NEW BERN DAILY JOURNAL

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OFFICIAL PAPER OF NEW BERN AND CRAVEN COUNTY.

New Bern, N. C. Feb., 23, 1911

THE PRICE OF PUBLICITY.

The action of the Chamber of Commerce in asking that annual appropriations be made by this city and county, to advertise the advantages of city and county, in order to attract investors and settlers to this section, is a move in a business direction, one that is needed.

The suggestion of municipal and county advertising their resources to bring in new people and cause new investments, has long met approval in other places. The price of publicity is today generally recognized as a consistent expense item by cities, counties and states. Publicity by approved methods that come under the head of advertising, has become a regular thing, from the individual to the State. The world only recognizes what is presented, and this shown matter is so great that those who have good things to sell and do not advertise, keep their property, while inferior property, goods or whatever it may be, that are advertised, find buyers.

In the days when New Bern held its annual fair, this city was advertised as it never has been since. Hundreds of visitors came here during fair week, were splendidly entertained and had an enjoyable time, going away to tell of New Bern. There were sent out to advertise the fair, the fair issue of the Journal, 5,000 copies, a large issue in those days. This is but illustrative of what a little expenditure did to make this city and section prominent and known to outsiders. It brought hundreds of visitors and even after the fair went out of existence, there were visitors coming here every winters

The price of publicity is a small one, no matter what money may be spent, if wisely. The results show the gain. The profit can go on for years after the advertises ceases, though the business way is to increase the publicity outlay each year.

Children Cry
FOR FLETCHER'S
CASTORIA

Francisco I. Madero, leader of the Mexican insurrection, was reported retreating as General Navarro advanced to Guadelupe.

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 transactions and financially able to carry out any obligations made by his firm.

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.

Take Hall's Family Pills for constipation.

A French subject was killed by Haitian Government troops when a village was burned and its inhabitants massacred.

Foley's Kidney Pills

What They Will Do for You

They will cure your backache, strengthen your kidneys, correct urinary irregularities, build up the worn out tissues, and eliminate the poisons uric acid and that cause rheumatism. Five cent dollars ... and ...

LITTLE HELL NOTES.

Feb. 20—We are having cool weather now, but the Spring is near.

Several of our young people attended the pound party at Isaac Meadows' Saturday night. They reported a pleasant time.

Mrs. Susan Higgins who has been spending a while with her son returned to her home near Maysville.

Mr. Luther Barrow and Miss Lena Henderson spent Sunday afternoon at the home of Rev. B F Eubanks.

Mr. Thomas Eubanks and wife visited friends and relatives near Lee's Chapel Sunday.

Mr. L. L. Eubanks and Mr. Ernest Conway made a business trip to White Oak Saturday afternoon.

Mr. Willie Higgins of this place spent Sunday with his parrents at Loco.

Our Sunday school is progressing finally.

Miss Lilian Henderson and Miss Lola Henderson, both of New Bern, are spending a few days with their relatives at this place.

Mrs. Elsie Marshbun of Richlands is spending a while with her sister, Mrs. Mary Jones.

Sorry to knew that our school will soon be up, we hate to loose our fine teacher, Miss Daisy Petteway.

We have several cases of lagrippe around here.

There will be preeching at Maple Grove Sunday.

Mr. W. A. Higgins visited the home of Rev. B. F. Eubanks Saturday night.

Let us hear from Lee's Chapel again.

TWO BLUE BELLS.

Children Cry
FOR FLETCHER'S
CASTORIA

L. C. Gardy set a trap gun in his barn at Parkeley to catch the man writing notes to his daughter and a negro messenger was killed.

Lovely Complexion

A Clear Skin and Bright Eyes are Easy to Get.

All the beauty cream in creation won't improve your complexion if your stomach is out of order.

Belching of gas and heartburn mean bad food in the stomach. Bad food means bad blood and bad blood means a bad complexion.

Try MI-O-NA stomach tablets for stomach misery, billious, dizziness and indigestion. They relieve in a few minutes; they make rich, red blood. They are guaranteed by Bradham Drug Co. to cure or money back.

Read what a Kansas woman says:

"I had been doctoring a year for stomach trouble and found nothing that did as much good as MI-O-NA. I only have the second box and they have relieved all pain in my stomach. For stomach trouble or indigestion MI-O-NA can't be beaten. MI-O-NA has done a world of good for me when doctors failed."—Mrs Cordelia R. Man, 207 E. 11th St., Junction City, Kans.

