

## SHOW WINDOWS— A BIG ASSET

Hundreds of People pass your Store Every Night and don't look in.  
A BIG POWERFUL GAS ARC LAMP Hung in Front of your Store Windows would be sure to Attract Attention and Display your Goods to much Better Advantage.  
Your WINDOWS are Your One Best Form of Advertising. But they might as well be Empty as Poorly Lighted.

2cts. Will Run a Big 400  
Candle Power Lamp  
For One Hour

Light Your Windows Well and  
Your Store will be Remembered

## New Bern Gas Company

### Free Coupons

We are giving Coupons with all the Coffee ground in our new Electric Coffee Mill and in exchange for these Coupons we are giving free some beautiful glassware and also some handsome Dishes. We are giving away 5 per cent. of our profits on Coffee, and we guarantee our Coffee to be the best Coffee you can buy for the money. We grind it any way you want it and guarantee to please you. Give us your next order for coffee and save your coupons and get your dishes free.

**BROAD STREET GROCERY CO.**

TWO PHONES 146 AND 156  
77 Broad St., NEW BERN, N. C.

### HARDWARE

AND  
Building Material

Paints, Oils  
AND  
Varnishes

American  
Field Fence

E. W. SMALLWOOD.

### TRY BRIDGETON MARKET

For fresh, sanitary produce. Best meats obtainable. Vegetables, fruits, etc. in good order, cleansed chicks, pouched dressed. Eggs fresh and guaranteed. Fish, Oysters, Clams, Crabs, alive direct from their beds. Advanced orders cheerfully filled. Having the convenience and cheap facilities can do it reasonably. Try Me!

**W. H. Mason**  
1-3 BRIDGE AVE.

### MONTAUK CO.

NORFOLK, VA.  
to more fully demonstrate  
the superior quality of their

**Ice Creams**  
we will for the remainder of  
the season serve the

10c. SAUCERS FOR 5c.  
ICE CREAM SODAS, - 5c.

**EDWARD CLARK**  
ELKS' TEMPLE

### Practical Fashions

MISSEY MIDDY BLOUSE.



One of the most attractive garments of the summer is the popular middy blouse and we give in this design an excellent example of this delightful waist. This garment is designed for the miss and small woman. It is made to be slipped on over the head and has a beautiful front panel which adds to the charm of the model. Wide rolled-back cuffs are another pretty feature. Linen, pique, poplin, repp and galatea are serviceable materials.

The pattern (5883) is cut in sizes 14, 16 and 18 years. Age 16 will require 2 1/4 yards of 36-inch material.

To procure this pattern, send 10 cents to Pattern Department of this paper. Write name and address plainly, and be sure to give size and number of pattern.

NO. 5883

NAME \_\_\_\_\_

TOWN \_\_\_\_\_

STREET AND NO. \_\_\_\_\_

STATE \_\_\_\_\_

**The Hungry Bullfrog.**  
"Did you ever know that the bullfrog was carnivorous, or, in other words, a cannibal?" said Nick Gilbert, one of the operators at the electrical bureau. "I never did until several years ago, when it was demonstrated almost before my very eyes. I have been interested in fish culture for years and have made a study of their habits. So that I could study them at closer range, I built a big aquarium in my yard, one that held 650 gallons, and along with a fine collection of fish I stocked it with seven fine big bullfrogs.

"The sparrows used to drink water from the edge of the aquarium and this day, while my wife was looking on, one of the frogs leaped up, caught the sparrow and took it beneath the water. I could hardly believe that a frog would attack and vanquish such a fighter as the English sparrow is known to be, so in the interest of science I emptied the aquarium, and sure enough, down in the bottom was the sparrow. The frog had taken him down below, but either could not swallow him or else did not have the time. Following that I began to miss some valuable Japanese fantails, and, after removing all the frogs but one, waited until I missed another fish, when I killed Mr. Frog and found that he was the robber. Before that I believed the fish had been stolen by cats. The bullfrog is aggressive and can take his own part any time."

That "Jack Rose" is no American beauty.

### Means of Injurious for Catarrh That Contains Mercury

as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free. Sold by Druggists. Price 75c. per bottle.

Take Hall's Family Pills for constipation.

