

DRUGGISTS

A GUINNESS A BOX

WEAR STOMACH, IMPAIRED DIGESTION; DISORDERED LIVER; they are now known to all who will work wonders upon the Vital Organs. Strengthens the Nerves, Colds, Fevers, Diseases of Head, Liver, Heart, &c. It is a safe, simple, and effective Remedy, and every authority is earnestly invited to try one Box of the new DRUGGISTS' PILLS. Price 25 cents a box. "The first dose will give relief." Few服者 lives longer than those who take it in the second. See Druggists, Chemists, and Physicians, throughout the United States, and the British Empire. The first dose will give relief.

Prepared only by DRUGGISTS' PILLS, 25c. Baltimore, Maryland. Sold by Druggists generally. H. F. ALLEN & CO., 205 and 207 Main St., New York, City Agents for the United States, where no power greater does not keep them.

WILL MAIL DRUGGISTS' PILLS ON RECEIPT OF PRICE 25 CENTS A BOX.

USE THE TOP LAMP
FOR THE BEST CHIMNEYS
MADE ONLY BY
GEO. A. MACBETH & CO. PITTSBURGH, PA.

WAR! WAR! WAR!

THE WAR HAS OPENED ONCE MORE!

Owing to the hard times and scarcity of money, I am determined to furnish the people the Best Goods for the Least Money. Now, in proof of the fact, I will quote you a few of my prices. My Stock of Clothing is Enormous. Men's good Blue Flannel Suits as low as \$3.00. Also good Suits for Men at \$2.98. Boys' good Suits, from 14 to 18 years, only \$2.98. Boys' Knee Suits from \$1.25 to \$1.50. Also a nice line of Men's Sacks and Cutaways and Prince Albert Suits.

HATS! HATS! HATS! Five hundred dozen Hats, all styles and prices. Mens, Boys' and Children's Hats from 10 to 15 and 25cts. Guarantee to suit you in any kind of Hat.

SHOES, SHOES, SHOES! The Largest and Best Selected Stock of Shoes I ever kept. Men's Shoes from 75c. to \$1.00. Ladies Kid Button Shoes, 90c.; Lace, 75c. to 85c. Also a large stock of Men and Boys' Shoes at prices to suit the times. Ladies nice Slippers from 45c. to 75c.

FURNISHING GOODS! Men's Undershirts as low as 20 cents. A nice Balbriggan Shirt for 25 cents. A nice Scarf from 10 to 20 cents.

A full line of Dry Goods, Trunks, Valises, and other goods too numerous to mention.

Come one, come all to WILLIAM SULTAN'S, where you will be treated right and get your money's worth.

WM. SULTAN,

Opposite Baptist Church,

Middle street, NEW BERNE, N. C.

mar22dw3m

**J. W. STEWART,
Sale and Livery Stable.**



Fine Horses and Mules always on hand, and will be disposed of on easy terms.

I have on hand a number of Fine Teams, that are gentle and safe; also trained Saddle Horses for both ladies and gentlemen.

Road Street, New Berne, N. C.

**The Bergner & Engel
BREWING CO.'S
PHILADELPHIA LAGER-BEER.**

IS UNQUESTIONABLY THE

Finest Beer Extant.

It is brewed from the finest Pale Canada West Barley Malt and Laazer Hops, and highly recommended for its TONIC and RESTITUTIVE qualities.

The high reputation enjoyed by the BERGNER & ENGEL COMPANY is due to the fact that only the FINEST AND BEST MATERIALS are used and that the greatest SKILL and CARE are exercised during its manufacture.

**JAS. REDMOND,
Agent and Bottler, New Berne, N. C.**

THE JOURNAL.

VERSE AND VERSE.

JAMES H. ROADNEY.

They do the least;
Who talk the most;
Whose good designs
Are all their boast;
For words are few;

They do the most;

Whose lives possess

The Master stamp;

Of righteously;

For deeds are true;

And if the heart

Be pure and good

The life will be

Just what it should—

Not raw, but true;

THE RIDER IS MINE."

The king had a horse, so loved and so dear;
He made him a fest-day once every year.
For Kinsem—the name great treasure
doth mean—
In beauty, outstripped any steed ever seen.

No steeds were too rich, no gems were too rare,
For trapping, the king gave Kinsem to wear.
To ride him, he chose a lad brave and sweet,
In truth he was fair, and worthy his seat.
No horse ever stepped so proudly and high.
The king, too, was proud when Kinsem passed by.

His path strews with flowers by all who saw
This foal so splendid, the pride of Tooraw,
But prouder was one, that day in that town,
A shy little maiden, in peasant's gown,
Who said in her heart, though giving no sign,
"The horse is the king's, the rider is mine."

How to write an advertisement.

Advertisers should generally write their own advertisements. The man who cannot do this is not fit to advertise, for if he don't know what he wants to say to the public, how can he do so? It will pay him to expend large sums of money for the purpose of communicating with that public.

An advertiser without experience often writes an excellent advertisement, and many a public is sent out which is made up on principles independent of English grammar and orthography, yet expressing the meaning in a manner which cannot be misunderstood, and showing the plain, straightforward, honest intent of the advertiser in such a manner as to make it a most telling card. When an advertiser can write his own advertisements to suit himself it will be time enough to employ others to assist him, and he will frequently derive great advantage from such assistance. He must never forget, however, that as his own money pays for the insertion, he must use his own judgment in deciding what to insert.

