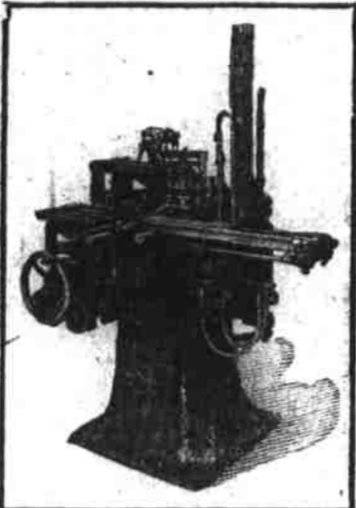
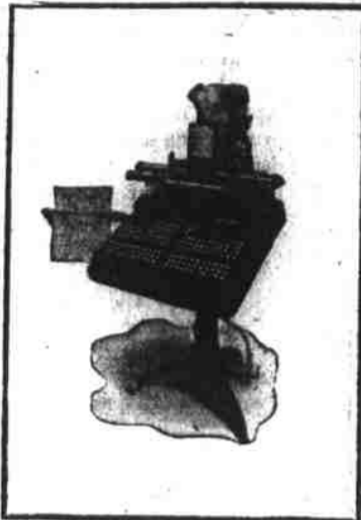


LET US DO YOUR PRINTING

In recent months we have installed thousands of dollars worth of new machinery, putting us in better shape than ever before for filling your orders.

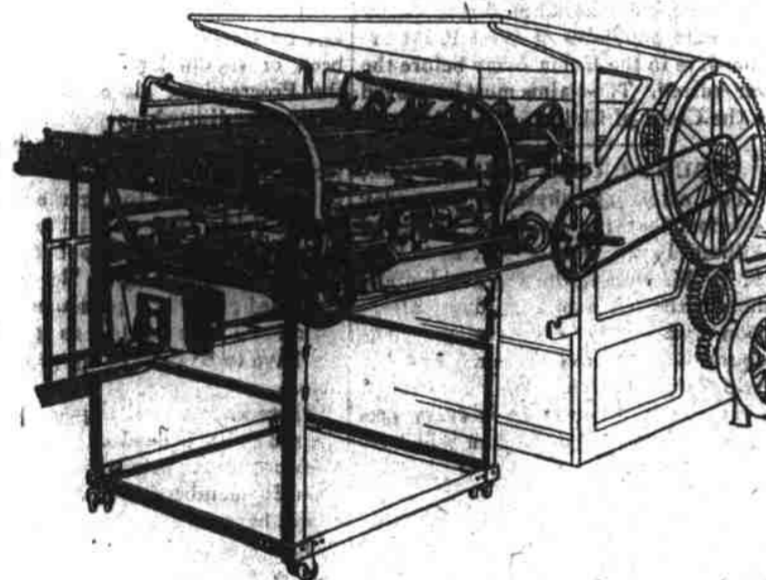
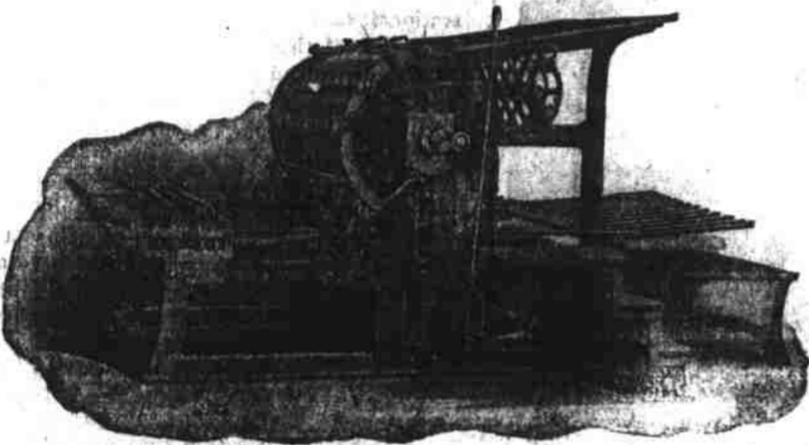
We are now prepared not only to do high class work, but do it quickly and in large quantities.

