

FALL OPENING

Authentic Announcement of Autumn Styles

Our Fall opening is an event that every woman should look forward to as an invaluable opportunity to acquaint herself with the definite trend of fashion in things to wear. Our shelves, counters and entire store holds forth a superb array of things to wear. Accepted modes in silks and dress goods. Special interest will naturally center in our showing of beautiful new dress fabrics and suitings. A display that for style, exclusiveness and comprehensiveness has never been surpassed in this locality.

Seldom does a season bring forth such pleasingly attractive models fashioned from such very beautiful fabrics. Gracefully cut coats in three-quarter lengths with straight, loose fitting backs and set in sleeves are special favorites.

In suits the jackets vary in length depending upon the slope of the cut-away. The skirts are skillfully and prettily draped in fabrics. Eponge, Faille sils. Bedford cords and Serges, all in the lighter colors predominate. Style, Quality, Values and service beckon you to call and see them at

J. M. MITCHELL & CO.

The Home of Style and Quality

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

MRS. B. ALLEN

85 Middle St.

Phone 752

HAVE WE YOUR MEASURE?

If not, come in and let us take it. The time has arrived when you can no longer get along without the proper Fall and Winter Clothing.

To be suitable it must be made for you.

To be properly made, stylish, well-fitting and durable, we must make it for you. We are ready.

F. M. Chadwick Merchant Tailor, 103 Middle St. Phone 135

To Friends & Customers

We are sorry to state that fire and water has greatly damaged us, but are thankful to say that it was not any worse

We are still doing business at the same old stand.

For the benefit of our creditors and customers we make the following statement.

LIABILITIES:

Bills Payable—Washed Away.

ASSETS:	Estimated at:
Lots of Paint	\$ 1,000.00
Roofing	100.00
Other material	50.00
Ability to come back and make good	1,000,000.00

Let us have your orders and we will fill them promptly.

Yours truly,

NEW BERN BUILDING SUPPLY CO.

THE NEW HATS WERE DISPLAYED

THE NEW HATS.

J. M. MITCHELL AND COMPANY'S STORE THE MECCA YESTERDAY OF LADIES.

Favorable weather and the display of fall and winter millinery at J. M. Mitchell & Company's store yesterday proved to be a combination which the ladies of New Bern could not resist and in consequence the big store was crowded all during the day.

For several weeks the force of clerks at this establishment have been preparing for this occasion and even before Miss M. E. Johnson, the firm's head milliner, returned from the Northern markets where she went to inspect a stock of fall and winter headwear for the ladies, preparations for the opening were in progress.

Knowing this, it is little wonder that the interior of the store yesterday presented a scene, the like of which could not be surpassed even in the larger cities. Before entering the establishment one was greatly impressed by the attractive manner in which the large display windows were decorated. In these were found a number of unusually attractive hats, and all who passed that way stopped for a moment to admire them.

Once on the interior of the store one was greeted by a blaze of light and color which intermingled harmoniously and made the scene one which will never be forgotten by those who had the pleasure of visiting the store. In the front, on the shelves and counters, were the daintiest laces, the fluffiest chiffons, and the heavy, but nevertheless attractive plushes and satins. Silks of every hue were on display, and the newest designs in ladies coats and coat-suits could not but attract the attention of each visitor. This department is in charge of Aubrey T. Walsh who has been with the firm for several years, and the exceptional taste of he and his assistants in designing and arranging this part of the display won for them much commendation.

No detail in the decoration of the store had been left undone. On the walls one saw numerous costly paintings and in front of the store, just over the entrance, a camping scene had been arranged. This was especially attractive and received much praise.

The millinery department is in the rear of the store and there the hats, small hats, smaller hats and medium-sized hats were found. Miss M. E. Johnson is in charge of this department and she is assisted by Misses Gaskill and Bennett and the exquisite taste shown by these ladies in designing and executing the many styles and shapes seems marvellous to the masculine mind. Nevertheless they were there and for hours the feminine population of the city revelled in inspecting the display, in fitting these on and in making purchases.

Small hats will predominate this season and as for trimmings there is an endless line from feathers to flowers and from silks to satins and plushes and in fact they look attractive trimmed in any manner and with any material. As for colors there is mahogany, black, blue, green and rose. These are the most popular colors but one can find almost anything for which they are in search.