MI-O-NA stomach tablets are sold by Bradham Drug Co. for 50 cents a large box. Test Samples free from Booth's Mi-o-na, Buffalo, N. Y.

Sorry He Asked.

"Have you any special terms for automobilists?" asked the man in bearskin and goggles.

"Waal, yes," responded the old toll gate keeper, whose gate had been broken down by speeding machines. "Sometimes I call them deadbeats, an' sometimes I call them blamed rascals. Anything else you want to know, mister?"—Chicago News.

Parsimony and Economy.

"Paps," said a child, "what is the difference between parsimony and economy?"

"I will explain the difference by an example," the father replied. "If I cut down my own expenses that is economy, but if I cut down your mother's then it is parsimony."

His Suggestion.

The great road builder had his mind on his work that morning as the following dialogue between him and his wife will show:

"How do I look, dear?"

"Fairly well, but I should say that your face needed resurfacing."—New York Press.

REASON ENTHRONED.

"Because meats are so tasty they are consumed in great excess. This leads to stomach troubles, biliousness and constipation. Shelve your diet, let nature and take a temporal appetite control, then take a few doses of Chamberlain's Stomach and Liver Tablets and you will soon be well again. Try it. For sale by all dealers. Samples free.

Musilage and Glue.

"I went into a stationer's shop in London one day," said an American, "and said to the shop assistant:

"'Do you keep mucilage?'

"'No, sir,' the young man emphatically. 'We try to take in all the papers, but there are so many new ones coming out. Still, I can order mucilage for you, sir. Which paper did you want?'

"I hesitated afterwards that I should have asked for glue. They don't have the word 'mucilage' over there in the trade."

A Good Example

"I am a good example," writes Mrs. R. L. Bell, of McAlester, Okla., "of what Cardui will do for suffering women.

"I suffered with my head and back, for over six years, and although I tried everything, I never could get anything to do me any good, until I began to take Cardui.

"Cardui has surely helped me and built me up and I am so thankful that I have found something that will do me good. I feel so much stronger and better than I have in a long time."

It is well to make up your mind before you are sick what medicine you will take when you are sick.

Take CARDUI

J 42

The Woman's Tonic

You will be glad to take it when you are tired, miserable and when life seems a weary grind. It will put new thoughts into your head, fresh courage into your mind.

If not sick now, at least burn Cardui on to the pages of your memory, so that when you are sick you will ask for it without thinking.

If sick or weak, get a bottle today. At all druggists.

Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn., for Special Instructions, and 64-page book, "Home Treatment for Women," sent free.

The Attention of the Public is Called to The Following City Ordinances.

Sec. 80. No waste paper or other trash shall be set fire to, or burned, or thrown or otherwise deposited upon the sidewalks or public streets of the city. But sweepings may be placed in a box or barrel or some other suitable receptacle placed on the street in the first, second and third wards on Tuesdays, Thursdays and Saturdays, and in the fourth, fifth and sixth wards on Mondays, Wednesdays and Fridays not later than four o'clock p. m., and where it is impracticable to open any package of merchandise in the stores the sidewalks shall be used for that purpose, all litters, trash nails or strippings shall immediately be cleaned up and deposited in said barrels, boxes, or other receptacle; and in no event should there be any nails left there or about the place where said packages of merchandise are opened. Any person or persons violating this ordinance shall, upon conviction, be fined two dollars.

THIRTY YEARS TOGETHER.

Thirty years of association—think of it. How the merit of a good thing stands out in that time—or the worthlessness of a bad one. So, there's no guess work in this evidence of Thos. Ariss, Concord, Mich., who writes: "I have used Dr. King's New Discovery for 30 years, and its the best cough and cold cure I ever used." Once it finds entrance in a home you can't pry it out. Many families have used it forty years. It's the most infallible throat and lung medicine on earth. Unequaled for lagrippe, asthma, hay-fever, croup, quinsy or sore lungs. Price 50c, $1.00. Trial bottle free. Guaranteed by all druggists.

The Thumb.

Thumbs have been appreciated ever since the world began. The ancients used to call the thumb the other hand. Barbarous kings used to swear and make compacts by their thumbs. In Rome it was a sign of favor to wring and kiss the thumb and of disfavor or disgrace to lift it up or turn it outward. A man who was hurt in his thumbs was excused from serving in the Roman wars. Some of the scoundrelly citizens used to cut off their thumbs so as to remain at home and get rich. Teachers used to punish their pupils by biting their thumbs.