(Advertisement)

### THE MARKETS.

October 15, 1912  
POULTRY, EGGS, ETC.  
(Quotations furnished by Coast Line Meat Market.)

Chickens—Grown, pair.....65-80  
Chickens—Half-grown pair.....35-50  
Geese, per pair.....\$1.25-\$1.35  
Ducks, per pair.....70-85  
Eggs, per doz.....24  
Hams, country, smoked, lb.....18  
Beeswax, lb.....22  
Wool.....16 to 17  
Wool.....16 to 17  
Hogs, dressed, lb.....10-11-12  
Beef, dressed, lb.....8-9  
Hides—G. S., lb.....9  
Green, lb.....8  
Dry Flint, lb.....12-14  
Dry Salt, lb.....1-0-12

FRUITS AND VEGETABLES.  
(Quotations by New Bern Produce Company.)

Irish potatoes new crop.....\$2.25  
Green Corn, per hundred.....\$1.25  
Tomatoes, per crate.....\$1.25-\$1.50  
Okra, per crate.....\$1.50  
Egg plant, per dozen.....75  
Sweet potatoes, bushel.....60  
Lima Beans, quart.....8

### COTTON.

Quotations furnished by G. W. Taylor & Son.)  
New York.

	Open	High	Low	Closed
Jan.	10.52	10.52	10.35	10.35
Mar.	10.70	10.71	10.52	10.52
Oct.	10.30	10.30	10.05	10.05

Spots 10.75 Market quiet 15 points down. Port receipts 104,946. Last year 93,504.

### Liverpool

	Opening	Closing
Jan. & Feb.	5.85	5.82
Mar. & Apr.	5.88	5.85
Oct & Nov.	5.90	5.86

### New Bern

Good Middling 10 1-2  
Strict Middling 10 3-8  
Middling 10 1-4  
Sales 41 bales.

### Modern Morals.

"This latter-day or new morality is too lax for me."  
The speaker was Jerome S. McWade, the Duluth millionaire. He continued:  
"This new morality, which seems in its tolerance rather to encourage than to oppose wickedness, reminds me of a lad in my Sunday school class."  
"Now, Tommy," I said to this lad one Sunday afternoon, "now, Tommy, what must be done before our sins can be forgiven?"  
"We must sin," Tommy replied.

### BUSINESS LOCALS

NOTICES IN THIS COLUMN LESS THAN ONE MONTH MUST BE PAID FOR IN ADVANCE.

FOUND—Ladies back comb. Owner may secure same by calling at Journal office and paying for this ad.

FRESH PARCHED Peanuts 25c. per peck at Katers Bakery.

LOST Certificate of stock in the Standard Building and Loan Association. Finder return to W. E. Slade, 10 Ashe street.

EVER TRIED the home made pies, at Nielson & Berg Bakery? If not you are missing a treat. We make all kinds. Phone us your order for pies, cakes, hot rolls and bread. Rye bread a speciality. Phone 733, 31 Pine St.

FOR RENT—Four room apartment with all conveniences. Centrally located Address S care Journal.

CONCRETE work a specialty. Estimates cheerfully given. E. E. Harper.

FOR RENT—No. 72 Craven street Suitable for workshop, office or other purpose. Apply to J. K. Land.

BOATTO FAIR Grounds. Every afternoon at 3 o'clock for the next ten days the launch Uneeda will leave the Coast Line dock for the Fair Grounds. Fare for round trip 30 cents. For further particulars phone 892.

HOME BAKERY—Phone us for Lady Fingers, Coconut Macaroons, Coconut Cakes, Chocolate Cakes, Pound Cakes, Hermits, Hot Rolls, Hot Bread, Hot Pies every week day. Phone us your orders. Phone 462.

FOR RENT—Two large furnished rooms, centrally located, all conveniences. Apply to P. O. Box 238.

GET IN OUR BARREL while we press your clothes. Cleaning, pressing and repairing while you wait. Hill Tailoring Co. Makers of clothes that gentlemen wear. Hand tailored garments at machine made prices. 79 Middle street. Phone 740.

IF YOU HAVE chickens sick not looking just right or eating as they should, see us we have both medicine and food that will improve your flock. Makes hens lay too. H. C. Armstrong.

