

Walls and children—

Little hands are often soiled and sticky—careless of spotless walls. Walls of Velour Finish can be washed—but you can't wash wall paper. We guarantee satisfaction to users of

DEVOE THE GUARANTEED VELOUR FINISH

We know that it has always given our customers satisfaction. It is sanitary. Soap and water will easily remove grease and dirt from walls, ceilings and woodwork painted with Velour Finish. It is easy to apply and it is economical and artistic.

We recommend it above all others as a durable finish for new and old walls. Eighteen attractive tints to select from.



RHODES & KEHOE NEW BERN, N. C. PAINT DEVOE PAINT

Nectar for the Gods

was never more delicious than our soda, pure as a mountain spring, bringing coolness to every drinker, slaking thirst as nothing else does or can, made delicious by pure fruit syrups, and served with cream. Taken through a straw it is satisfaction long drawn out, a lingering pleasure slow to leave the partaker. Here are dimes of delight for nickels in change.



CLARK'S

Elks Temple Cigars, Pipes, Tobacco

Tax Notice

Will advertise, levy and garnishee all delinquent city tax, with cost added, May 3, 1917. Pay your city tax at once, save cost and advertising.

The tax is long past due. Statements have been mailed you showing amount of city taxes you owe.

J. J. TOLSON,
City Tax Collector.

Office Hours: 8 A. M. to 12 Noon—1 P. M. to 7 P. M.

Fish and Oysters

Oysters are now better than at any time this season. They are also cheaper than any other food equally as good and you have not much longer time to get them. We have the best always.

For Fish, we have Roe and Buck Shad, Spanish Mackerel, Trout, Black Bass, Perch, etc. Prompt and Sanitary Service.

GEORGE N. IVES & SON
Phone 6.

Insure Your Teeth

Better than the dentifrice you are using now

VIVAUDOU'S
Peroxide Tooth Paste

MOST FIRES DURING MARCH AND APRIL

CONFLAGRATIONS GENERAL OCCUR BETWEEN FEBRUARY 25 AND MAY 3.

LETTER OF WARNING ISSUED

Some Interesting Statistics Concerning Spring Fires Which Should Interest Citizens of North Carolina.

A letter issued by the Georgia Fire Prevention Society and circulated throughout the State of Georgia is worth attention in North Carolina or any other State. It points out that during the past twenty-five years, \$77,749,513 of the losses in the South have occurred between February 25 and May 3.

Some of the spring conflagrations are enumerated as follows:
April, 1892, New Orleans... \$ 1,500,000
May, 1901, Jacksonville... 10,000,000
February, 1904, Baltimore... 40,000,000
May, 1904, Yazoo City, Miss. 2,000,000
February, 1905, Hot Springs 1,500,000
February, 1906, New Orleans 5,000,000
May, 1907, Atlanta... 500,000
February, 1906, New Orleans 5,000,000
March, 1908, Tampa... 500,000
February, 1912, Houston... 4,500,000
April, 1912, Columbus, Ga... 250,000
May, 1914, St. Augustine... 250,000
March, 1916, Augusta, Ga... 5,999,513
March, 1916, Nashville... 1,500,000
March, 1916, Paris, Texas... 5,000,000

The above figures represent the amount paid by insurance companies, and are naturally much less than the property losses. The great conflagration of San Francisco, which resulted in a property loss of about \$250,000,000, occurred in April, 1906.

It is on account of the danger of spring fires that the Georgia Fire Prevention Society is issuing its warning to the people of Georgia. The society is also conducting a vigorous campaign along other lines to aid in the prevention of fires. School children are being interested in the crusade, and recently 400 fire inspection blanks were filled out by the pupils of Fitzgerald schools, showing the condition of dwellings in that place. The society is also calling attention to the dangerous hazard of storing collected waste paper in school houses, basements, etc.

In North Carolina during six days from March 27 to April 1, inclusive, newspaper reports indicate rather a close adherence to custom. The tannery of the United States Leather Company at Old Fort was destroyed financial loss of between \$750,000 and \$1,000,000. At about the same time on the same date the lumber plant of the A. T. Griffin Lumber Company at Goldsboro, was damaged, entailing a loss of about \$25,000. At the alarm of this fire in Goldsboro thousands of people visiting the camp of the Second Regiment North Carolina National Guard nearby, were thrown into panic and in the stampede that followed a number of persons were injured and several women fainted.

