Lower Trends Prevail At Tuesday's Session Of Stock Exchange

.2 OF A POINT

Volume Picks Up On Set-back; Russian War News Provides Bullish Fuel

NEW YORK, May 19.—(A)-Lower trends were the rule in today's stock market when an early atstock market at a modest forward failed to draw in buyers.

American Telephone, which had retrieved more than 14 points recently after dipping to 7-year lows, began to sell off after the start and weakness here was reflected in severl other so-caalled blue chips. The Telephone leader apparently was influenced by fears directors might reduce the dividend at tomorrow's meeting. It finished with a net loss of 2 1-2. New England Telephone cut its disbursemen from \$1.75 to \$1.50.

Du Pont held up fairly well mos of the day but slipped in the fina hour and closed down 4 1-2. U. S Rubber Preferred conceded 2 1: and Chrysler, Dow Chemical and Owens-Illinois a point or so each

The Associated Press average of 60 stocks was off .2 of a point a 33.9. Volume picked up on the set back. Transfers of 376,780 shares compared with 216,260 yesterday and were the largest since Apri 29. Of 601 stocks traded 229 were off, 207 up and 165 unchanged.

The Russian war news continued to provide some bullish fuel but even this seemed to have faded a bit as a price maker. Restraining bidders were persistent doubts of many companies being able to maintain regular payments to shareholders in the face of mount. ing taxes and the spreading war

Market Street Railway prior preferred edged into new high ground for the year on reports the sale of the property to San Francisco had been tentatively agreed upon.

Among isolated strong performers, up 1 3-8 to 2 1-2 points, were American Airlines, Eastern Air Lines and Pan American Airways The revival here was attributed to the idea these issues had been oversold on announcement the army had taken over actual operation or control of all passenger lines. It was expected the transport sys-

Cotton advanced 5 to 40 cents a

In an uneven curb Empire Gas Preferreds rose 4 to 6 points on a few sales. A shade improved we Electric Bond & Share, Gulf C Pennsylvania-Central Airlines a Phoenix Securities. On the offsi were Lake Shore, American G: Humble Oil and St. Regis pape Turnover here was 46,980 shar versus 32,395 Monday.

Indust Rails Util Stks d.2 Tuesday	STOCK AVERAGES					
Indust Rails Util Str.		30	15	15	60	N
Tuesday 48.7 15.2 23.0 33.9 Prev. day 49.0 15.2 23.3 34.1 Month ago 48.0 15.2 22.3 33.4 I Year ago 56.7 17.0 30.7 40.1 1942 high 56.0 17.6 27.3 38.7 1942 low 46.0 14.7 21.1 32.9 1941 high 63.9 19.0 35.5 45.9 1941 low 51.7 13.4 24.5 35.4	In In	ndust	Rails	Util	Stks	J
Tuesday 48.7 15.2 23.0 33.9 Prev. day 49.0 15.2 23.3 33.4 Month ago 48.0 15.2 22.3 33.4 I Year ago 56.7 17.0 30.7 40.1 1942 high 56.0 17.6 27.3 38.7 1942 low 46.0 14.7 21.1 32.9 1941 high 63.9 19.0 35.5 45.9 1941 low 51.7 13.4 24.5 35.4	Net change	d.3 1	inch	d.3	d.2	S
Month ago 48.0 15.2 23.3 34.1 Year ago 56.7 17.0 30.7 40.1 1942 high 56.0 17.6 27.3 38.7 1942 low 46.0 14.7 21.1 32.9 1941 high 63.9 19.0 35.5 45.9 1941 low 51.7 13.4 24.5 35.4	Tuesday	48.7	15.2	23.0	33.9	2
Month ago 48.0 15.2 22.3 33.4 1 Year ago 56.7 17.0 30.7 40.1 1 1942 high 56.0 17.6 27.3 38.7 1942 low 46.0 14.7 21.1 32.9 1941 high 63.9 19.0 35.5 45.9 1941 low 51.7 13.4 24.5 35.4	Prev. cav	49.0	15.2	23.3	34.1	
Year ago 56.7 17.0 30.7 40.1 1942 high 56.0 17.6 27.3 38.7 1942 low 46.0 14.7 21.1 32.9 1941 high 63.9 19.0 35.5 45.9 1941 low 51.7 13.4 24.5 35.4	Month ago	48.0	15.2	22.3	33.4	N
1942 high 56.0 17.6 27.3 38.7 1942 low 46.0 14.7 21.1 32.9 1941 high 63.9 19.0 35.5 45.9 1941 low 51.7 13.4 24.5 35.4	Year ago	56.7	17.0	30.7	40.1	N
1941 high - 63.9 19.0 35.5 45.9 1941 low - 51.7 13.4 24.5 35.4	1942 high	56.0	17.6	27.3	38.7	J
1941 low 51.7 13.4 24.5 35.4 1	1942 low	46.0	14.7	21.1	32.9	J
1941 low 51.7 13.4 24.5 35.4	1941 high	63.9	19.0	35.5	45.9	0
	1941 low	51.7	13.4	24.5	35.4	IV
	60-Stock I	Range	Since	1927		J