LIMES AND LEMONS are used in warm countries for the prevention of fevers and bilious attacks, and are also recommended for rheumatism, in combination with lithia. This has the advantage of aiding digestion, whereas, all other remedies for rheumatism cause gastric disturbance. Lemons are now retailing at fifty cents a dozen. F. S. Duff's Pharmacy retails fine limes at fifteen and twenty cents a dozen.

NEW LOT of centimeter ladies kid gloves just received. The best \$1.00 and \$1.50 glove on the market. J. G. Delemar.

### ALONZO'S PRESSING CLUB

Fifty and seventy-five cents per suit. Strictly cash. Quick service. Clothes called for and delivered. Phone 284, 26 CRAVEN STREET

10c. Saucer of Ice Cream for 5c at Clark's.

THE UNION DEPOT Barber shop will give you as fine a shave as any place in the city. Everything strictly up-to-date. Give us a trial and be convinced. Amos Jones, Prop. No. 4 Pasture street, opposite Union Station.

Ice Cream Sodas 5c. at Clark's

FOR SALE—One six-year-old ox, weight 1050. Address C. D. Lancaster, Vanceboro, N. C. 10-4-2w

NICE line pork and beef. Home made country sausage. Prepared and smoked right at our place and guaranteed. Crescent Meat Market, 17 Crescent Ave. Phone 742.

FOR FINE steaks, dressed poultry, lamb, veal and all kinds of meats, go to the Coast Line Market. Phone 217.

THE WAY to save money is to get your water pipes protected before cold weather with a Glauber stop and waste cut off. We guarantee all work. Phone 717, 137 Middle st. Standard Plumbing & Heating Co.

UNIVERSAL FOOD CHOPPERS—J. S. Basnight Hardware Co.

AGENTS WANTED to represent North State Life Insurance Company in New Bern, Morehead City and Beaufort. Most liberal policy on the market—from \$100 to \$10,000. Liberal contract given. Apply to F. D. Harrison, Mgr., Room 417, Elks Building.

BEST PATENT FLOUR 3 1-2c. per lb. fresh lot Canned Goods, Watermelons, Picnic Shoulders and Roofing paper.—N. F. Vincent, corner South Front and Metcalf streets. Phone 31

FOR SALE—Two seated Surry in good condition. Can be seen at Waters Buggy Works, address J. L. Collins, No. 20 Queen street.

THE FAMOUS Mqntauk Ice Cream only five cents per saucer at Clark's.

REMINGTON MONARCH AND SMITH PREMIER—We sell them all. Also great bargains in rebuilt Typewriters. Write us. Remington Typewriter Co., Wilmington, N. C.

WANTED—Double entry book-keeper. Man of some experience. Apply to Clyde Eby.

OYSTERS—Lynnhaven Bay Oysters served in any style at the Athens Cafe, also try our Lunch Counter for quick service. Open day and night. Athens Cafe, next to Elks' Temple Phone 453.

FOUND—Small rowboat adrift, above Slocum's Creek. Owner can get same by applying to D. L. Taylor, Cherry Point, N. C., and paying all expense.

THERE IS A DIFFERENCE in the charge but not in the quality of meat you get at my market. Try my Hamburger steak and home made sausage. A. Castet, Phone 239. The Market of Good Meats.

BIRD CARVERS AND BUTCHER KNIVES—J. S. Basnight Hardware Co.

# NEW BERN'S NEWEST STORE SPECIAL BARGAINS

Hand embroidered Silk Charmeuse Waists, in all colors, values ranging from \$4.00 to \$38.00, now selling for \$1.49 to \$3.98  
Dainty Colored Princess Slips, regular \$1.49 value, now selling at .98  
Beautiful Seersucker Gown, regular \$1.39 value for .98

Outing Night Gowns, in all colors, regular \$1.00 values now .55  
Fancy Corset Covers, regular 98c. values, now selling for .69  
Fancy Corset Covers, regular 75c. values, now selling for .49  
Fancy Corset Covers, regular 59c. values, now selling for .29

## MRS. B. ALLEN

85 Middle St.

New Bern, N. C.