

You Value the Opinion of Your Very Best Girl!

She may be your sweetheart or your wife. You may only wish she was your sweetheart or your wife. You know that your clothes cut a big figure in her estimate of you. :- :- :-

Do You Know

that you can come into our store and select a fabric from the latest products of the world's woolen mills; you can be measured and have a suit made by expert cutters and tailors in the very latest style from the big fashion centers.

All this you can have, at no greater cost than common ready-mades, in Hill's Tailored-to-Order Clothes.

Good Clothes are extremely important to success in life—business or social.

Our line of woolens for Fall and Winter is the most beautiful and complete we have ever seen.

And the completed suits—handsomely tailored and perfect in every detail even to the silk initials—are even more beautiful.

It's a joy to wear such Clothes.

Come in, make your selection and be measured.

Hill Tailoring Company

"Makers of Clothes that Gentlemen Wear"

79 MIDDLE ST. PHONE 740 NEW BERN, N. C.

DESIRABLE CREDIT ACCOUNTS SOLICITED

MEN WANTED
THE EASTERN CAROLINA FAIR ASSOCIATION desires to employ quite a large number of men at the Fair Grounds during Fair week. Quite a number of them can be given employment for next week. The management of the Fair desires to have local men to do this work, but unless more men register their names with the Secretary, the management will be forced to look elsewhere for men. Men are needed to sell tickets, take up tickets at the gates, act as watchmen, policemen and look after the various departments.
(Advertisement)

PROGRAM AT THE ATHENS TOMORROW.

Vaudeville—Rodgers and St. Clair—Original talking and comedy roller skate dancing. Comedy bumps, "First lesson on Skates." This is a very, very funny act, and will keep you roaring with laughter from the rise to drop of curtain.

Two more Biograph pictures tomorrow as follows, "An Interrupted Elopement"—A farce comedy. "The Tragedy of a Dress Suit"—this is also a farce comedy. "Honor Thy Father"—An excellent Lubin drama. "The Bride of Lammernoor"—This is a splendid French drama.

Matinee every day at 3:45. Show at night starts at 7:30 o'clock.



Baxter's Special

17 Per Cent SOLID GOLD WATCH, PRICE \$11.00

BAXTER

THE JEWELER.

MONDAY IS LADIES DAY AT COPLON'S

Be sure and see the showing of Fall Suits and Ready-to-Wear Apparel.



Early buying enables us to make an early showing. And we will make it worth while for you to come in and take a look at our Suits before buying. Owing to very careful selection, these Suits are strictly worth the price we ask for them. They are first-class in every respect.

The styles are too numerous to be described here, but every one is a model of excellence in quality and appearance.

Beautiful assortment of materials there being many pretty mixtures in both rough and smooth finish. These are very popular just now. Also are

Two-tone Whipcords, solid Whipcords and Diagonals. There are also some special numbers in plain Serge, smooth quality, that will be found very serviceable.

Navy, brown, gray and black are the foremost selling colors, but all desirable colors are found here. Special values at \$15.00, \$18.00, \$20.00 and \$25.00.

TAILORED SKIRTS.

Just received a shipment of Ladies' Separate Skirts in navy and black. These new models are of Serge and Whipcords, and come in all sizes, as large as 32 waist measure. Prices from \$5.00 to \$8.00. Big line of Ladies and Children's Cloaks just in. There are solid colors and mixtures. The children's Coats are prettily trimmed in contrasting colors and large buttons, making them very attractive. Prices very reasonable.

The new styles in KNIT COATS and SWEATERS are very chic and becoming. The Norfolk Coat with straps and belt is especially pretty and popular. The Middy Blouse style for small children is also pretty. We have these in solid colors. Come in and price these.

FALL WAISTS FOR \$1.00

White Tailored Waists, made shirt style, with soft detachable collars. Tucked and finished up in a variety of catchy ways. Material is good, quality linens. Very special to sell for \$1.00.

NEW MILLINERY NOW ON DISPLAY

Excellent line of ready-to-wear models for ladies and misses, in soft felt, velvet and corduroy. The styles are more varied this season than they have heretofore been, being small, medium or large, as a person's taste demands. There is no limit to the colors and combinations you will find these in. We also have a pretty showing of little children's headwear in a variety of jaunty shapes with suitable trimmings. VALUES GOOD—PRICES REASONABLE.

S. COPLON & SON

New Bern's Best Store.