Fire at Turnpike, a small village twelve miles from Asheville, was practically wiped out by fire Saturday, March 31, when a large saw mill with quantities of lumber, several other buildings, and two cribs of corn (\$1.40 a bushel) were burned. A hotel and store nearby were damaged, but saved from destruction by the work of a bucket brigade. A railroad trestle was damaged and traffic on the Murphy Branch of the Southern Railway tied up for several hours.

This record shows that if there is a time when special vigilance is needed in fire prevention work and the pursuit of the "Safety First" idea it is at this particular season of high winds.

There is no closed season for hunting and exterminating fire hazards.

WHERE SAFETY-FIRST WOULD HAVE SAVED HUMAN LIFE.

C. H. Williams, a Wake county farmer died in Rex Hospital, Raleigh, Sunday, April 1, from burns sustained in the explosion of an oil stove. The 21-month-old son of Mr. and Mrs. B. J. Bryan, Jr., of Wilmington, died March 27, as a result of burns from falling in a tub of boiling water which had been placed on a porch for scouring purposes.

A negro, named Renfrow, near Bailey, died to death, March 28, as a result of being struck by an axe which slipped from the hand of a fellow chopper severing an artery. Knowledge of first aid work on the part of the fellow laborer would have saved the man's life.

George Williams, an aged blind negro, was burned to death in the fire which destroyed a three room cottage about five miles from Raleigh, March 28. The negro had been left alone in the house and when fire was discovered by neighbors it was not known he was there. No blind person should be left alone in a house.

A fire at Wilson on Thursday, March 29, resulted in the loss of two lives, a negro woman and her child. Newspaper accounts of the incident stated that the woman was subjected to fits and it was supposed that she fell in the fire. Screens for the prevention of such accidents can be purchased as cheaply as fifty cents.

PREEMINENT PERIL OF ARSON

Any material evidence found at the scene of an incendiary fire should be carefully wrapped, marked with the date and place found, as well as the name of the finder in order that it may be identified in court.

I would be much pleased to be called by telephone or notified by telegram immediately, when guilt is apparent, for it is much easier to trace arson before things at the scene of a fire are disturbed.

From the instant that the arsonist applies the match, he sets into action our most destructive agency; a force, which under circumstances favorable to its spread, baffles man with all fire-fighting agencies at his command. The man who would burn to obtain insurance can be prevented by making it impossible for him to secure a policy in excess of sound values. If he cannot profit by a fire, he will not burn. One of the greatest hazards that we have to contend with is over-insurance. We can force the removal of any other, but that one we cannot touch.

The maximum insurance on a building should be the value that the assessor has listed it for, and two-thirds of the invoice should be the limit on any stock of goods. These inventories should be made and certified to by a disinterested party. How many buildings would be burned to obtain insurance if this were done?

A mental test should be made of the pyromaniac and he should not be released from the institution into which he is committed unless fully cured.—Fire Marshal B. B. Buckley.

HE THOUGHT HE COULD.
There was a man who fancied that by driving good and fast He'd get his car across the track before the train came past. He'd miss the engine by an inch and make the train hands sore. There was a man who fancied this; there isn't any more.

There was a man who thought that he could win a bet By quenching in some gasoline a lighted cigarette. He thought the fluid, being wet, would drown the flame somehow. There was a man who reasoned thus. He isn't with us now.

FRAME BUILDINGS IN THE FIRE DISTRICTS

Insurance Commissioner James R. Young has issued the following letter to building inspectors, chiefs of fire departments and other local officials throughout the State in regard to frame buildings in fire districts and repairs:

"Gentlemen:—Because of some misunderstanding and confusion in regard to frame buildings in fire districts and repairs thereto, I deem it necessary to call to your attention the following matters:

"1. Under section 3985 the board of aldermen or commissioners of each city and town must establish and define a fire district in their city or town.

"2. Under section 3988, no frame building (including iron-clad buildings) can be erected under any circumstances.

"3. Under section 3988, no frame or wooden building can be altered, repaired, or moved except upon a permit of the building inspector, approved by the Insurance Commissioner. The responsibility of passing upon the application is placed upon the building inspector by the law; but his permit is not valid or effective until approved by the Insurance Commissioner.

