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E. J. LAND PRINTING COMPANY

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Entered at the Post office, New Bern, N. C., as second class matter.

No one disputes that the John Doe proceedings were properly named.

The Post Office fight seems to be just one thing after another.

Down in Wilmington they are planning to bottle the milk trust.

If Congress should adjourn between now and next Thursday this country would have something to be thankful for, indeed.

The way Carranza acted shows that there is no more confidence to be put in one Mexican than another.

With today's issue of the papers there have appeared 6,438 "latest" photographs of Miss Jessie Wilson.

With Christmas coming on apace, soon it will be time to begin digging up those self-addressed envelopes to Virginia cities.

An advertiser says that he wishes to sell out because of trouble with his eyes. He doesn't mean to say, by that, that he can't see any profit in his business, however.

The Journal is glad to hear that the men behind the proposed cotton mill are going to get together as soon as possible and try to get the thing under way. The sooner it is built, the better it will be for New Bern.

As a booster none of them beats the Raleigh Times. The Times is on the job all the time and is always figuring out something that will rebound to the benefit of Raleigh. Hardly an editorial but has the word "Raleigh," printed in bold face type, somewhere in it. And the Times has something to boast about. Raleigh is a growing and progressive city. The last time the writer passed through that city tall skyscrapers could be seen from the railway some completed and some in the course of construction. Raleigh is a typical example of what boosting, in the right way, will do for a town. Fifteen years ago there was not a deader town on the map than Raleigh; today there are few liver ones.

Congressman Doughton has started another bluster about the mileage graft that Congressman get every time they go home. Doughton should wait until nearer campaign time to pull that old gag. Nobody will listen to him now and he might as well shut up. Wonder if he only takes what, in good morals, he is entitled to, or does he take as much as the balance of the members take? If he is so shocked, he could ease his own conscience, at least, by doing what he thinks is right about the matter and let the others commit the awful sin, if they want to. But the chances are that as long as the graft is going on, Congressman Bob is going to get his share.

The Greenville Reflector comes out with a long editorial eulogy on Solicitor Abernathy. This probably means the starting of the campaign for the solicitorship. The Reflector says many nice things about the present incumbent, and so far as we know, they are merited. The Reflector is in error in one thing and that is when it says that Abernathy will have no opposition. No such good news to Abernathy as that. The solicitor's place is a nice juicy piece of pie and is not to be sneezed at by the patriots. As many hungry lawyers as there are, there is no danger of their passing up such a good thing without a struggle. Dame Rumor has it there will be quite a number in the race before much longer. Among those being prominently mentioned, already, are the names of Z. V. Rawls and Carl L. Daniels, of Pamlico, and J. K. Warren who lives in Trenton. More will probably enter the race later.

Mr. Rawls has begun an active campaign already, so it is said. He is an active fellow and a good campaigner and will most likely give a good account of himself as will also Mr. Daniels. Both have a strong following in Pamlico

and adjoining counties. Mr. Warren will also be a hard man to beat should he decide to make a fight.

This is, however, not intended as a boost for any one, but just to show the Reflector that it will be no cut and dried affair and that when the time comes there will be something doing.

"PSYCHOLOGY OF ADVERTISING."

At the recent regular meeting of the New York College of Pharmacy, Professor Henry L. Hollingworth, of Barnard College, addressed the members upon the subject, "The Application of Psychology to Advertising and Selling." The speaker asserted that according to the definition of today psychology was the study of behaviour. The modern advertising man is interested in the way people behave and in the cause of their behavior. Professor Hollingworth pointed out the respective value of form and color in the preparation of the ad. demonstrated the "forward law of association," to the effect that men think only in one direction, a condition to be utilized in connecting a need with an article; the "law of diminishing returns," by which the returns on an ad. vary as to the square foot of its magnitude; feeling, the villation of which may attach a prejudice to the article advertised; balance, a fundamental law of feeling; the laws of reading—some ads. are never read because of the printing; the memory values of trade-marks; the "specialization of instincts in ads., cleanliness, love of children, etc.; the "pull" of relevant and irrelevant words being an interesting feature. The repetition of the relevant alone increased the value of an ad. A table of talking points for ceretals placed cleanliness first and the giving of premiums last.—The Pharmaceutical Era.

