

When You Buy Dry Goods

You go to the Store in which you have the greatest confidence. You do not judge Stores by what they claim to do, but what they DO do. You go to the Store that you KNOW always gives all or more they they promise. While some stores are always claiming to give unheard of values, it is quite often the case that some other store not claiming so much is really GIVING BETTER VALUES. While we are firm believers in advertising, we know that we are judged mostly by what we do and NOT by what we say—hence we depend upon REAL GENUINE VALUE GIVING to retain our old customers and get new ones.

When you think of Shoes, Ready-To-Wear, Coats and Coat Suits, Wool and Cotton Fabrics, Silks of all kinds, Kid Gloves, Ladies' and Children's Wool and Cotton Underwear. MILLINERY A SPECIALTY—YOU GET THE BEST GOODS, THE BEST PRICES AND THE BEST SERVICE AT—

J. M. MITCHELL & CO.

Where Will You Be at Sixty Five

Statistics show that out of 100 average healthy men at age 25
36 will be dead at 65
1 will be rich
4 will be wealthy
5 will be supporting themselves by work.
54 will be dependent upon friends or charity.

AGAIN we ask—Where will you be at 65? The above statement, which is true should cause you to act. Start a savings account at once and be at least one of the 46.

Citizens Savings Bank and Trust Company
 New Bern, N. C.

Thanksgiving Day

We are thankful because during the past year THE PEOPLES BANK has been favored with a liberal measure of patronage by all the people of Craven County. Because this community is enjoying unprecedented prosperity and happiness. The Officers and Directors extend sincere wishes for a happy Thanksgiving Day and full measure of prosperity during the coming year.

THE PEOPLES BANK,
 NEW BERN, N. C.

The National Bank of New Berne

Capital . . . \$100,000
 Surplus . . . \$100,000
 and Profits . . . \$100,000

This Bank is pleased to place at the disposal of its customers, the facilities gained during FIFTY YEARS of continuous service.

FOUR PER CENT INTEREST, COMPOUNDED QUARTERLY, PAID ON SAVINGS AND TIME DEPOSITS

ON THE GO

Travelers From Far and Near Recorded for Your Special Information.

Mr. B. I. Ebram, of Croatan, spent yesterday in New Bern.

Mr. J. C. Godwin, of Havelock, spent yesterday in New Bern.

Mrs. F. S. Ernul returned last night from a visit with friends in Kinston.

Mr. E. M. Green returned last night from a business visit to Raleigh.

Mr. W. N. McGowan, of Croatan, was a business visitor to the city yesterday.

Mrs. H. W. Gibbs left last night for a few days visit with friends in Beaufort.

Mr. E. S. Ballenger, of Croatan, spent yesterday in New Bern attending to business.

Mr. W. F. Gilbert, of Clarks, spent yesterday in New Bern attending to business matters.

Mr. George S. Attmore, Jr., left last night for a short visit with his parents at Stonewall.

Mr. R. A. Richardson returned yesterday from a business trip through the central part of the State.

Mrs. R. A. Lewis, of Morehead City, returned home last night, after a visit with relatives in the city.

Miss Ethel Wetherington, of Clarks arrived in the city last night and is a guest of Miss Christine Thomas.

Miss Margaret Aman, of Cove City, returned home last night after spending the day in the city visiting friends.

Mr. and Mrs. D. S. Congdon and Mrs. C. K. Hancock left yesterday for a short visit with friends in Norfolk.

Misses Rena and Mary West, of Alliance, returned home last night after a short visit with friends in New Bern.

Miss Alice Ward returned last night from an extended visit with friends in Tarboro, Elm City and Goldsboro.

Mr. R. A. Cherry of Wilson, passed through New Bern last night en route home from a business visit to Morehead City.

Mrs. Wheeler Fields, of Fields, passed through New Bern yesterday en route home from a visit with friends at Bayboro.

Mr. and Mrs. B. R. Huske and son, Mr. W. O. Huske, of Fayetteville, left last night returning home, after spending several days here.

Mrs. Maud Allen, of Ashwood, returned home yesterday after spending a few days here visiting her parents, Mr. and Mrs. C. Lupton.

Miss Annie Wells Sanford, of Beaufort, returned home last night after spending a short time in the city a guest of Miss Frances Royall.

Misses Margaret Taylor and Eleanor Hill, of Kinston, returned home yesterday after a visit here, the guests of Rev. and Mrs. P. B. Hall.

Mr. and Mrs. T. D. Warren and children left yesterday for Jacksonville, where they will spend a short time visiting relatives and friends.

