ad every day in the year ex-Mond y at 45 Pollock Street. INESS OFFICE PHONE 8 IANICAL DEPT. 'PHONE 50

E. J. LAND PR NTING COMPANY

1000	3.95	CONTRACTOR OF STREET,	Allen William St
H.	K.	Land	Manager
10.150.00	0.000		Editor
H.	1.	CrumplerCity	Editor

SUBSCRIPTION RATES.	
we year	\$4.00
Sig Months.	2.00
Three Months	1.00
'Jne Month	.40

application to this office.

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. 1

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 possible and try to get the thing under buildings going up, and new stores it will be for New Bern.

As a booster none of them beats the Raleigh Times. The Times is on general trade interests, means that the job all the time and is always the new year, just ahead of us, is go figuring out something that will redound 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 city than ever known in any previous boost about. Raleigh is a growing and year or period of its history. progressive city. The last time the writer passed through that city tall skyscrapers could be seen from the railway electric street car system and service some completed and some in the course Raleigh is a typical example of what boosting, in the right franchise to Messrs, Livers and Tart way, will do for a town. Fifteen the former of Charlottesville, Va., the years ago there was not a deader town on the map than Raleigh; today there are few liver ones.

will also be a hard man to beat should e decide to make a fight. This is, however, not intended as boost for any one, but just to show the Reflector that it will be no cut and dried affair and that when the time there will be something doing.

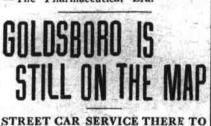
PSYCHOLOGY OF ADVERTIS-ING."

At the recent regular meeting of the New York College of Pharmacy, Professor Henry L. Hollingworth, of Bar-nard College, addressed the members upon the subject, "The Application of Psychology to Advertising and Sel-ling." The speaker asserted that according to the definition of today psychology was the study of behaviour. The modern advertising man is inter-in the way of medicine did me any ested in the way people behave and in good until my druggist recommended Advertising rates furnished upon the cause of their behavior. Professor Hollingworth pointed out the respective value of form and color in the prepara-

tion 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.



BE RESUMED AND EX-TENDED.

of progress and is attracting the attention of men who do things is a glad fact self evident on every hand. men behind the proposed cotton mill The unpward physical development are going to get together as soon as of our city in the way of new public way. The sooner it is built the better 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 ing to witness the achievement of a new Goldsboro-a Greater Goldsbord -and the accomplishment of more big things of permanent benefit for the

Today we have to record the first real beginning of a commensurate for Goldsboro in the granting by the Board of Aldermen last night of a

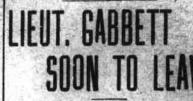
Evidence Of Impure Blood And Run-Down Condition.

SEIN ERUPTI

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

This is because it is a combin of the two most world famed ton ics-the medicinal curative ments of cod liver ail (without the oil) and tonic iron for the blood. Vinol strengthens, the digestive organs, creates a hearty appetite, purifies and enriches the blood, creates atrength. Mrs. Helen Wingate, St. Louis, Mo., says: "I was in very poor health, nervous and run down, and nothing Vinol. It built up my health, restored strength and I feel that I own my life to Vinol. 1 cannot praise in 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.



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. ieut. & Mrs. Gabbett have made many riends 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; That Goldsboro is still on the map 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 Lient. Covell formerly stationed on the revenue cutter Seminole which is stationed at Wilmington, N. C.

coming in all the

--Hackburn.

SICK, SOUR STOMACH.