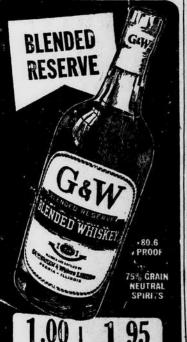
High 1938-40 1932-37 1927 54.7 75.3 15 1938-40 1932-37 1927 54.7 75.3 15 1938-40 1932-37 1927

WHAT STOCKS DID Advances Tues. Mon.

Declines 207 217

Declines 229 150

Unchanged Unchanged _____ 165



AVERAGE IS OFF Closing Bond Quotations

BY THE ASSO	CIATED PRESS
GOVERNMENT Treasury 3 ¼s 45-43 4s 54-44 23¼s 47-45 2s 51-49 Sept 100.11 2½s 58-56 102.31 2½s 63-58 109.16 DOMESTIC A T and S F 4s 95 B and O Cv 60 St Can Pac 4s Perp Chi and E III Inc 97 25¼ Chi Gt West 4s 88 67¾	Ill Cent 4¾s 66 45 58 Lou and N 4½s 2003 95 M K and T Aj 5s 67 18 Mo Pac Gen 4s 75 31 N Y C Rf 5s 2013 522 Nor Pac 6s 2047 66 Penn R R Gen 4½s 65 1022 Phil Rd C and I Cv 6s 49 9 Seab A L Cn 6s 45 94 So Pac Rfg 4s 55 781 So Ry Cn 5s 94 911 So Ry Gen 4s 56 67 Third Ave 4s 60 53 West Md 4s 52 89 FOREIGN Australia 5s 55 62 Australia 5s 55 62 Australia 4½s 56 573

Closing Stock Quotations

CIATED PRESS

Int Harvest
Int Nick Can
Int Tel and Tel

Param Pix 13¾
Param Pf 106¾
Penny J C 62¾

Penn R R 2014
Pepsi Cola 19%
Phillips Pet 33½
Pub Svc N J 105%
Pullman 23

STOCKS IN THE SPOTLIGHT

)-	Alexander of the second of the	
h	BY THE	Astronomic Control
d	Adams Exp	574
t	Air Reduc	31
	Alaska Jun	134
t		124
	Allis Chal Mfg	23
1	Am Can	69
	Am Car Fdv	91
2	Am Lomi Alco/	03/
d	Am Pow and Lt	9-16
	Am Rad and St S	41/
f	Am Roll MillAm Smelt and Ref	93/4
t	Am Smelt and Ref	37.
	A T and T	1113/4
•	Am Tob B	391/4
S	Anaconda	23
y	Arm III	934
1	A T and S F	353/4
е	ACL	91
1	Atl Ref	143/.
4	Aylat Corp	2.7/0
t	Daidwin	103/4
881	B and O	3
a	Barnsdall	07/
g	Bendix Aviat	293/4
f	Beth Stl	521/6
0	Boeing Airpl	131/2
0		
	WHILAL COMPLY	BIC
r	WHEAT, SOYBEA	N.
	TIMELLE, DUIDLE	LIDO

Grains Reverse Recent Trend And Finish Session With Net Gains

BY H. ALAN VOLKMAR CHICAGO, May 19.—(P)—Wheat, corn and soybean futures reversed

the recent down trend today and finished the session with net gains Kennecott

was expected the transport systems would be given satisfactory federal compensation.

Prominent on the losing end were U. S. Steel, Bethlehem, General Motors, Anaconda, Kennecott, Chrysler, Bendix Aviation, Glenn Martin, Texas Co., Chesapeake and Ohio, American Can, J. C. Penney, Air Reduction and Allied Chemical.

