

An Open Letter of Appreciation

BY

MRS. B. ALLEN
OF 85 MIDDLE STREET

Ladies of New Bern

LESS than three months ago I, a total stranger in this town, opened up this store for women. I saw old established merchants well known and respected by all, cater to your trade, and most of the time give you real value for your money.

Under these circumstances I could not see my way clear to succeed. Yet, I dared, for, I had a definite plan in mind. My plan was to give you real value for less money.

Have the other merchants overcharged you? Oh, no. They did not overcharge you. They just made a legitimate profit. Have I lost on my sales. Certainly not. I also made a legitimate profit. But I could afford to sell the same goods for a good deal less while the others could not.

The secret of my business is that I have a resident buyer in New York, who picks up all kinds of bargains, which, if bought regular, would cost me at least thirty per cent. more. Somebody, richer than myself, being overstocked with goods, is losing on it. But you and I profit by that.

WAS I SUCCESSFUL?

Thank God, I was. I have done an exceptionally good business. It surpassed all my expectations, and now on the close of the season, I feel I ought to express my deep and sincere gratitude to you for your patronage and confidence.

I hope that all those who have done business with me will continue their patronage, and recommend me to their friends.

Sincerely and faithfully yours,

Mrs. B. Allen

PHONE 752. LADIES' OUTFITTER.

A SUIT OPPORTUNITY YOU CANNOT AFFORD TO MISS



We illustrate two "Winners" in Suits, the price and quality is here, absolutely all wool serge, the famous Pacific mills double warp fabric. Choice of two models, straight front or medium cut, a away. Colors, black, navy, brown. Quality garments, hand turned edges, built on shrunk canvas, patented shoulder pads, hair cloth busts, rubber shields, lead weights for

\$12.50

J. M. MITCHELL & COMPANY

THEY COME AND GO

Miss May Voss of McComb, Ill., is visiting at the home of Mr. and Mrs. D. F. Jarvis.

W. H. Caton of Dover was among the visitors to the city yesterday.

J. B. Mallison of Bayboro spent yesterday in the city attending to some business matters.

J. S. Robinson of Cove City was among the business visitors in the city yesterday.

Mr. and Mrs. George N. Ives left last evening for a visit with relatives at Charlotte.

J. H. Russell went up to Dover yesterday morning to attend to some business matters.

Mr. and Mrs. James Simmons of Pollockville returned home yesterday after a visit here with relatives.

Mrs. Sammel Parry returned yesterday from a visit with her sister, Mrs. J. K. Hollowell, at Beaufort.

Dr. and Mrs. G. A. Caton returned yesterday from a visit with relatives in Pamlico county.

Mrs. Kate Spencer left yesterday for a visit with relatives at Kinston.

Miss Bessie Thompson left last evening for Kinston where she will spend several days with friends.

Miss Mary Creech left last evening for a visit with relatives at La Grange.

Miss Eula Ewell returned last evening from Cove City where she spent Christmas with relatives.

Master Joseph Chamberlain of Raleigh is the guest of his uncle, Rev. J. N. H. Summerell.

Mr. and Mrs. J. J. Summerell of Wilson, who have been visiting Rev. and Mrs. J. N. H. Summerell, returned home yesterday.

S. W. Ferabee of Pamlico county spent yesterday in the city attending to business matters.

Mrs. Mollie Morton and daughters, Misses Sallie and Reba, of Beaufort, are visiting friends in the city.

Misses Margaret Davis and Fannie Pollock and Mr. Drew Pollock who have been visiting Miss Mamie Sanford returned last evening to their home at Kinston.

Mrs. J. W. Goodson and son Charles of Kinston, who have been visiting Mrs. Goodson's brother, A. L. Griffin, returned home last evening.

William Powell of Rocky Mount, who has been visiting relatives in the city, returned home last evening.

Miss Etta Nunn left last evening for Wilson.

Mrs. C. M. Davenport of Creswell arrived in the city last evening and is visiting Mr. and Mrs. C. A. Sallinger.

Miss Gertrude Hill left last evening for a visit with relatives at Kinston.

Stacy Wade, who is connected with the State Insurance Department, passed through the city last evening enroute to his home at Morehead City.

Capt. J. B. Davis, one of the Norfolk Southern Railway Company's popular conductors, passed through the city last evening with his family enroute to Morehead City to spend the remainder of the holidays.

FREE-FOR ALL-FIGHT.

As a result of a free-for-all fight at Dover on Christmas Day in which an axe and a carving knife played a prominent part, Wesley Davis and Will Collins, colored, are now confined in the Craven county jail awaiting the next term of Superior Court. Both men were badly cut up and the services of a physician were required to repair the damages.

FOUND THE SEXTON.

Members of the Sunday school of the first Baptist church yesterday gave a pounding to Sexton Robert Styron, who has charge of the church property and who, the members state, is certainly the most obstinate man for the place a church ever had. Appreciation of the splendid work which Mr. Styron does was evidenced in a fine hamper of provisions.

WEDDING ANNOUNCEMENTS.

The following wedding announcement has been received by friends in this city:

"Mrs. William Pell Fife announces the marriage of her daughter Elmer Aitchison to

Carlton Henry Newby on Tuesday, December twenty-fourth nineteen hundred and twelve, Thomasville, North Carolina."