There is one rule which has been found a good one by which to write an advertisement. It is to first write it, no matter at what length, all that it is worth while to say; next examine it critically, and experiment upon it carefully, with the purpose of ascertaining how many words can be struck out without injuring the sense. It is rare to see a six-line advertisement which could not be expressed in five. An advertisement should be plain and honest. It should claim nothing which is not strictly true, but should be sure to claim as much as is true.

Whenever the case will admit of it, it is well to put in the words "send for a circular." A good pamphlet or circular setting forth the merits of the business is a good thing to have, and whenever a man invests a stamp to obtain one, he will look at when it comes to hand.

A Woman's Discovery.

"Another wonderful discovery has been made and that too by a lady in this county. Disease fastened its clutch upon her and for seven years she stood its severest tests, but her vital organs were undermined and death seemed imminent. For three months she coughed incessantly and could not sleep. She bought of us a bottle of Dr. King's New Discovery for Consumption and was so much relieved on taking first dose that she slept all night and with one bottle has been miraculously cured. Her name is Mrs. Luther Latte." Thus wrote W. C. Hamrick & Co., of Shelby, N. C. Get a trial bottle at B. N. Duffy's whole sale and retail drug store. Wholesale, 8.00 per dozen.

"Excuse me, sir, but haven't we met before? Your face is strangely familiar."

"Yes, madam; our host introduced us to each other just before dinner!"

"Ah! I was positive I had seen you somewhere. I never forgot a face."

I HAVE been troubled with catarrh from boyhood, and considered my case chronic until about three years ago. I purchased Dr. Ely's Cough Cure, and soon myself sound, never again to suffer from one of my bottles. J. H. Dwyer, hardware merchant, Montreal, Que.

Mr. P. M. Barber, has used Dr. Ely's Cough Cure to restore in his family and himself a very lively, healthy condition, and has been so much so that Barber says it was cured of disease, — Dr. Ely's Cough Cure.

S.S.S.

PROFESSIONAL.

EDWARD DUFFY, M. D. N. Y.

Duffy & Nixon, ATTORNEYS AT LAW.

NEW BERNE, N. C.

Office over B. N. Duffy's drug store. Branch Office: Catharine Lake, Oneida County, apidly.

WILL PRACTICE IN THE COURTS OF Craven, Carteret, Onslow and Pamlico.

United States Court at New Bern, and Supreme Courts of the State.

feebid

P. H. PELLETIER, ATTORNEY AT LAW.

Craven St., two doors South of Journal office.

A specialty made in negotiating small loans for short time.

Will practice in the counties of Craven, Carteret, Onslow and Pamlico.

United States Court at New Bern, and Supreme Courts of the State.

feebid

CLEMENT MANLY, O. H. GURIN.

Manly & Guion, ATTORNEYS AT LAW.

Office 2d floor of Green, Foy & Co's bank, Middle street, New Berne, N. C.

Will practice in the courts of Craven,

and adjoining counties, in the Supreme

Court of the State, and in the Federal

Courts.

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F. M. SIMMONS. H. L. GIBBS.

Simmons & Gibbs, ATTORNEYS AT LAW.

Will practice in the counties of Craven,

Carteret, Onslow and Pamlico.

United States Court at New Bern, and

Supreme Courts of the State.

feebid

DR. J. D. CLARK, DENTIST.

NEWBERNE, N. C.

Office on Craven street, between Pollock

and Broad.

part-ldwfa

GEORGE ALLEN & CO.

DEALERS IN General Hardware.

Agricultural Implements.

Plows, Harrows, Cultivators,

Hoes and Axes,

Wood's Mowers and Reapers,

Steam Engines,

Cotton Gins and Presses,

Fertilizers, Land Plaster, Knifit

Mechanics Tools and Hardware,

Lime, Brick, Cement, Plaster

Hair, Paint, Kalsomine, Var-

nish, Oil, Glass, Putty and Hair.

Freezers, Refrigerators, Oil

Cook Stoves, Eureka Burglar

Proof Sash Locks, warranted to

give security and satisfaction.

PRICES VERY LOW.

GEO. ALLEN & CO.

Will sail from Norfolk, Va., for New Bern direct, MONDAY and THURSDAY

at FOUR A. M. making via connection

with the Steamers of the N. & T. R.

S. C. for Kinston, Trenton, and all other

landings on the Neuse and Trent Rivers.

This line will sail from NEWBERNE

for NORFOLK direct, THURSDAY and SATURDAY

at TWO P. M. making connection

with the N. & T. R. CO. for Boston

and Providence, via New Bedford, Mass.

Our uniform efforts to please our patrons,

and our almost perfect service for the past

fourteen years, is the best guarantee we can

offer all shippers as to what we will do for

them in the future.

Order all your cars of O. D. S. & CO., Nor-

folk, Va.

Passengers will find a good table, comfor-

table rooms, and every courtesy and atten-

tion will be paid them by the officers.

K. R. ROBERTS, Agent.

M. E. CULPEPPER & TURNER,

Agents, Norfolk, Va.

W. H. STANFORD, Vice-President, New York City.

The N. C. Freight Line

MERCHANTS and SHIPPERS, TAKE NOTICE

On and after October 1st, 1888, this line will

resume their regular

SEMI-WEEKLY TRIPS

Baltimore and New Berne

Leaving Baltimore for New Berne, WED-

NESDAY, SATURDAY at SIX P. M.

Leaving New Berne for Baltimore, SUNDAY

at ONE P. M.

This line the only DIRECT LINE of New

Berne for Baltimore without change, and on

their return trip from Baltimore come direct