Among the display were several

imported creations. Naturally those who tried one of them on was positive that it was just the hat for which she had been in search and many of the hats on display were disposed of during the day.

The management of the store had announced that thirty dollars worth of hats would be given away at 9 o'clock last night to the holders of the lucky tickets and long before that hour, anticipation was intense. Finally the time for the drawing came. Sidney Stern, of Norfolk, was selected to draw the tickets from the box. The first one drawn bore the name of Mrs. J. L. Piner and she was awarded the five dollar hat, the second bore the name of Mrs. J. A. Patterson and she was the recipient of a hat valued at ten dollars. The third and last hat, valued at fifteen dollars, was won by Mrs. E. H. Claypoole. During the day and evening an Italian orchestra furnished music for the occasion.

Without the least doubt the opening was a complete success in every feature and the management of the store feel greatly pleased with the results obtained.

No matter how much men rail at marriage, some of them are just a little bit envious of the late Mr. Solomon.

LAUDS BRYAN'S GRAPE JUICE

Pastor MacPherson Declares Liquor and Immorality.

J. P. MacPherson, of New York City, who is advertised to give a free public lecture Friday, at 8 p. m. in the Court House, on the subject, "Victory O'er the Grave," is a man of strong convictions, ever ready to face public ridicule rather than palliate principle. He recently lauded Mr. Bryan as a man of principles as follows:

"The whole world has reverberated with public comment concerning our Secretary of State Bryan's banquet in honor of the retiring British Ambassador, Hon. James Bryce. The usual custom of serving wine was laid aside, and Mr. Bryan, true to his temperance convictions, served grape juice instead. While some have scoffed and others



DR. MCPHERSON

have considered our country insulted and disgraced, nevertheless this act will go down in history to the credit of one who in the face of the world-wide ridicule, was not afraid to stand by his convictions. Would that America had more such noble statesmen at the head of her affairs. Our land would soon be free from the terrible curses due to licensed liquor and immorality. The Land of Liberty would cease to be an idle dream, it would become a reality.

Elegance in Home Furnishing Without Excessive Cost

Our Furniture stands the test of time. It's built of the best of Material—True in wood and workmanship. Good enough to be handed 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 furnishings here?

You will find just the things to give your dwelling a touch of luxury without excessive cost.

J. S. MILLER FURNITURE CO.

Phone 22 "The Home Furnishers" 99-101 Middle St.

NEW BERN PLUMBING & HARDWARE CO.

Phone 734—No. 71 Broad St.

Are open to the public for their patronage for anything in the line of Plumbing and Hardware. We have on hand a fine line of Cook Stoves, Bath Tubs, Toilets and everything to be found in an up to date Plumbing and Hardware Store. We invite you to give us a call and receive one of our souvenirs.

I am Now Showing

—My Exclusive—
Fall Line of

COAT SUITS
COATS
DRESS GOODS
TRIMMINGS

THE LADIES

Come in and we will take great pleasure in showing you

—FULL SUPPLY OF—

BOSTON, ROYAL AND WOR-
CE AT CORSETS, RUGS,
COUCH COVERS, TRUNKS AND
BAGS.

Jarvis

THE LADIES FURNISHER

63 Pollock St. New Bern, N. C.



THE EYE TESTS We Make

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

your vision. So do not delay having 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 the cold chilly mornings of early Fall of last year?

Do You

recall the times that you wanted to take the regular morning plunge but the bath room was too cold?

A Gas Heater

Costing from 2.00 to 5.00 will make life worth living.

GET ONE

New Bern Gas Company

I Want More Coal

A great many pretty stoves at delightfully low prices are like Oliver Twist—always wanting more. What matters it how pretty a stove is—of how small the price—if it is going to eat so much coal that you have to go into the coal business in order to satisfy it. In buying a stove this is an important thing to look after.

The Tip Top Oak Hot Blast

is as pretty a stove as you would wish to see, and this coal feature has been carefully looked after.

The Price \$10.00

GASKILL HARDWARE CO.
Phone 174 73-75-77 Middle St.