TOYS GOING CHEAP.

This is the last day that McSorley's Toy Store in the James Hotel building on Middle street will be open this season. All toys must be sold regardless of cost. So they will be marked down to cost and below. No doubt in some cases Santa Claus failed to bring just what the little ones wanted. If so, now is your chance to make their little hearts happy. Come to McSorley's today and take advantage of the very low prices which will prevail. Please don't forget that the store will be closed after today. C. J. McSorley. (Adv.)

GATLIN HOTEL COMPLETED.

The little town of Stonewall in Pamlico county now has one of the nicest small hotels in this section. It is owned and managed by Asa Gatlin and was erected at a cost of several thousand dollars. The building is equipped with all modern improvements including running water, hot and cold, steam heat, private baths, etc. The house has recently been completed and was opened to the public on Christmas Day. Mr. Gatlin, the proprietor, is well known and his house will doubtless enjoy a large patronage.

THE PASTOR SPRINTED.

He Made a Good Run in Record Time With Plenty of Reason.

One of the traditional stories of the town of Fairfield, Conn., recounts a wild dash from the pulpit made by a worthy and beloved pastor of the Episcopal flock, Dr. Lagaree.

It was on a Sunday more than a hundred years ago. The service had been read, the prayers said, the hymns sung, and the parson began his sermon. As he proceeded his gestures became very energetic. He brought his right hand down with great force. Then he turned pale, cleared the pulpit stairs at a bound, dashed out of the church door and ran toward the pond a short distance away.

The congregation followed in bewildered pursuit and saw their venerable pastor with flying robe rush into the water until it came to his neck. Then, turning round, he faced his astonished audience and said:

"Dearly beloved brethren, I am not crazy, as no doubt many of you think, but yesterday at the drug store I bought a bottle of ultric acid and carelessly left it in my pocket today.

"My last gesture broke the bottle. I knew the suffering the acid would cause when it penetrated my clothing and rushed for the water to save myself pain."

He drew several pieces of glass from his pocket in witness of the tale. Then he dismissed the company and hurried home.

One on the Spy.

Rev. Evan Jones of Carnarvon wrote his reminiscences for a Welsh paper. One of the best is that of a wealthy church member who was suspected of not contributing as Providence had prospered him and was approached upon the subject by a courageous brother.

"It was noticed," he said, "that you placed two halfpennies in the collection box."

"Did you find half a sovereign in the box also?"

"Yes," replied the censor.

"Did you find two half sovereigns there?"

"No," was the reply.

"Well," replied the suspect, "if you must know it, I put that half sovereign between the two halfpennies, and I advise you in future to ask your spies to use spectacles when they pry into their fellow worshippers' affairs."

A Rain Preventer.

About fifty years ago an invention was announced which would be acclaimed with joy just now. A German Helvetius Otto, stated that he had discovered a means of preventing rain. He built a platform on which were placed some huge bellows worked by steam at a very high pressure. These were supposed to blow away any clouds gathered above. Otto maintained that these "pluvifuges" distributed throughout a town would enable the authorities to insure dry weather for so long as they thought fit. The inventor bore a high reputation in the scientific world, and his pluvifuge attracted attention. But it never proved practicable, and after a few months' experiment Otto gave up trying to fight the weather.

A Test of Big Heartedness.

The Countess von Voss recorded this human little story of the charming Crown Princess Louise. Frederick William II. presented her with the new summer residence of Oranienburg (which he had had newly decorated for her on her first birthday as crown princess. At the end of the day he asked her if she still had a wish ungratified. The only thing left for her to wish for, said Louise, was a handful of gold for the poor. "How big?" asked the king. "As large as the heart of my generous papa," was her answer, and she had no reason to be dissatisfied with the result. This princess, who was so much loved when queen consort, was one of the two lovely daughters of Prince Charles of Mecklenburg.—A Mystic on the Prussian Throne.

The Tendon Achilles.

Anatomists fancifully call the big tendon of the heel "tendon Achilles," after the Greek hero. The mythological story is that his mother, Thetis, dipped him in the Styx, but she forgot to dip his heel, and he was invulnerable. He was slain by a wound that passed over the heel, that had not been immersed.

GRUMBLING.

Grumbling is a potent cause of ill health. It keeps the sensitive nerves vibrating with discordant emotions and not only hurts the grumbler, but every one who hears it. It really prepares the system of the grumbler for an attack of any malady that happens to be prevalent.

Kalamazoo

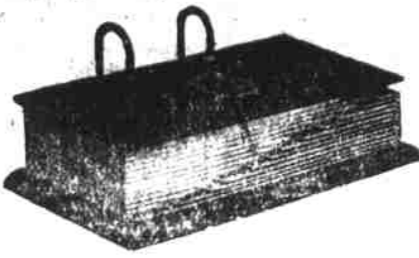
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E. J. Land Printing Co.

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Boys' Clothes

The Snellenburg Co., through an error of theirs doubled our order. Having more suits than we needed we are going to start SATURDAY, DECEMBER 28th to cut prices on these suits

ONE HALF

This gives you an opportunity to let your boy wear a Snellenburg Suit at a price you will never again be offered

We Mean One-half!

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