GOLDSBORO IS STILL ON THE MAP

STREET CAR SERVICE THERE TO BE RESUMED AND EXTENDED.

That Goldsboro is still on the map of progress and is attracting the attention of men who do things is a glad fact self evident on every hand. The upward physical development of our city in the way of new public buildings going up, and new stores in course of construction, and more residence in demand, and the coming together of our business men for the promotion of our tobacco market and general trade interests, means that the new year, just ahead of us, is going to witness the achievement of a new Goldsboro—a Greater Goldsboro—and the accomplishment of more big things of permanent benefit for the city than ever known in any previous year or period of its history.

Today we have to record the first real beginning of a commensurate electric street car system and service for Goldsboro in the granting by the Board of Aldermen last night of a franchise to Messrs. Livers and Tart the former of Charlottesville, Va., the latter of Baltimore, who are conversant railroad men, and financially able to construct and equip a complete street car system for Goldsboro, and when this is done—as it will be done, the patronage will be ample to sustain its operation and yield a dividend.

PEOPLES CONCERT BAND TO GIVE A CONCERT.

Immediately before and after the football game to be played at Ghent Park on Thanksgiving Day between the team of the Ghent Athletic Association and the second team of the North Carolina Agricultural and Mechanical College, the Peoples Concert Band will give a concert. The price of admission to the ball game and also to the concert will be only twenty-five cents and it is hoped that there will be a gratifying attendance.

State of Ohio, city of Toledo, Lucas county, ss.

Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the city of Toledo county and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of HALL'S CATARRH CURE.

FRANK J. CHENEY.

Sworn to before me and subscribed in my presence, this 6th day of December A. D. 1886.

Seal. A. W. GLEASON, Notary Public.

Hall's Catarrh Cure is taken internally and acts directly upon the blood and mucous surfaces of the system. Send for testimonials, free.

F. J. CHENEY CO. & Toledo, O. Sold by all druggists, 75c. Take Hall's Family Pills for constipation.

SKIN ERUPTIONS

Evidence Of Impure Blood And A Run-Down Condition.

When the blood become thin, poor, devitalized nature cries out through such external evidence for help, and the safest, surest and most helpful remedy we know is Vinol.

This is because it is a combination of the two most world famed tonics—the medicinal curative elements of cod liver oil (without the oil) and tonic iron for the blood. Vinol strengthens the digestive organs, creates a hearty appetite, purifies and enriches the blood, creates strength.

Mrs. Helen Wingate, St. Louis, Mo., says: "I was in very poor health, nervous and run down, and nothing in the way of medicine did me any good until my druggist recommended Vinol. It built up my health, restored strength and I feel that I owe my life to Vinol. I cannot praise it too highly."

We say positively there is nothing like Vinol to purify and enrich the blood and build up weak, run-down people. If it should fail in your case we will return your money. F. S. Duffy, druggist, New Bern, N. C.

P. S.—Our Saxo Salve is truly wonderful for eczema. We guarantee it.

LIEUT. GABBETT SOON TO LEAVE

HAS BEEN TRANSFERRED TO THE REVENUE CUTTER SENECA.

The many friends of Lieut. and Mrs. Cecil M. Gabbett will regret to learn that they are to leave New Bern, as Lieut. Gabbett has been transferred to the U. S. Revenue Cutter Seneca, which is stationed at New York City. Lieut. & Mrs. Gabbett have made many friends during their residence in this city and it is with regret that they have learned of their transfer.