Miss Willie Greene Day left last night for Franklinton, N. C., where she will spend several days, while re-

CHAMBER OF COMMERCE NOTES.

The Members Council meets Monday night at eight o'clock. Mr. W. F. Aberly and Mr. J. B. Blades will make short talks regarding matters discussed at the recent convention of the North Carolina Drainage Association. All members are urged to be present promptly.

The Board of Directors will meet Tuesday night at eight o'clock. The proposal to secure a tobacco demonstrator to advise farmers in this section regarding the best methods of growing the weed, will be considered. The issuance of a monthly bulletin, membership in the Chamber of Commerce of the United States and other matters will be brought before the directors.

The growth of a city can almost be measured by the development of its public schools in this age. New Bern should have school facilities second to none.

The Industrial Development Division met Saturday afternoon. The proposed cafe will be taken up next week when Mr. T. L. Bland of Rocky Mount is expected to meet with the Division.

Every modern city needs adequate parks and playgrounds. New Bern children should have such facilities for recreation. The grown-ups also need a place for exercise. What do you think of a country club?

Read these facts and reflect. The 1910 census of the United States shows the following gains in population for the 10 year period ending in 1910:

United States 21 per cent; North Carolina 16.7 per cent; Asheville 27.7 per cent; Charlotte 88 per cent; Durham 173.1 per cent; Greensboro 58 per cent; Raleigh 40.9 per cent; Wilmington 22.7 per cent; Winston 71.5 per cent; Kinston 70 per cent; Jackson 20 per cent; Beaufort 13 per cent; Greenville 59 per cent; Washington 28 per cent; Wilson 90 per cent; Fayetteville 50 per cent; Lumberton 162 per cent; New Bern 9.5 per cent; Craven county 5.9 per cent.

These are disagreeable facts—but it's best to face them. What will be the facts in 1920? Why did our city and county make such a poor showing in growth as compared with the others? There is a remedy and we must find it—and apply the cure.

Thousands of progressive cities have ornamental street lighting in the business sections. They increase trade and make the city more attractive to visitors.

The men who build cities are the men who are not afraid of failure. Men, money and brains will build a city—but they must be intelligently used and with a definite plan in view.

New Bern is a big corporation—the biggest one in town. Every citizen—every taxpayer—is a stockholder. What thought are you giving to your investment? Do you realize that everything that helps New Bern helps you? If you do you will spend your money with New Bern merchants. Increased stocks means they covering from injuries sustained in an automobile accident several days ago.

Mrs. R. D. Gerrans and child left last night for New Orleans, La., where they will spend some time visiting their parents. They were accompanied by Mr. Gerrans as far as Greensboro.

NEW YORK AROUSED OVER COST OF LIVING

City Contemplating Public Grocery Market to Combat The Speculators.

NEW YORK, Nov. 25.—New York should permit the sale of skimmed milk, declared Dr. Lucius P. Brown, director of the Bureau of Food and Drugs Investigation of the Department of Health, when he appeared before the Wicks Committee investigating the high cost of living here. Dr. Brown said legislation raising the ban on skimmed milk would not only lower the cost of milk in general, but prove a great boon to the poor of the city.

Other witnesses suggested that the age at which calves may be slaughtered be lowered.

Edwin A. Hageman, wheat buyer for the Allies, predicted, if the war continued, the price of wheat would rise to \$3 a bushel in the near future, which would cause, he added, bread riots in this city. A prominent member of the Produce Exchange, however, predicted wheat would drop in price rather than reach the figure named.

It is expected the city of New York will enter the retail coal business in an effort to provide the poor with fuel for this winter.

The State of New York is contemplating a public grocery market to combat the cold storage speculators, who are holding back great quantities of food.

Officials in summing up the entire situation of the high cost of living have arrived at the conclusion that the only remedy in sight is Federal, State and civic co-operation.

Prepare for the Thanksgiving Foot Ball Game

A. & M. vs. W. & L. COLLEGE Raleigh, N. C.

Thursday, November the 30th, 1916

LOW ROUND TRIP FARES

—and—

CONVENIENT SCHEDULES

—Via—

NORFOLK SOUTHERN

Tickets on sale for all trains November the 29th, and for all other trains scheduled to arrive in Raleigh prior to noon of November the 30th, good returning until December 1st.

Ask Your Ticket Agent

H. S. LEARD, G. P. A., Norfolk, Va. J. F. MITCHELL, T. P. A., Raleigh, North Carolina.

pay more taxes to New Bern—your corporation. The dollar spent at home helps you. When you increase the business of other-city-merchants you don't help yourself. Buy your requirements in New Bern.