Clinging to modest plus signs were American Smelting, Sears Roebuck, Woolworth, U. S. Rubber Roebuck, Woolworth,

Roebuck, Woolworth, U. S. Rubber Common, Standard Oil (N. J.), International Nickel, Union Carbide. Eastman Kodak, International Harvester Goodrich and Johns-Manville.

Bonds were irregularly lower. At Chicago wheat was up 3-8 to 3-4 of a cent a bushel, corn ahead 1-8 to 3-8 and hogs down 5 to 10 cents.

Harvester Goodrich and Johns-May \$1.19¼, July \$1.21-1.20%; corn rose _ to 3, May \$55%, July 88¼; Ohio Oil 67% Otis Elev 13¼ oats were _ higher to ½ lower; rye 1_ to 15% down; soybeans _ Pac G and E 17% to 1 cent up and lard unchanged at the ceiling levels on the deto 3-8 and hogs down 5 to 10 cents. at the ceiling levels on the dedred pounds lower for May de-

Open High Low Close

The range follows:

ere	WI	HEAT-				
Dil.			119	120	118%	1191/
:000000Fill					120	
nd					122%	
iae	Dec.		1953/	197	12534	
as,	And the second second		120-74	141	14074	12074
er.		RN-				
res	May			86	851/2	
CS						881/
			90	90%		901/2
	Dec.		923/4	931/4	923/4	93
	OA	TS-				
60			553%	56%	55%	55%
tks					53%	
d.2				541/2		53 1/2
3.9		YBEAN	V/197	01/2	00 12	
14.1				100	1001/	
3.4		old			1791/2	
0.1		new _			=====	180 1/2
18.7		old				
2.9		new			183%	
5.9	Oct.		176%	1781/2	176%	1774
5.4		/E-				
	May		691/4	701/4	68%	68%
	July		711/2	723/4	701/2	
	Sep.		74%	75%	73%	731/
-28	Dec.		773/4	78 1/8	77	77
7.7	LA	RD-			III SACT	
1.8	May					12.6
	July		10000000	E ARRIVER	1 CON 1 CO.	12.8
	Sep.		3717			12.8
-12	P.		50000	a constant	a balanca and	100000000000000000000000000000000000000

NEW YORK COTTON

NEW YORK, May 19.—(P)—Cotton prices were on the mend today, gains at one time ranging to 55 US Rub

cents a bale with final quotations

Unit Corp
Unit Fruit
Unit Gas Imp
US Pipe
US Rub
US Steel
Use Steel
Use Steel
Use Steel

cents a bale with final quotations a little under the best.

Early voting in the senate on the controversial parity price issue remained the topmost influencing development of the day with partisans on both sides of the fence doing a lot of talking to bolster their opinions on how the vote would go. Several neutral brokers observed, however, that sellers observed, however, that sellers of the fence than on Monwould go. Several neutral brokers observed, however, that sellers were less in evidence than on Mon-

day.
The rise in grain prices at Chicago and a little better demand of war news likewise exerted some in-

SPOT COTTON NEW ORLEANS, May 19.—(AP) Spot cotton closed steady 4 points higher. Sales 392. Low middling 16.46, middling 19.76, good middling 20.21. Receipts 1,141, stock 452,752.

CHANGES IN BONDS **HELD TO FRACTIONS**

Trading On Market Is A Highly Specialized Affair Tuesday

NEW YORK, May 119.—(P)—The bond market was a highly specialized office was a cialized affair today with changes in the principle corporate groups confined to fractions mostly and numerous issues of the same company moving in opposite direc-

Traders sold New York Central Consolidated 4s down to 50 1-18, off 3-8 of a point net but bought the road's 5s of 20113 heavily and the issue ended up 3-8 at 52 3-8. Northern Pacific 6s lost 1-8 at 66 1-4 but the 4s gained 1-8 at 75 1-8. There were other instances of cross cur-

Borg Warner 22½ rents at work.

Briggs Mfg 17¾
Burl Mills 16¾
Bur Add Mach 6½
Calumet and Hec 6½
Can Dry 100
Can D cerns. Included were Southern Pa-Caterpil Trac 33 Missouri Pacific 5s, Nickel Plate Champ P and F 15 4 1-2s, Pere Marquette 5s, West-Ches and O 28½ chrysler 56 lantic Coast Line collateral 4s and New Haven convertible 6s.