Lieut. Gabbett has been a very efficient officer and is very popular with the officers and crew of the Pamlico and his acquaintances in this city; and the Seneca is very fortunate in securing such a capable executive officer. Lieut. Gabbett will leave for his new post of duty about December 1st. He will be succeeded by Lieut. Covell formerly stationed on the revenue cutter Seminole which is stationed at Wilmington, N. C.

All pork sausage coming in all the time. None better --Hackburn.

SICK, SOUR STOMACH, INDIGESTION OR GAS.

Take "Pape's Diapepsin" and in five minutes you'll wonder what became of misery in stomach.

Wonder what upset your stomach—which portion of the food did the damage—do you? Well, don't bother. If your stomach is in a revolt; if sour, gassy and upset, and what you just ate has fermented into stubborn lumps; head dizzy and aches; belch gases and acids and eructate undigested food; breath foul, tongue coated—just take a little Pape's Diapepsin and in five minutes you wonder what became of the indigestion and distress.

Millions of men and women today know that it needless to have a bad stomach. A little Diapepsin occasionally keeps the delicate organ regulated and they eat their favorite foods without fear.

If your stomach doesn't take care of your liberal limit without rebellion; if your food is a damage instead of a help, remember the quickest, surest, most harmless relief is Pape's Diapepsin which costs only fifty cents for a large case at drug stores. Its truly wonderful—it digests food and sets things straight so gently and easily that it is really astonishing. Please for your sake, don't go on and on with a weak, disordered stomach; its so unnecessary.

Can't YOU ARRANGE

to call in person and inspect our line of dainty foods for 50c Thanksgiving. We've got them in abundance and the price is right. Call early and we will help you make that Thanksgiving dinner a success.

H. C. ARMSTRONG

Smith's Horse Shoe Shop

carries a complete line of shoes and rubber heels. If your horse is lame let us put new feet on him

Located in front of Pete Trenwith's Blacksmith Shop

Baxters Engagement Rings

Of course you would not think of giving a DIAMOND as a betrothal gift which you did not know was of the right QUALITY, setting etc.

Comparatively few people are Diamond experts and must depend upon the reliability of the Jeweler from whom they buy.

The name BAXTER has become a synonym for fair and honest dealing. See us

BAXTER Jewelers and Expert Watch Repairing THE RELIABLE STORE

Notice

To Tax Payers Your 1913 State and County taxes are now due. Please come in and settle at once as both the State and county are needing the money.

I will be forced to levy on your personal property and Real Estate at an early date if your taxes are not paid.

To avoid trouble please call and settle at once.

R. B. LANE, Sheriff of Craven County.

First corned Hams of the season just in. 20c the pound. Hackburn.

Baxter's Outer Garment SALE STILL GOING ON

Our Entire stock of Ladies Suits, Cloaks, Skirts, and Men's and Boys Suits, and Pants at a Great reduction.

20 New Suits just in that goes in the SALE

J. J. Baxter

LET THE SUN OF PROSPERITY rise and bask upon you. Success these days is measured by the dollar sign. Save your money and put it with us where it can earn you a little salary besides the one you make by your own hard efforts. Four Per Cent. on Savings Every Three Months. CITIZENS SAVINGS BANK AND TRUST COMPANY, New Bern, N. C.

Our Latest Styles in Douglass, Beacon and Cygolph MEN'S SHOES

Have just arrived. We also offer 85 Ladies' Tailor-Made Coat Suits at 1-2 the original cost price. They are samples and can't be duplicated at the price.

SAM LIPMAN Cor. Middle Strand South Front Streets. Bryan Block



F. M. PORTABLE ENGINE Gas and Oil Engines (STATIONARY AND PORTABLE) The oldest and most widely known and most satisfactory Gasoline and Oil Engines on the market. Made for every purpose. FAIRBANKS-MORSE & COMPANY You'll Get It From Birus & Company

SPEAKING OF COAT SUITS HOW DID YOUR LAST FIT?

SEE OUR SUITS, COATS, DRESSES AND FURS QUALITY TELLS

61 BAYLOR'S Pollock St