Can't YOU ARRANGE

to call in person and inspeour line of dainty foods for 5or 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.



carries a complete line of shoes and

rubber heels. If your horse is lame 1a2

Located in front of Pete Tren-

with's Blacksmith Shop

Smith's Horse Shoe

us put new feet on him

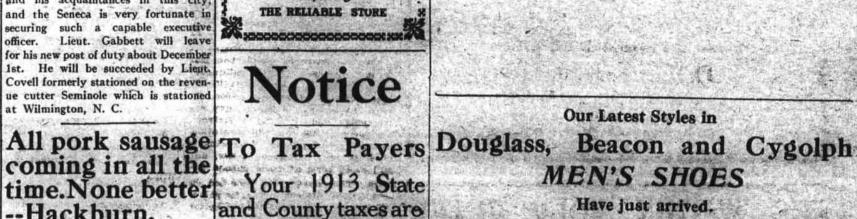
Baxters Engagement Rings

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

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

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

AXTER Jewelers and Expert Watch Repairing'



INDIGESTION OR GAS Take "Pape's Diapepsin" and in five minutes you'll wonder what county are needing



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 THESSUN OF PROSPERITY rist 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 Bwen, N. C.

MEN'S SHOES Have just arrived.

Our Latest Styles in

nowdue.Please come We also offer 85 Ladies' Tailor-Made in and settle at once Coat Suits at 1-2 the original cost price as both the State and They are samples and can't be duplicated at the price.



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 be a gratifying attendance. 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 sing up such a good thing without a HALL'S CATARRH CURE. struggle. Dame Rumor has it there will be quite a number in the race prominently mentioned, already, are A. D. 1886. the names of Z. V. Rawls and Carl L. Daniels, of Pamlico, and J. K.

and will most likely give a good account of himself as will also Mr. Daniels, Both have a strong following in Pamlico pation.

latter of Baltimore, who are conversant railcoad men, and financially able to construct and equip a complete street car system for Goldsboro, and when this is done-as it hill be done,

the patronage will be ample to sustain its operation and yield a dividend. The work of renovating the present lines of trackage and extending the system will begin immediately.

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

State of Ohio, city of Toledo, Lucas

county, ss. Frank J. Cheney makes oath that he is senior partner of the firm of F. I. will have no opposition. No such good Cheney & Co., doing business in the news to Abernathy as that. The so- city of Toledo county and State aforelicitor's place is a nice juicy piece of said, and that said firm will pay the pie and is not to be sneezed at by the sum of ONE HUNDRED DOLLARS patriots. As many hungry lawyers as for each and every case of Catarrh there are, there is no danger of them pas- that cannot be cured by the use of

FRANK J. CHENEY. Sworn to before me and subscr bed before much longer. Among those being in my presence, this 6th day of December

A. W. GLEASON, Notary Public.

Warren who lives in Trenton. More will probably enter the race later. Mr. Rawls has begun an active cam-paign already, so it is said. He is an active fellow and a good campaigner F. J. CHENEY CO &, Toledo, O.

Seal.

Sold by all druggists, 75c, Take Hall's Family Fills for consti-

became of misery in stomach. the money. 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, ate has fermented into stubborn lumps;

a little Pape's Diapepsin and in five minutes you wonder what became of are not paid.

the indigestion and distress. Millions of men and women today. know that it needless to have a bad please call and settle stomach. A little Diapepsin occasion-

DULT

ally 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 Sheriff of Craven County. help, remember the quickest, surest, most harmless relief is Pape's Diapep sin which costs only fifty cents for a large case at drug stores. Its truly Hams of the seawonderful-it digests food and sets things straight so gently and easilt that it is really astonishing. Please for your sake, don't go on and on with the pound. Hacka weak, disordered stomach; its so unnecessary.

Cor Middle Strand South Front Streets. I will be forced to levy on your persongassy and upset, and what you juse al property and Real head dizzy and aches; belch gases and Estate at an early acids and eructate undigested food; date if your taxes To avoid trouble

R. B. LANE,

corned First son just in. 20c

SHIL F. M. PORTABLE ENGINE Gasand Oil Engines STATIONERY AND PORTABLE

The oldest and most widely known and most satisfactory Gasolene and Oil Engines on the market, Made for every purpose, 12 FAIRBANKS-MORSE & COMPANY

BUITUS & COMPENT

Bryan Bloc

