



Don't neglect the baby's health by keeping it cooped up at home—he will be wonderfully if you will give him a daily outing in the bright sunshine and what you save in medicine and doctor's bills will more than pay for one of these dainty go carts or carriages. We have just received an assorted shipment of Reed body carriages, made of selected German reed, with hair filled cushions. Every carriage is made with the best steel gears and cushion frames—the most substantial made. We have them ranging in prices from \$35.00.

We give Pony Contest Coupons with every cash purchase or payments on accounts.

J. S. Miller Furniture Co.
99-101 MIDDLE STREET, PHONE 229.

A Glimpse of The New Seasons Styles

In Ready-to-Wear Apparel For Ladies

WOMEN who appreciate exclusiveness in Summer dresses will welcome this early offering with delight.

Beautifully Made, Faultlessly Tailored and Stylish in Every Line.

- Ladies Dresses Linen Fabrics Beautifully-tailored all sizes at \$1.25
- Ladies Dresses Lawn Fabrics Embroidered and Lace Trimmed all sizes at 1.25
- Ladies Dresses Voile with Bulgarian Trimming all sizes at 3.00
- Ladies Dresses Gingham Beautifully Trimmed all sizes at 2.50

J. M. Mitchell and Company.

126 Middle St., New Bern

The Standard Plumbing and Heating Company



has just completed the plumbing in Dr. G. A. Caton's new hospital on the corner of Queen and Griffith Streets.

This was one the largest plumbing jobs done in New Bern in many a year.

Standard Plumbing and Heating Co.

Phone 717. 138 Middle St.

BRICK

in any Quantity

CLARK BRICK & TILE CO.,
Clark, N. C., or call on

GASKILL HARDWARE CO.,
Local Agents. Phone 147. New Bern.

SHORT PASSING EVENTS

Miss Annie Whitty of Pollockville spent Thursday night here the guest of Mrs. C. L. Spencer. Miss Whitty was one of the honor graduates at the State Normal College this year and since commencement has been visiting a friend at North Wilkesboro. She will teach music next year at the Buies Creek Academy.

UNHAPPY WITH MILLIONS

Wealthiest Couple in Switzerland In Suicide Pact.

Zurich, Switzerland, June 13.—Eugene Maggi and his wife, believed to be the wealthiest persons in Switzerland, committed suicide, their desperate act being actuated by sheer lack of interest in life.

Eugene Maggi was only 41 years old and his wife 35. The joint estates of the man and wife were estimated sometime ago at \$10,000,000, while quite recently Maggi inherited the income from a number of extensive factories.

The couple had been married for a number of years, but were greatly disappointed because their union had remained childless. In a fit of dependency they decided to end their lives. They retired to their bedroom in the villa here, turned on the gas and were found dead in the morning.

Maggi was the owner of extensive flour mills in Zurich and other parts of Switzerland and had many other widespread interests.

His wife was the daughter of his dead cousin, Julius Maggi, and was the founder of the great preserved foods and milk business known throughout all the European countries. Julius Maggi left an immense fortune.

Advertising Opportunities

When one of the brainiest editors of the world recently announced his opinion that the Advertising Man would be the most conspicuous figure in the commerce of the future, he merely echoed what business men have realized for a number of years.

To wrestle with the problems of material and labor and produce a salable article of trade, or to perfect a service such as transportation or banking, or organize a retail business, are and always will be undertakings worthy of man's best efforts.

But even more important is the work of marketing the manufacturer's product, the railroad or banking service, or the retailer's stocks; and it is with the great work of distributing and selling that the Advertising Man has to do.

SHAW ADVERTISING AGENCY
Ad-Writers.
J. Basil Shaw Mgr.
Journal Bldg. P. O. Box 233
New Bern, N. C.

KODAK FINISHING DEPARTMENT

We give your finishing prompt, personal attention, use the best material and guarantee the best prints possible. With every \$3.00 spent in finishing, we give an enlargement from your best film.

WOOTTEN-MOULTON

96 Middle Street, New Bern N. C.



Sea Shore Evening Dress Fixings

DRESS CHART

From "The Shop That's Different"

Coat—Tuxedo black. Trousers—white serge. Shirt—white silk or madras soft plaited French cuffs. Collar—folded, Greyweed or Belmont. Tie—black bat wing. Hose—white silk. Shoes—white canvas, buckskin, oxfords or patent pumps. Jewelry—gold links. Belt—White Kid. Hat—Straw Yacht.

This Dress Chart you will find carried out by Smart Dressed men at the large summer resorts and the winter resorts of Florida. The Acme of comfort yet smartly dressed while at Morehead City. If it Comes From the Shop That's Different Its Correct.

A. T. WILLIS CO.,

TAILORS HABERDASHERS HATTERS
DUNLAP PONY CONTEST VOTES WITH EACH PURCHASE.

Big Values In Summer Coats For This Week Only

Linen's 3-4 and full length to go at \$1.25
Silk Rep Coats trimmed with black satin and some plain tailored at \$2.50
They cost more to manufacture. However your choice while they last in all sizes.

MRS. B. ALLEN
Ladies Outfitter

85 Middle St. Phone 752

Grandma Knows



that no matter how good the pressing nor how careful the preparation and cooking you cant make tough meats tender.

We offer only the choicest cuts of the BEST MEATS. You don't have to worry about the quality when you order of us. Try it.

We give votes in the Dunlap Pony Contest. Every cent spend with us entitles you to one vote, also all money received on accounts will have the same value in securing votes.

A. CASTET,
--PHONE 239.--

"The Home of Better Meats for Less Money."

Notice

To Those Who Failed to List Their City Taxes During The month of May, 1913 as the Law Requires.

I will be at the City Hall a few days longer from 9 a. m. to 1 p. m. and from 2 p. m. to 6 p. m. for the purpose of giving you a chance to list your taxes and keep off the delinquent list.

Not to list your taxes during the month prescribed by law subjects you to a double tax and is also a misdemeanor. The Board of Aldermen have ordered that I collect 25c. from each person who did not list their taxes in May, 1913.

ALEX JUSTICE,
List Taker for City of New Bern.

A WATCH
Most Practical of all Gifts

There is a great difference in watches
When you give one for a present you want it to be a good one
We have the best that are made and a large variety of designs to select from
The prices—you will be more than satisfied

BAXTER, Jeweler.

Fresh lot of RUBBER BANDS just received. Give us your next order. E. J. Land Printing Co. Phone 8.

TEST LETTERS FORM Their Part

in determining the visual acuteness and refraction of the eye—but the ERROR of REFRACTION is, by our System—MEASURED by the most scientific instruments and corrected with proper lenses. This requires the combined service of the Optometrist and Optician which you get at one cost from

SAM K. EATON, - Optometrist.

-- BRICK --

**Metal Shingles, Asbestos Shingles
Ruberoïd Roofing
Lime, Cement, Plaster,
Paints and Oils**

New Bern Building Supply Co.,
Phone 163 17 Craven St.