80,000.

Everything that coal has done for the east, crude oil is doing for California, and since its general use, less than ten years ago, ways and means have been devised to use crude oil in California, the same as coal is used in other parts of the United States, and the public at large have shown their appreciation of its value by the adoption of crude oil wherever fuel is needed. As a result of this a stream of gold is distributed in California Oil Company stocks, which amounts to many millions of dollars per year."

W. W. Orcutt; one of the most prominent consulted engineers and geologists in this country in

a recent report on a California Oil Company, had the following to say about California oil lands:

"There is no place in the world where the oil measures are so amply and thoroughly saturated as in California. This makes California oil wells big producers and long-lived." He then goes on and cites incidents where even on large acreages, such as 120 acres, the production today has been as high as 90,000 barrels per acre, and the land still producing heavily.

The investor with sufficient judgment to see these great possibilities, and the optimism, which generates nerve to back this judgment, will be literally swept to fortune on this great flood of oil which flows through the proven fields of California. The optimism and courage of the pioneer oil men of California have made them millionaires. They learned the truth of that great saying: "One good investment is worth a lifetime of labor." What optimism and oil have done for others they will do for you, for really only the surface of the possibilities of California oil have been scraped. There are today numerous new companies just starting to develop their land, in which stock can be bought at extremely low figures. Within two years we will undoubtedly find the stock of the great majority of these companies listed on the stock exchanges, and paying the same kind of generous dividends that so many of the other companies are now paying after perhaps only two years of operation.

All this is possibly interesting reading and we trust that truths given here will sink deeply into the hearts of our readers, and that they will start on the comparatively easy road to making money

by having the optimistic and courage to made investment in some good California oil stock."

NOW

We have shown that you should be an optimist, at least as far as California oil is concerned. Now, you being an optimist, we will tell about one of the companies that will soon stand, if not at the head of the California Oil Producing companies, and that is the California National Crude Oil Company. This Company has purchased thousands of acres of land in the Coalinga Oil District, which is recognized as the largest producing oil district in California. It is selling stock for the development of the same. The par value of this stock is one dollar, and the present purchase price is 40 cents. It is only a question of a short time until the stock will be selling at par. We advise the early purchase at 40 cents. Remember this stock goes to 50 cents on the 28th of May and not a share can be bought for less after that date. Now, don't hesitate. Buy now, and do so quickly.

SUBSCRIPTION BLANK CALIFORNIA NATIONAL CRUDE OIL CO., I. W. Hellman Bldg., Los Angeles, Cal. Gentlemen: Enclosed find _____ Dollars for which please issue me _____ Shares of the Treasury Stock of the above Corporation. Name _____ Address _____

California National Crude Oil Company

I. W. Hellman Building, Los Angeles, Cal.

BILIOUS? CONSTIPATED? HEADACHE? SIMMONS' REGULATOR FOR SPEEDY RELIEF. Nearly Everybody TAKES SIMMONS' LIVER REGULATOR WHY NOT YOU?

Our Colored Subscribers Master Messes You are requested to meet at your lodge room today at 12:30 p. m. ISAAC H SMITH W. M.

LIST YOUR PROPERTY Give in your poll for 1910. Notice is hereby given that the list taker for the EIGHTH TOWNSHIP will sit at the court house in New Bern during the month of June. Hours, 9 a. m. to 1:30 p. m. and 2 to 6 p. m. at which place and in which month all property owners and tax payers in said Township are required to return to the list taker for taxation, for the year 1910, all the real estate, personal property, etc., which each one shall own on the first day of June, or shall be required to give in them. All male persons between the ages of 21 and 50 years are to list their polls, whether naturalized citizens or not. Return of property and giving in of poll required, under the pains and penalties imposed by law. J. A. PATTERSON, List Taker Eighth Township.

Catarrh Cannot be Cured. with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh is a blood or constitutional disease, and in order to cure it you must take internal remedies. Hall's Catarrh Cure is taken internally, and acts directly on the blood and mucous surfaces. Hall's Catarrh Cure is not a quack medicine. It was prescribed by one of the best physicians in this country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifiers acting directly on the mucous surfaces. The perfect combination of the two ingredients is what produces such wonderful results in curing catarrh. Send for testimonials free. F. J. CHERRY & CO., Props., Toledo, O. Sold by druggists, price 75c. Take Hall's Family Pills for constipation.

ANNOUNCEMENT To the Democratic Voters of Craven County. I hereby announce my candidacy for the office of Sheriff of Craven county, subject to the Democratic primary. If nominated and elected I pledge myself to discharge the duties of said office to the best of my knowledge and ability and as near as possible to the satisfaction of the public. Very respectfully, RICHARD E. LANE. Foley's Kidney Pills contain in concentrated form ingredients of established therapeutic value for the relief and cure of all kidney and bladder ailments. Davis Pharmacy.

LION FONDLES A CHILD In Pittsburg a savage lion fondled the hand that a child thrust into his cage. Danger to a child is sometimes great when least regarded. Often it comes through Colds, Croup and Whooping Cough. They slay thousands that Dr. King's New Discovery could have saved. A few doses cured our baby of a very bad case of Croup. Write Mrs. Geo. B. Davis, of Flat Rock, N. C. We always give it to him when he takes cold. Its a wonderful medicine for babies. Best for Coughs, Colds, La Grippe, Asthma, Hemorrhages, Weak Lungs, etc. \$1.00. Trial bottle free. Guaranteed by all druggists. The man in the moon looks like a highball when he's full. A man is never an expert until he has mastered his trade.

CANDIDATE FOR COUNTY TREASURER To the Democratic Voters of Craven County. I respectfully announce that I shall be a candidate for re-election for the office of Treasurer of Craven County, subject to the action of the Democratic primary when held; I promise if re-elected to be found at my office in the Craven county court house, willing to serve you as faithfully in the future as I have in the past. Respectfully, Freeman S. Ermul. Money talks, but what the "copper" says may not be worth two cents.

FOLEY'S KIDNEY REMEDY For Backache, Rheumatism, Kidney and Bladder Disorders. Do not risk having Bright's Disease and Diabetes. Commence today and be well. DAVIS PHARMACY