ATTACK LIKE TIGERS.

In fighting to keep the blood pure the white corpuscles attack disease germs like tigers. But often germs multiply so fast that little fighters are overcome. Then sore pimples, boils, eczema, salt rheume and sores multiply and strength and appetite fail. This condition demands Electric Bitters to regulate the stomach, liver and kidneys and to expel poison from the blood. "They are the best blood purifier," writes C T Sudahn, of Tracy, Calif., "I have ever found." They make rich, red blood, strong nerves and build up your health. Try them, 50c at all druggists.

Napoleon Obeyed the Mob.

In "The Corsican—A Diary of Napoleon's Life in His Own Words," Bonaparte tells how, as an obscure soldiers, he witnessed some of the opening scenes of the revolution: "I lodged Rue du Mail, Place des Victories. At the sound of the tocsin and at the news that the Tuileries were attacked I started for the Carousel. Before I had got there to the Rue des Petits Champs I was passed by a mob of horrible looking fellows parading a dead struck on a pike. Thinking I looked too much of a gentleman, they wanted me to shout 'Vive la nation!' which I did promptly, as may easily be imagined."

When a Great Man Dies.

There are no hot blasters and [illegible] thoughts in all hearts when a [illegible] spirit makes its majestic entrance into eternal life, when one of those [illegible] who have long stood above the dead as the visible place of power, suddenly all at once other things which we did see see, plunge swiftly into the unknown.—From Hugo's Funeral Oration on Hugo.

The Change.

"He used to [illegible] because he never knew what he wanted to eat."

"Yes, but he's rich now."

"Yes, and he's rich now."—Philadelphia Bulletin and Times.

ADVERTISING OF UNCLAIMED LETTERS

[illegible]

ADVERTISED LETTERS

New Bern, N. C., Feb. 20, 1911.

MEN

A—Avery W L.
C—L L Carr, James C Canady, Leander Cherry (2)
H—B B Hart, J m Hill, A G Huntt.
M—C B McIvor.
G—Y T Ormond.
P—Capt. Baker Potter.
S—J E Spruill, W R Samons.
T—W S X Taylor, Elmore Taylor.
W—George Watters, care Zeb Foy.
Y—J O Yost.

WOMEN

A—Mrs. Della Anderson.
B—Miss Mary W Bryan.
D—Miss Mamie Dawson.
F—Maggie Foy.
G—Lizzie Gray.
H—Miss Anna F. Hill.
M—Edith Mumford.
S—Mrs. Myrite Stewart.
T—Mary J Tillman.
W—Mrs. Ida White, Mrs. Minnie Walters.

Children Cry
FOR FLETCHER'S
CASTORIA

NOTICE.

To the tax payers of the town of Bridgeton. You are aware of the fact that your taxes for the year 1910 are long past due, to those who still owe city taxes for the year 1910 are expected to pay at once and save cost of advertising and collecting.

J. N. TINGLE,
City Tax Collector,
Bridgeton, N. C.
Office in A. M. Tingle's store.

When her child is in danger a woman will risk her life to protect it. No great act of heroism or risk of life is necessary to protect a child from croup. Give Chamberlain's Cough Remedy and all danger is avoided. For sale by all dealers.

Feeling a Solomon.

An Irish magistrate was perplexed by the conflicting claims of two women for a baby, each contending that she was the mother of it. The justice remembered Solomon's procedure in a similar case and, sending an officer of the court for a carving knife, declared he would give half to each. The women were shocked, but had no doubt of the authority and purpose of his worship to make the proposed compromise. "Don't do that!" they both screamed in unison. "You can keep it yourself."—From "Irish Life and Humor."

Sedentary habits, lack of outdoor exercise, insufficient mastication of food, constipation, a torpid liver, worry and anxiety, are the most common causes of stomach troubles. Correct your habits and take Chamberlain's Stomach and Liver Tablets and you will soon be well again. For sale by all dealers.

Just Looking.

"Did you say your husband was out looking for work?"

"No; I believe he's out looking at work. There are some men digging a cellar down at the corner, and he doesn't seem able to go any farther."—Philadelphia Press.

WOMEN

Women of the highest type, women of superior education and refinement, whose discretion and judgment give weight and force to their opinions, highly praise the wonderful curative and restorative properties of Chamberlain's Stomach and Liver Tablets. Throughout the many stages of woman's life, from girlhood through the ordeal of maternity, [illegible]

SHAVING IS NOT FATAL.