'Holding above water were Mar-75% ket Street Railway 5s, Consoli-3-16 dated Edison 3 1-2s, Delaware & Consol Edis _____ 12% Hudson 4s, New York Steam 3 1-2s, 434 International Telephone 5s. Lac-2234 lede Gas 5 1-2s, and Goodrich

Corn Prod 2244
45%
Curtiss Wright 6½
Curtiss Wright A 19%
Davison Chem 10
Del Lack and W 30
Doug Airc 32
Doug and generally higher. Included were Argentine 4s, Uruguay Ad-96% justment 3 3-4s, Brazil 6 1-2s and

 Du Pont
 103
 justme

 Eastman Kod
 120
 cevera

 Elec Auto Lt
 25½
 Chile

 Elec Pot and Lt
 15-16
 U. S

 several public and private issues of

Gillette ______ 3½ value, compared with \$5,147,300 on lars: Buying 10 per cent premium, Increasing Payrolls, Long-17% Monday.

BOND AVERAGES 20 10 10 10 Rails Indus Util For

Net change	a.z	a.1	a.i	а
Tuesday	64.0	103.7	94.0	48
Prev. day	64.2	103.6	93.9	48
Month ago	64.8	103.3	93.8	46
Year ago	65.3	104.5	101 1	44
1942 high	65.6	103.6	100 6	48
1942 low	60.8	102.6	93.6	41
1941 high	66.5	105.4	102 2	51
1941 low	58.3	102.9	98.9	38
10 Low Low yield	Yie	ld Bo	nds	•••
Low yield				112

Monday's average on all weights 9.35. 13¼ 330 lbs. 13.85-14.00; top 14.05; 150-17% 180 lbs. 13.50-90; good 400-550 lb. sows 13.50-75; shippers took 500. sows 13.50-75: shippers took 500; holdovers 11,000.

fed steers and yearlings steady to downward from 9.50. Vealers 15 higher; common and medium steady to strong. Good and choice Even after allowing for the ingrades showed full advance on acmostly 14.00-14.25, odd head creased cost of living, the poard 3.15; WW and X, 3.31.

Even after allowing for the inF, 2.65; G, .79; H, 2.78; I, .88; asy to read — or confusing?

It ive trade: good and choice grades | 14.00-14.25, odd head | 14.00-14.25, odd head | 15.00-14.25, odd h tive trade: good and choice grades higher. slow, but fully steady; largely 12.50-114.25 market: ton 15.65 for lambs 13.00-13.50, best around on the average, in such industries average choice 1113 lb. steers: 14.00 next highest 15.60- for 1400 lb. offerings: little above 14.25: other killing classes fully steady, active: cows scarce: best heifere ness in cotton textiles today was March, 1941, and 39.1 per cent high-Reynolds B

Sears

47

14.25: numerous loads 11.75-13.25: confined mainly to odds and ends including bag sheetings and print cows 9.50-10.85: weighty sausage cloths with priority ratings. Monbulls up to 10.85 and vealers 14.50-day's decline in raw cotton made above the 1929 level.

Sou Ry
Sperry
Std Brands
Std Oil Cal
Std Oil Ind
Std Oil Ind
Std Oil N J
Stewart Warner
Stewart Warner
Stewart Warner
Std Warner
Std Oil N J
Stewart Warner
Stewart Warner Tex Co 3234
Tex Gulf Prod 22
Tex ulf GSul 2834
Trans Amer 4
Trans and West Air 9
Tip Corp. 4
To Corp. 4
Trans and West Air 9
Trans Amer 4
Trans Amer

NEW ORLEANS COTTON NEW ORLEANS. May 19.—(P)—Cotton futures advanced here to-Cotton futures advanced here today on reports of bad weather in
some parts of the belt and favorable war news. Closing prices
were steady 4 to 8 points net
higher

Open High Low Close

19.31 19.40 19.31 19.36 Up

19.71 19.83 19.71 19.78 Up

19.84 19.93 19.83 19.91 Up o7% Dec. Jan. 334 Mch. May b—Bid. - 19.83b_____ 19.93 U - 19.99 20.07 19.99 20.06b 20.18 20.18 20.17 20.16b

CHICAGO BUTTER CHICAGO, May 19.—(P)—Butter CHARLOTTE, I was unchanged today; tone steady. Spot cotton 20.10.

THIS CURIOUS WORLD

Ferguson The LAUGHING KINGFISHER OF AUSTRALIA SERVES AS AN CLOCK!

