Millinery :--: Opening. 2 A. M. to 10 P. M.

Never before have we shown such a comprehensive Array of

Millinery and Garments introducing the Most attractive develop-ments of Style-Models widely diversifi-ed-so varied as to give rise to the most critical. Unusual taste and patience has been exercised by our buyers in the se-lection of the most charming display of Feminine Apparel ever shown in New Bern.

And we intend to celebrate this Fall Opening by giving

CIOXO Away to the Ladies of New Bern and surrounding territory as follows:

As you enter the Store Thursday a card will be handed you, write your name and address on same and drop it into box and at nine o'clock that evening three cards will be drawn. First card with name on it will receive a \$5.00 Hat. Second will receive a \$10.00 Hat, and third will receive a \$15.00 Hat

This cost you nothing but a visit to our, store so come, you may be the lucky one

Italian Orchestra from Wilmington will furnish Music all day.

New Bern's Store For Women 85 Middle Street. James Hotel Building Is Open for Business Without a Formal Opening. Sample FALL STOCK ALL IN A beautiful selection in the latest Coat Suits, Coats, Sport Jackets and MILLINERY / Ready for Your Inspection and SALE

FALL TERM BEGINS TODAY THE EVENT.

(Special to the Journal) Vanceboro, Sept. 22.-The t of the Vanceboro Graded Sch in their work Tuesday, 23. It was hoped that th Life School would be able Life School would be able to open at the same time, but, as previously stated, the work on the dormitory has been delayed by excessive rains. The plastering is about a fourth com-pleted and we hope to announce in a few days just when the Farm Life School will open. We trust that our friends and those who expect to be patrons of the school this year will not become discoursed for we expect not become discouraged for we expect the lost time to be made up either by teaching on Saturdays or by running

by teaching on Saturdays or by running school later in the spring. The graded school includes the grades from the first through the seventh and the Farm Life School begins with the eighth grade pupils. The teachers of the graded school are Miss Florence Wetherington, of Tuscarora; Miss Maria Smith, of La Grange; and Miss Reva Newman, of Straw Plains, Tenn. These young ladies are well trained and experienced teachers and well qualified to fill their respective positions.

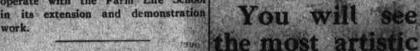
The music department of both the Farm Life and Graded Schools will be in charge of Miss Annie Neal Clark, of Clarkton, N. C. Miss Clark will in one of the races to be held. be here to begin her work at the open-ing of the Graded School.

work.

Miss Clark graduated in both piano and voice from Elizabeth College, Charlotte, N. C., in 1911. The fol-lowing year she had charge of the music department in the Clarkton school. been presented to the readers of good Last winter she studied voice with fiction in a decade, "The Ghost Girl," Percy Rector Stephens in New York by Henry Kitchell Webster, unquestionable is unapproached. By special ar-City

We are glad to announce that rangement with the publishers, this J. W. Sears, of Camp Hill, Ala., has enthralling narrative will be published J. W. Sears, of Camp Hill, Ala., has accepted the position as Farm Demon-strator for Craven county and will be here to assume his duties about October 1. Mr. Sears is a native of Sheth Neck, Pender county, N. C., but took his agricultural training in the Southern dealer in advance. Industrial Institute at Camp Hill,

Ala., and at Amherst Agricultural College, Amherst, Mass. He finished at the Southern Industrial Institute The local police are going right ahead in their work of enforcing the city ordinance which prohibits riding a in 1909 and took the summer course bicycle at night without a light. The at Amherst in 1907, '08, '09. He has first offense is punishable with a small been connected with the Southern fine and the costs of the case, but this Industrial Institute as Farm Demon-amounts to about five dollars and a strator since 1909, and by his training lamp can be purchased much cheaper, and experience will prove a valuable help to the farmers of Craven. Mr. violators of the ordinance have been Sears will reside at Vanceboro and co-operate with the Farm Life School arrested.



re in a lapse of twen

"The Leopard's Spots" will be pre-sented in this city at the Maconi Theatre on October 13 under the perional direction of Thomas Dixon

I think a pleased and satisfied customer is one of the best advertisers---Hack-DUTR.

WORKING UP INTEREST IN THE COLORED FAIR.

from each of the above cities during

A GREAT MYSTERY.

You will find just the things to give your dwelling a wouch of loxnry Phone 22 "The Home Furnishers", 99-101 Middle St

IT EXCESSIVE

Our Furniture stalifs the test of time. It's built

if the heat of Material-True in wood and work-

manship. Good sough to be hunded down to

your children as heirlooms. If your home is not

as cozy and comfortable as you would like it, why

not come and complete its furnisings here?



Enable us to give you exactly the glasses suited for your eyesight. But that is not all, they are adapted to your features as well as

We Make

your vision. So do not delay yaving the glasses you need on account of your personal appearance, our glasses will not detract from it.

SAM K. EATON - - Optometrist,

Important

Do you remember cold chilly the mornings of carly Fall of last year?

Do You

recall the times that you wanted to take the regular morning plunge