There is a Dignity About Work

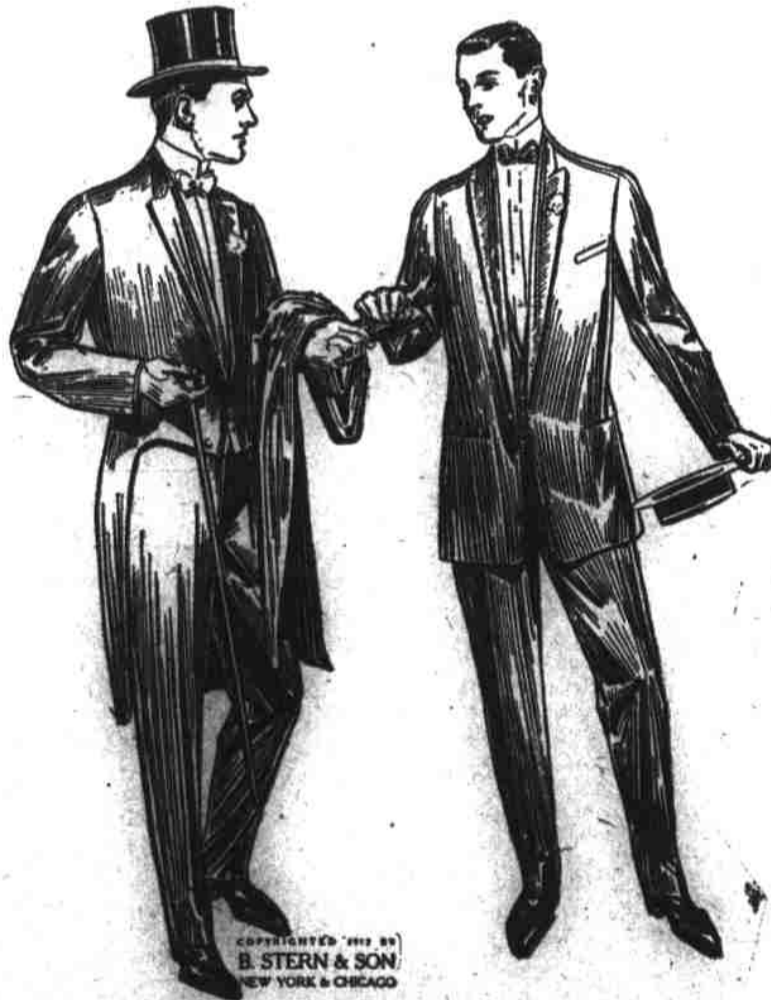
OF THIS KIND PROPERLY DONE,



that is lacking where cheapness alone is considered. You can readily see that it is engraving of the highest class. The styles may be relied upon as correct and prices are very reasonable.

SAM K. EATON

For the Man Who CARES!



Scottford Silk Hats, Bates-Street Full Dress Shirts, Fowne's White Evening Gloves, Keisers Evening Dress Ties, Notaseame Silk Hose, "Bud" Evening Vest in Ratine and Peque.

Evening Fixings that are Correct

Full Dress Suits Rented by the Night.

If his Evening Fixings came from The Shop That's Different, they are the best.

A. T. Willis Company

The Shop That's Different

Stylish Coats for Women who Care!

If you want to step right into the jauntiest sort of a new Coat Suit with every little detail of fine tailoring carried out. Just as it should be, a visit to our store will convince you of these facts.

J. M. MITCHELL & CO.

The Store for Women Who Care

Perfect "Nesco" Oil Heaters

THE BEST MADE

Price 3.00 and up

—SOLD ONLY BY—

M. E. Whitehurst & Co.

ESTABLISHED-1887

67 POLLOCK ST.

PHONE 228

P. Centemeri & Co.'s

KID GLOVES

\$1.00 and \$1.50

EVERY PAIR GUARANTEED

J. G. Delamar, 78 Middle St., Phone 276

Mail and Phone orders given prompt attention.

FALL STOCK NOW COMPLETE

I am better prepared than ever before to supply your every need in dry goods and notions. I now have the largest and best stock I ever had and no matter what you need in the dry goods line, you can buy it to advantage from me. My long experience in business has taught me how to buy to advantage and my customers get the benefit of experience. A share of your trade is respectfully solicited. Yours for business,

PHILIP HOWARD

59 MIDDLE STREET