These two illustrations show the Lanston Monotype Machine, the same being composed of a keyboard and caster. The Monotype casting machine is a complete automatic type foundry, producing type, borders and spacing material of any size at a speed that makes it cheaper to cast new than to distribute. It will turn a pound of metal into type of the highest quality in less than two minutes. With this machine we are especially well prepared to provide a variety of type for our patrons.



Monarch Cottrell Cylinder Press

This is the press on which the Daily and Semi Weekly Journal are printed. It is a new and thoroughly up-to-date machine.



Omaha Folder.

This is one of the latest makes of folder. It is attached to the press and is a labor saver as most folders are detached and require an extra man to operate them.

New Series

Chandler & Price Job Press

The cut below also shows a brand new machine—the largest job press we could buy. It will print a small size newspaper.



Another new job press, but smaller size than the other one shown. It is a New Series Chandler & Price, conceded to be the best job press.

Whether you need the ordinary lines of commercial printing or have a newspaper or magazine you want printed, it will be to your interest to see us before placing your order.

THE PRICES WILL BE MADE AS LOW AS POSSIBLE CONSISTENT WITH THE QUALITY OF WORK.

E. J. LAND PRINTING COMPANY

Printers and Publishers

45 POLLOCK STREET

NEW BERN, N. C.

NEW BERN MAN PRESIDENT

Owen G. Dunn Heads New Newspaper Association

Durham, Dec. 16.—A number of representatives of North Carolina afternoon papers met here Saturday night for the purpose of forming a North Carolina circuit for press reports. Those present were Owen G. Dunn of The New Bern Sun, J. L. Horne, Jr. of the Rocky Mount Telegram, J. M. Reese of The Greensboro Record, J. F. Hurley of The Salisbury Post and S. J. Fleischer of the Durham Sun. Letters were received from the editors of The Wilmington Dispatch, The Wilson Times and The Concord Tribune saying that it was impossible for them to be present, but that they were to be counted on in the organization.

The association organized by electing Owen G. Dunn, president, and J. L. Horne, Jr., secretary. The different phases of the press service were discussed at length, and plans for getting an improved service were gone into thoroughly. Mr. Dunn was elected the representative of the association and will have full charge of the arrangements. He will visit Washington and New York, at an early date and make such contracts that will give to the afternoon dailies of the State a much better press service. The meeting last Saturday lasted until near midnight after which the visitors went to the two local newspaper offices and inspected the plants.

"WAR CRY" NOW ON SALE

The Christmas number of the Salvation Army's official organ, the War Cry, has been received at the local post and it is one of the best numbers ever issued. Profusely illustrated by the color process of printing and containing in all thirty-two pages of matter that cannot fail to interest the reader, it will be of exceptional interest to all. The frontispiece "Among the Lowly" is very appropriate for the holiday season and there are a number of other colored pictures among which is the late General Booth and his pet dog "Gyp." Captain Satterfield, realizing that many New Bern citizens would like to own a copy of this interesting paper, has secured more than the usual number and these must be sold. Some homes will be visited but the force at present is busily engaged in making preparations for the big Christmas dinner to the poor and have but little spare time. However, a phone message to the Army headquarters will secure one of the Christmas numbers of the War Cry for you. The price for this number is ten cents.

CAR BUILDERS ORGANIZE.

A meeting was held at the James Hotel last Saturday night for the purpose of federating the car men in the local Norfolk Southern shops. Representatives from the Norfolk and Berkeley branches of this federation were present and assisted in the meeting. At the conclusion the local federation was organized with twenty-five members and a charter was granted. All other branches of the railroad are already organized and members of the federation of trainmen.

WHITELAW REID DEAD

American Ambassador To Great Britain Passes Away.

London, Dec. 16.—Whitelaw Reid, the American ambassador to Great Britain since 1905 died at his London residence, Dorchester house, shortly after noon yesterday from pulmonary oedema. The end was quite peaceful. Mrs. Reid and their daughter, Mrs. John Hubert Ward, were at the bedside.

The ambassador had been unconscious since 9 o'clock in the morning and at intervals during the previous 24 hours he had been slightly delirious as a result of the drugs administered to induce sleep.

