

### FOR THE WELL PRESERVED WOMAN



SO MANY women today, not actually young in years, perhaps, have really beautifully moulded figures. C-B corsets include models for them, as well as for every other type of figure.

But words are unconvincing when it comes to corsets. It is the corsets that do their own talking.

Look over the new season's C-B line. You will find that C-B corsets not only have smart lines for smart women, but they are also comfortable.

Prices \$1.00 to \$2.00.

C-B a la Spirite Corset

**J. M. Mitchell and Company.**  
126 Middle St., New Bern

### JULY FOURTH TO BE A LIVE DAY

GREAT SPEED EVENT WILL BE WITNESSED AT THE FAIR GROUNDS

(By J. Leon Williams)

In the past, July 4th at New Bern has been a dull day. This year, however, it will be one of the liveliest days of the year. The factories will all be closed, stores will all close in the afternoon and thousands will go to the Fair grounds where they will witness one of the greatest speed events that has ever taken place in Eastern North Carolina. The railroads are offering special rates, and indications point to an enormous crowd of visitors here on July 4th. Nearly every community has a fast horse, and the entire community will be here July 4th to cheer for their favorites.

The City Beautiful Club, an organization that is doing a wonderful work for the city of New Bern, will be at the Fair grounds in large numbers to serve refreshments, so every one can be comfortable.

The entire program will consist of horse racing, bicycle racing, motorcycle racing and a firemen's tournament. Admission 50c, children under 12 years of age, 25c. Admission to the grand stand free. Don't forget that the races will begin promptly at 2 o'clock.

**DEMONSTRATIONS THIS WEEK**  
The New Bern Gas Company are this week demonstrating the low cost of gas as used for domestic purposes. In their large display window at their Middle street office is a colored woman ironing with a gas iron. A dial registers the amount of gas consumed in the iron and each time that the hand goes round it shows that one cent's worth of gas has been used. The demonstration is very interesting and hundreds of people have witnessed it.

### FAIR WARNING

Your City Taxes must be Listed at The City Hall.

For the benefit of those who failed to list their city taxes during the month of May, 1913, as the law requires and for those who listed their taxes at the court house under the IMPRESSION that they then listed for both city and county, I will remain at the City Hall until June 30 for the purpose of giving you a further chance to list your city taxes and keep off the delinquent list. No further notice will be given. Not to list your taxes means a double tax and is also a misdemeanor. The Board of Aldermen have ordered that I collect 25 cents from each person who did not list their taxes in May, 1913.

ALEX JUSTICE,  
List Taker City of New Bern.

### WESTERN UNION TELEGRAM

THEO. W. VAIL, PRESIDENT

*The most remote American settlement has been put on the telegraph map by Western Union Connection with the Bell system.*

THE WESTERN UNION TELEGRAPH COMPANY

BY THIS TIME IT IS GENERALLY ADMITTED THAT

**New Bern's Store For Women**  
85 Middle Street [James Hotel]  
LEADS ALL OTHER STORES IN Dresses and Millinery

I have just received 65 dresses, in lawn, cambrics, and other materials all beautifully trimmed, latest styles, your choice at..... \$1.49

**MRS. B. ALLEN**  
85 Middle St. Phone 752

### -- BRICK --

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Ruberoid Roofing  
Lime, Cement, Plaster,  
Paints and Oils*

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

### 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.**

### Grandm? Knows



that no matter how good the dressing 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."

### Fresh Air! -for- The Baby



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 sun and what you save in medicine and doctor's bills will more than pay for 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 seats. Every carriage is made with the best steel gears and cushioned seats—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.

When You Build, Build With  
**BRICK**

**CLARK BRICK & TILE CO.,**  
Clark, N. C., or call on  
**GASKILL HARDWARE CO.,**  
Local Agents. Phone 147. New Bern.

Subscribe For The Journal

## A Great Sale For Everybody

A Sale that should interest every man, woman and child in New Bern, is going to occur in the near future. Details are liable to appear on this page most any day now, so be sure and keep an eye open.

# WATCH