"4. In section 3910 we find: 'No building now or hereafter built shall

be altered, repaired, or moved until it has been examined and approved by the inspector as being in a good and safe condition to be altered as proposed, and the alteration, repair, or change so made shall conform to the provisions of the law.' This forbids the allowing of (1) repairs to old or dilapidated buildings or (2) the repairs to be other than is allowable in the fire district.

"5. No permit will be approved by the Commissioner unless accompanied by an application on the blank described by the Department.

"6. Section 3484 makes violations a misdemeanor, with a fine of not less than \$100 nor more than \$500.

"7. This law is a most important and necessary one for the protection of our cities and towns, especially their business districts, and the local inspectors and officials will be held to a strict account for their enforcement and any violations vigorously prosecuted.

"8. Under the law no mayor or board of aldermen can pass upon or grant these permits; but the mayor, city attorney and police are charged with their enforcement.

"Kindly let me have your active aid and hearty co-operation in this matter."

NOTICE

A regular convale of St. John's Commandery No. 10, K. T., will be held this Wednesday evening at 8 o'clock. A full attendance is desired.

By order of,
J. B. DAWSON,
Eminent Commander.
C. W. Gaskins, Recorder.

No, Maude, dear; we doubt if improve the appearance of narrow-shouldered soldiers. Forms made of broadcloth would improve them.

Don't put off screening your home. Do it now. Sizes are easier to get now and so are carpenters. Ours are mosquito proof. J. S. Basnight Hardware Co.

"This is just as good as"—is frequently told Mr. Good Smoker when he asks for an

EL-REES-SO

DO YOU KNOW THE WHY OF THIS? IT'S SIMPLE WHEN YOU KNOW

EL-REES-SOS

Are made of SUPERIOR stock—CAREFULLY SELECTED

wrappers, hand made and cost the dealer more than the

"JUST AS GOOD AS" KIND

The reason we go to the extra expense in getting QUALITY is to get you to insist on having only

"EL-REES-SO"

MAXWELL & PUGH, Distributors.
10 Cent Quality 5 Cent Price



COLONIAL NATIONAL MAZDA LAMPS

Having too little light puts a strain on children's vision that they may never outgrow! Why not have plenty of light? National MAZDA Lamps give three times the light of old-fashioned carbon lamps without adding a penny to your light bill.

NEW BERN ELECTRIC SUPPLY CO.
PHONE 297.

SEED!

Field Peas, Soy Beans, Ex-Early King Cotton, Improved Spanish Peanuts, Rape, etc. Cotton Seed Meal—Egg Crates—We Pay Highest Prices For Eggs, Peas, Beans, Etc.

J. H. PARKER & COMPANY
PHONE 184. NEW BERN, N. C.



Spring Cleaning Time Is Here

See me for First Class Painting and Paper Hanging.

J. N. WADE

Painter and Paper Hanger.
41 POLLOCK ST.
Phone 637-J.

Sam Lipman And Son

New Bern Ice Co.

PURE ICE

From Distilled Water
PHONE 23

Fish and Oysters

We have Shad, Hickorys, Mullers, Trout, etc. Let us have your orders and we will serve you at once.

A. W. WALSTON
Phone 474. Market Dock

30th Anniversary Series

The New Bern Building & Loan Association is entering its 30th Year of usefulness in building up our town, through it many happy homes have been acquired, and in many instances they could not have been owned without the help of our Association.

If you wish to own your home, come in at once, and learn the easy way to accomplish it, our Secretary has plenty of time to explain, and it gives him pleasure to talk Building & Loan plans.

If you have your home, and wish to learn an easy way to lay aside some money for a rainy day he will show you how this can be done. Our stock payable \$1.00 per share each month will give you at the end of seven years \$100.00 in cash which is 6 per cent. free from taxes. Where is there any investment that can touch this?

SERIES 51 OPENS APRIL 1ST—COME IN AND JOIN US.

New Bern Building & Loan Association

PHONE NO. 447. JOHN DUNN, Secretary 41 POLLOCK STREET

PEPSI-COLA



It's a magic charm—that name! Just try it at any fount—say PEPSI-COLA and watch the Cousin of the North Pole come in a long, thin dewy, "ice-berg" glass. Go say "PEPSI-COLA" and treat yourself to the finest drink ever. And then 'phone your grocer for a case of PEPSI-COLA to be left home.