Sir Thomas Bartow, physician to the King, who was called in last week after Mr. Reid's illness became acute and his regular physician, Dr. William Hale White, issued the following bulletin as to the cause of death:

"A fortnight ago the American ambassador had a slight bronchial attack similar to others which he had suffered at considerable intervals. On Wednesday last, asthma supervened and the asthmatic paroxysms became very severe, leading to extreme exhaustion."

"It was hoped that he might rally as no pneumonic symptoms had appeared. With difficulty the paroxysms of asthma were gotten under control, but Sunday morning the exhaustion became extreme and he died from pulmonary oedema at 1:10 p. m."

CROWDS THROUGH BUSINESS DISTRICT.

The weather yesterday was ideal and conducive to Christmas shopping and all during the day and evening there was a constant stream of purchasers going in and out of the various stores. There are only eight more shopping days before Christmas and during that period thousands of dollars worth of goods will be sold by local merchants. Yesterday, as on Saturday, there were many visitors in the city and they made many purchases.

Do You Feel Chilly?

OR
Feverish and Ache all Over

Feel worn out—blue and tired? Don't let your cold develop into bronchitis, pneumonia or catarrh. The reliable alternative and tonic which has proven its value in the past 40 years is

DR. PIERCE'S Golden Medical Discovery

Restores activity to the liver and to the circulation—the blood is purified, the digestion and appetite improved and the whole body feels the invigorating force of this extract of native medicinal plants. In consequence, the heart, brain and nerves feel the refreshing stimulus. For over 40 years this valuable remedy has been sold in liquid form by all medicine dealers. It can now also be obtained in tablet form in 25-cent and 50-cent packages. If your druggist doesn't keep it, send 50 one-cent stamps to Dr. J. C. Pierce, Littleton, Colo.

The Common Sense Medical Adviser—back of 1000 pages—answers all pressing questions. Send 31¢ in one-cent stamps to Dr. J. C. Pierce, Littleton, Colo.

I HAVE OPENED MY TOY STORE

in Trent Hotel building and as usual have the most complete line carried in the city. Don't wait for Xmas to buy but come early and pick out what you want. We will deliver it when you want it.

C. J. MCSORLEY

SANTA CLAUS' HEADQUARTERS.



Houses Without Chimneys

YOU see them often—the builders' and contractors' shacks—the temporary buildings for every sort of purpose. Almost invariably they are kept warm and comfortable in cold weather by the

PERFECTION SMOKELESS OIL HEATER

Wherever furnaces or ordinary stoves cannot be used, or wherever ordinary heat is not sufficient—there you find need for one of these handy Perfection Heaters.

If you've a house without a chimney, or a cold spare room, or a balky furnace, you will appreciate the Perfection Heater.

Made with nickel trimmings (plain steel or enameled turquoise-blue drums). Ornamental. Inexpensive. Lasts for years. Easily moved from place to place. At dealers everywhere.

STANDARD OIL COMPANY
(Incorporated in New Jersey)
Newark, N. J. Baltimore, Md.

BUY A RED CROSS SEAL!



paper. These Christmas Seals are not good for postage. They will not carry any mail matter, but any kind of mail matter will carry them.

The stamps can be purchased at Bradham's drug store, Duffy's drug store, Henry's drug store, Gaston hotel, Edward Clark's cigar store, George B. Waters' store, McSorley's store, and they can also be secured from Prof. H. B. Craven and at the Presbyterian bazaar to be held this afternoon and the Baptist bazaar to be held Friday afternoon.

ORDINANCE.

Be it Resolved by the Board of Aldermen of the City of New Bern:

That no person shall be authorized to shoot off a gun or other fire arms, or shoot any rocket, pop-cracker, or other fire works, or any combination of gun powder or other explosive material in any street or footway in the city between the hours of 10 a. m. and 1 p. m. on the 25th day of December, 1912.

See Ch. IV., sec. 77.

There are three big problems in advertising:

To hit the right people—
At the right time—
In the right way.

The New Bern Journal solves two of them.

It reaches the buying class—the morning hours—the hours when most people make their plans for the day's shopping.

It only remains for the advertiser to present his advertisement in attractive form, and the heads of the best people in New Bern is at his command.