Many a good plan has been chilled to death by cold water thrown by a citizen without faith. Don't kill a plan for the upbuilding of your city until it has had a chance to live.

Pull for New Bern—or pull out.

St. Peter's Church
 Rev. J. W. Wood, D. D., the missionary secretary of A. M. E. Zion church, of Indianapolis, Ind., will preach at St. Peter's church morning and night today. Come and hear this great pulpit orator. Bishop A. J. Warner of Charlotte, will preach Tuesday night. Everybody invited. Visitors are made welcome.

JUST OUT

Some You Have Never Heard of Before—Perhaps Never Printed 'Till Now

At the conclusion of Friday's session of Superior court, the court was adjourned to re-convene Tuesday morning at 9:30 o'clock.

The public is cordially invited to call and see the new banking-room of the National Bank of New Bern, Monday evening during the hours from 7 to 9.

The Shakespeare department of the Womans Club will meet with Mrs. H. B. Smith on Hancock street, Tuesday afternoon at 3:30 o'clock. Full attendance is desired.

There will be a meeting of the Shakespeare Department of the Womans Club Tuesday afternoon at 4 o'clock at the residence of Mrs. H. B. Smith on Hancock street.

There will be a meeting of the Board of Trustees of the New Bern Graded Schools at the Superintendent's office Monday afternoon the 27th at 4 o'clock. A full attendance is desired.

Mr. C. J. Woodell left yesterday for his farm at Cherry Point, where he will spend a two weeks vacation hunting. He was accompanied by Mr. T. H. Smith, who will spend several days with him.

For the first time in several days a session of police court was held yesterday morning. Will Brown was taxed with the cost for boarding a passenger train while in motion within the city limits. Willie Jones paid the cost for riding a bicycle on the sidewalk.

Rev. W. B. Everett, who has been conducting a series of meetings at the Free Will Baptist church, wishes to thank THE NEW BERNIAN for its kindness in furnishing space in the columns of the paper to announce from day to day the progress and results of the meetings. He feels very grateful for the publicity given the meeting through the papers, and assures each of his lasting appreciation.

The cases against George Fifer, colored, which were to have been tried in police court yesterday morning, were continued until Monday morning. He will have to answer to a charge of shooting at a colored woman and also one for drawing a revolver on Policemen A. A. Ipeck and William Styron, while they were attempting to place him under arrest. Fifer succeeded in making his escape but was arrested in Washington a little over a month ago and brought to New Bern Friday.

DR. FOLLANSBEE TO LECTURE THURSDAY NIGHT

On Thanksgiving night the citizens of New Bern will have an opportunity to hear a noted lecturer. Dr. Lucian E. Follansbee, whose lecture will constitute the third number of the lyceum course. The lecture will be given on the subject of "Genius and Gumption," and the reputation of the lecturer is a guarantee of its quality.

Dr. Follansbee has been on the lecture platform for more than twenty years, and during that time has delivered more than two thousand lectures. Wherever he lectures he has proved a drawing card, and his lecture here will doubtless prove to be one of the best numbers of the course.

Spend Your Tailoring Money Wisely

When it comes to quality, designing, cutting, style, fit and all-round tailoring satisfaction, at the very price best suited to the size of your "roll"—

See Sol Lipman

He's "THERE"! And has been making the best \$18 to \$40 suits and overcoats in this city and is still keeping it up. Your inspection of my woolens will surely convince you

Sol Lipman

Opposite Gaston Hotel
 78 S. FRONT. PHONE 733.

GOOD PROVIDER'S FAMILY



When I'm racing home to dinner I am sure to be a winner!

I DON'T lose any time getting home to dinner because ma buys her groceries at a store that sells the sort of foods that tickle my appetite and don't annoy my finances.

C. E. HOOKER

167 South Front Street

Tarrymore Hotel

SWANBORO, N. C.
 The most attractive resort on the Atlantic Coast. Fishing good until November 1. Hunting all winter. Rates: \$2.50 per day up. Week on application. Further information upon application.

Large Juicy GRAPEFRUIT

Only \$1 Dozen

CRYSTAL ICE CREAM CO.

PHONE 33.
 PHONE 442.

A THENS CAFE

SERVES THE BEST 35c DINNER IN TOWN. SPECIALS EVERY DAY. OYSTERS IN ALL STYLES. BETTER COFFEE THAN MOTHER EVER MADE. OPEN DAY AND NIGHT!