By William

ABOUT AN HOUR SET UP A DIN
OF LAUGHING,
WHOOPING AND
SHOUTING THAT
EVEN THE SOUNDEST OF SLEEPERS CANNOT IGNORE.

MI. WHITNEY IS THE

CONTINENTAL U.S. DO YOU KNOW WHICH

IS SECOND HIGHEST

ANSWER: Mount Massive, in Colorado

FOREIGN EXCHANGE NEW YORK, May 19. - (A)

TIMBER

OF NORTH AMERICA,

UNLIKE THE FEROCIOUS

WOLVES OF EUROPEAN COUNTRIES, DO NOT ATTACK HUMANS.

Total sales of \$6,453,100, par trol Board rates for U. S. dolselling 11 per cent premium, equivalent fo discounts on Canadian dollars in New York of buying 9.91 per cent selling 9.09 per cent. Canadian dollar in New York open market 11 3-8 per cent dis-count or 88.62 1-2 U. S. cents.

Europe: Great Britain, official (Bankers Foreign Exchange Committee rates): Buying \$4.02, selling \$4.04 open market; cables \$4.04; Latin America: Argentina official 29.77; free 23.66; Brazil 6.05; free 5.02n; Mexico 20.67n.

(Rates in spot cables unless otherwise indicated.) n-Nominal.

RICHMOND LIVESTOCK

(USDA)-Livestock: Hogs: Steady industries. with Monday. Top 13.35. Good and choice 180-300 lbs. 13.35. 100 - 120 were greater than the same tha CHICAGO, May 19.—(P)—(U. S. lbs. 11.85; 120-140 lbs. 12.35; 140-Dept. Agr.)—Salable hogs 16.000, total 26.000 :active, 5-10 lower than over 300 lbs. 13.10. Sows under 350 pushing lbs. 12.60; over 350 lbs. 12.35. Stags earners in the United States to

Salable cattle 9,000. calves 1.200: head higher; common to medium

DRY GOODS

NEW YORK, May 19.-(A-Busi-13½ 15.50 on active trade; stock cat- the trading basis more attractive

government orders.

CHICAGO POTATOES

slow, market steady; Idaho russet burbanks US No. 1, 3.45 to 70; lower at Rocky Mount today for a Maine katahdins 2.75 to 77 1-2; \$13 top and steady at Richmond new stock; supplies moderate, de- at \$13.25 top. mand slow, market slightly weaker; California long whites US No. 1, 3.35 to 50; Louisiana bliss triumphs US No. 1, 3.40 to 85.

SPOT COTTON CHARLOTTE, May 19. - (P)

BUSINESS BOOMS, SURVEY REVEALS

er Work Week And Less Idleness Noted

NEW YORK, May 19.-(A)-Increasing payrolls, more hours of Wilmington Chamber of Commerce ceptional intelligence. We know that Highlights included:

Total payrolls of the largest in history in March in 25 plus representative manufacturing industries "Real" weekly earnings of work ers-in effect, purchasing power-RICHMOND. Va., May 19.—(P) set a new record in those same

Unemployment dropped 850,000 pushing the total number of wage

that lies ahead in the remaining shipments, 525; stocks, 7 305 Ros-months of this year is as great in: offerings 1332; sales, 410; re- of consumer benefits are stressed? ners around 6.00-7.00. Heavy sau-months of this year is as great if not greater, than the changes ceipts, 906; shipments, 276; stocks, Does the advertiser pack and crowd his space, filling every available inch with hit or miss conv. or is the ad-Harbor to date."

found earnings and payrolis and Sheep: Few lots good spring hours worked all at record highs, as automobile, iron and steel, chemical, furniture, printing, foundry, etc.

"Real" wages-7.7 per cent above

CASH GRAIN CHICAGO, May 19—49— Wheat No. 1 mixed 1.20-1.20 1-2; No. 2

Corn No. 1 yellow 86 1-2-87; No. 2, 85 1-4-87; No. 3, 84 3-4; sample grade yellow 78; No. 1 white 1.00; No. 3, 98 1-2.

Oats No. 1 mixed 54 3-4-55; No. 3, 54 1-2; No. 1 white 56 3-4; No. 2, 56-56 3-4; No. 3, 54 1-4-3-4
Barley malting 83-1.03 nominal; feed and screenings 56-65 nominal. Soybeans No. 3 yellow 1.75 3-4.