Barbers Nowadays Do Not Use Hammers and Cold Chisels.

In reply to a correspondent who says he yearns to have his flowing beard removed and yet lacks the Spartan firmness of the early martyrs to face the ordeal and makes a pathetic appeal for advice the alfalfa editor of the Emporia Gazette unfeelingly remarks:

"The alfalfa editor can offer no advice or encouragement to such a trembling soul. It seems probable that he has worn his whiskers for many years. It is likely that he hasn't purchased a shave for a quarter of a century and therefore is ignorant of the improvements in the art tonsorial which have been achieved in recent years. It is no longer like going through a slaughter house to an open grave to be shaved by an expert barber. In fact, that operation has been so shorn of its terrors that many eminent citizens consider it a pleasure to visit the barber. It is no longer necessary to strap a patient down in the chair before shaving him; neither is it necessary to administer anaesthetics to his whiskers.

"The man whose only reason for wearing whiskers is the fact that he fears the barber shop will gain little sympathy. If he tries to explain that he cannot shave himself without suffering the agonies of the all fired he will gain less. Such excuses might have had some force long ago, when barbers used hammers and cold chisels, but science has made giant strides in recent years, and the country is full of painless barbers, and a clean shave costs no anguish or inconvenience."

Pushing and Pulling.

It has been wisely observed that most operations can be more efficiently performed by drawing them along through their proper course than by attempting to push and jam them through, just as it is much easier to pull a rope than it is to push it. There are probably not many persons who have tried to push a rope, but very many have attempted things almost as perverse. In many manufacturing establishments, for example, there may be seen numerous examples of men wasting a large part of their energy endeavoring to move heavy pieces of work upon small trucks, pushing and laboring in the exertion of effort, a small fraction of which goes to cause the actual progression. Even when such an effective aid to transport as an industrial railway is installed it is often used at less than its proper efficiency because there is too much pushing and not enough pulling.—Cassier's Magazine.

FOLEY KIDNEY PILLS
FOR RHEUMATISM KIDNEYS AND BLADDER

The Russian Ambassador at Peking was given China's answer to the Russian ultimatum concerning the trade treaty between the two powers.

BACKACHE, RHEUMATISM, SLEEPLESSNESS

Result from disordered kidneys. Foley Kidney Pills have helped others, they will help you. Mrs. J. B. Miller, Syracuse, N. Y. says, "For a long time I suffered with kidney trouble and rheumatism. I had severe backaches and felt all played out. After taking two bottles of Foley Kidney Pills my backache is gone and where I used to lie awake with rheumatic pains I now sleep in comfort. Foley Kidney Pills did wonderful things for me." Try them now.—F. S. Duffy.

Some Task.

The office manager turned to the new boy.

"Here, George," he said, "go into the next room and look up 'collaborate.' I am not quite sure about the spelling."

The boy disappeared and didn't return. The manager put the letter aside and took up some other duties. Presently he remembered the boy and went out to look for him. He found the lad studying the big dictionary with great intentness.

"What are you doing, George?" he asked.

The boy looked around.

"I forgot the word you told me, sir," he replied, "an' I'm lookin' through the book to find it."

The manager gasped.

"How far have you got?"

"I'm just finishing the second page, sir."

"That'll do, George." — Cleveland Plain Dealer.

For the First Comer.

Young Man—So Miss Ethel is your oldest sister. Who comes after her? Small Brother—Nobody ain't come yet, but pa says the first fellow that comes can have her.—Boston Transcript.

PNEUMONIA FOLLOWS A COLD

But never follows the use of Foley's Honey and Tar, which checks the cough and expels the cold. M. Stockwell Hancock, Mo., says: "It beats all the remedies I ever used. I contracted a bad cold and cough and was threatened with pneumonia. One bottle of Foley's Honey and Tar completely cured me." It's fashion, just a reliable household medicine.—F. S. Duffy.

Waterspouts.

A waterspout is a miniature tornado originating in a strong upward draft of air which occurs above the surface of a body of comparatively warm water. Its effect first becomes visible in a circular patch on the point of the choppy to which it extends. This becomes a whirl, which gradually takes form as it recedes, creating the phenomenon of the cloud there so deep-rooted in the shape of a gigantic lady [illegible] the water [illegible] the combination upward draft [illegible] the rapidity of its whirling and [illegible] the waterspout [illegible] within it until the [illegible] and [illegible] [illegible] [illegible]