N. C. HOGS RALEIGH, May 19.-W-N. C.

N. C. POULTRY-EGGS RALEIGH, May 19.-(N. C. 2 D. A.)-The Raleigh poultry and egg market was steady today. Eggs, U. S. extras large (clean white) 28 to 29. Colored nens, 17

RFC WILL LOSE. 320 MILLIONS

Funds Will Be Lost In Purchasing Of Certain Strategic Materials

WASHIGTON, May 19.—UP—Congress learned today that the reconstruction finance corporation expects to lose \$320,000,000 by purchasing certain strategic materials and making them available for war production at prices designed to prevent inflation.

This estimate of the cost of as-sembling partly fabricated mater-ials, scrap and certain metals necessary for the war program while at the same time preventing a price rise was given to the Senate banking committee by Jesse Jones secretary of commerce. The committee made public his testimony which was given in a closed ses-

Jones asked for legislation which Forest Hills Resident vould give the RFC broad powers to buy or sell commodities and make subsidy payments in order to hold down prices and maintain war had caused an unusual rise

measure last week as part of a bill to increase RFC borrowing power by \$5,000,000,000, but withpower by \$5,000,000,000, but withheld a report to the Senate pending a revision to exclude farm products from the commodities which the RFC might buy and sell. The provisions would expressly authorize sales at a loss.

Although Jones said he did not like use of the word "subsidy" in connection with the proposed payments to meet increased costs he acknowledged that the effect was a subsidy.

WPB Authorizes Coffee Increase For This Area

The coffee quota in the 'Wilmington area was ordered increased, effective yesterday, by J. S. Knowlson, director of industry operations of the WPB.

work, declining unemployment and it was stated that a "population a long, wide nose denotes position a mammoth backlog of war ormigration study made by our stameans perserverance and tenacity. ders told the story of America to- tistical department indicates the means perserverance and tenacity. day in three surveys of the Na. necessity for an increased coffee tional Industrial Conference Board. quota in the Wilmington area.

and receive, effective in May and than the business organization 1 until further notice, an additional hind it. quota amounting to 50 per cent of Good advertising is always

13.35; 100 - 120 were greater than ever before at-

NAVAL STORES

MIDDLING NEW ORLEANS, May 19.-(P)-

16 inch cotton today at 10 designated souther: spot markets was 1 point higher at 19.99 cents a stores, even if they forgot to carry the firm name in it, because those stores have developed an advertising pound; ave.age for the last 30 character or style that identifies and market days 20.18; middling 7-8 helps to characterize them. inch average 19.38.

Columbus Republicans Meet At Whiteville

WHITEVILE, May 19 - Republicans of Columbus county gathered in the court house here Monday night for their convention. Dr. L. Baggett, chairman of the Republican executive committee presided, and J. A. Maultsby acted as secretary.

The purpose of the meeting was to elect delegates to the state convention which will be held in Greensboro on May 25 and the convention adopted a resolution whereby all Republicans who find it convenient to attend are automatically named as delegates. Attendance at the convention

The Republicans are not putting

out a ticket in Columbus county this year but they will be in the coming primary because of the contest in the U. S. Senate race, 5

Is Injured In Accident

Mrs. Joseph T. Altobellis, Forest production in businesses where the Hills Drive, was slightly injured yesterday morning when her auto struck a parked car at the inter-The committee approved the section of Fifth and Market streets,

head on the windshield of the car, and that she lost consciousness for a few minutes.

Slight damage was caused to



we index people's character by oking at them. We know that a

We judge people by their appear quota in the Wilmington area.

"Therefore, all roasters and wholesale receivers in that area are hereby authorized to deliver ad, it is neither better nor wor

their regular 1942 monthly quotas as established by coffee order M135 and supplementary orders."

This pertains to consumption in customers who deal with cutrate

The headline, itself, should be earners in the United States to 51,613,000 in March.

And: "The conversion problem that lies ahead in the remaining shipments 525; stocks 7 205 Page 1 and 1 Quote: B 2.31; D, 2.53; E, 2.64; with hit-or-miss copy, or is the ad orderly in appearance? Is the ad

Most advertisers try to "be themselves" in their advertising. The most successful ones make every piece of their copy representative of The average price of middling 15- their firm. You would recognize the

RAPID PACKAGE DELIVERY

Between

Wilmington and Jacksonville North Carolina

Only Packages of 150 lbs or less accepted for Transportation

FOR FURTHER INFORMATION

Wilmington

Dial 3311

Jacksonville

Dial 3226

Andy Steps Into A Fast One

