

N. C. ADVERTISING TO BE CONTINUED

Hundreds Of Inquiries Reported From Persons Interested In State

RALEIGH, Aug. 5.—(P)—After receiving reports that industrial and agricultural advertising this year had resulted in hundreds of inquiries from persons interested in locating in North Carolina, the advertising committee of the State Department of Conservation and Development voted today to continue its policy of advertising specific industrial and agricultural opportunities.

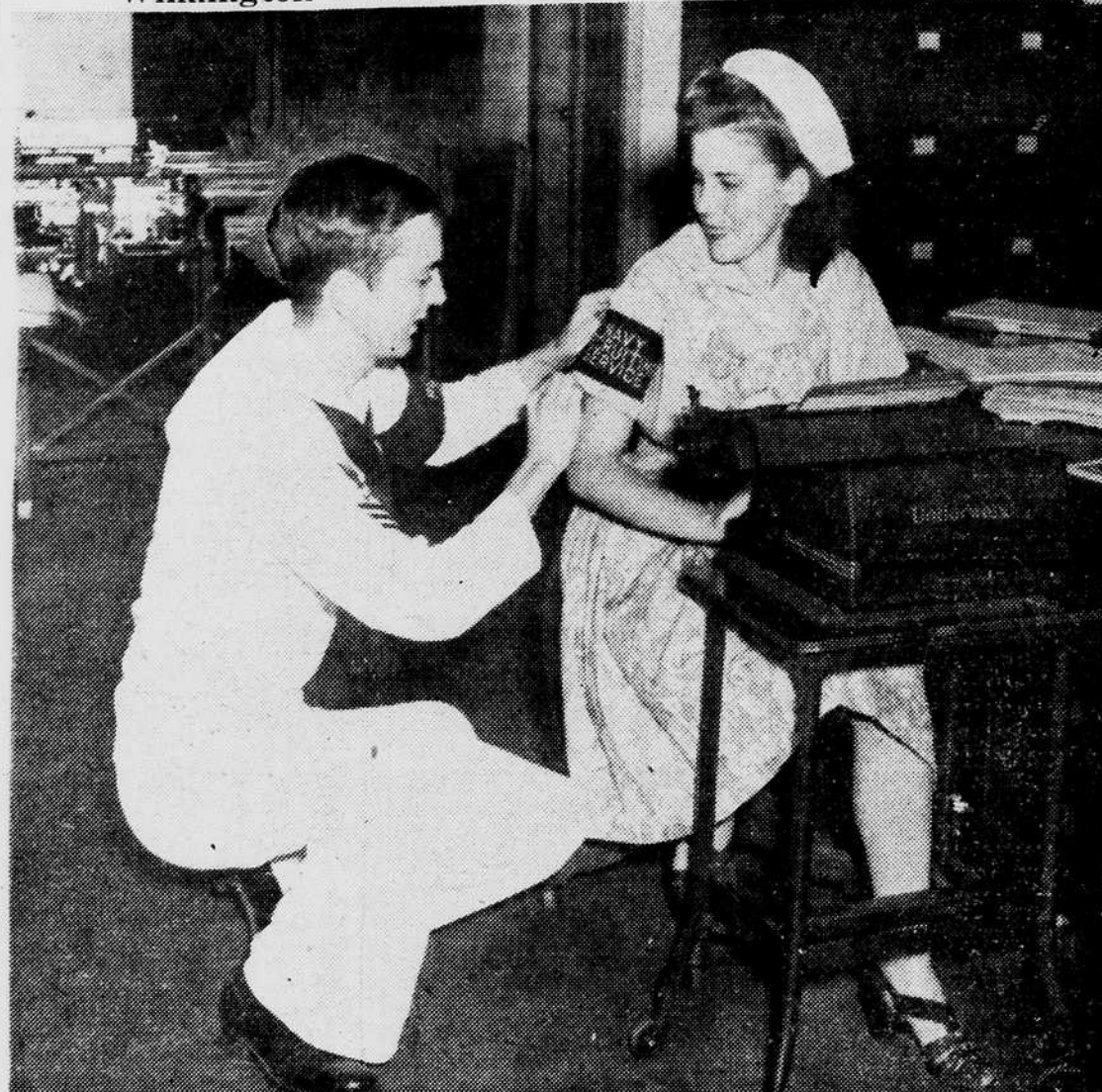
The committee also voted tentatively to approve a "moderate" travel campaign for use in nearby states if the advertising campaign does not prove inconsistent with war-time travel regulations.

Paul Kelly, assistant director of the Conservation department, told the committee that the industrial advertising campaign had resulted in 92 inquiries and that the agricultural advertising had brought nearly 700 inquiries.

The committee voted to make additional prints of the film "Variety Vacationland" so as to provide the War department with enough films for use in army recreational centers, and it was decided that an attempt should be made to interest some commercial firm in publishing an official North Carolina postcard folder especially to be used by soldiers and marines training in North Carolina.

The Conservation Board's committee on commerce and industry met with the Advertising committee.

Wilmington Women Aid In Navy Recruiting Drive



Mary Elizabeth Meaders, above, is one of the approximately 50 women of Wilmington who have volunteered their services to the Navy Recruiting service in a drive to enlist 100 men here Saturday. To date, 70 applications have been taken from prospective enlistees. Jesse Helms, Petty Officer First Class, is pictured pinning the Recruiting brassard on Miss Meaders.

70 Would-Be Sailors Have Applied For Enlistment Here On Navy Day

Seventy men have volunteered for Saturday's eastern North Carolina "Navy Day" mass enlistment, setting an all-time high for recruiting figures here.

The enlistments will take place in Thalian Hall, with exercises beginning at 1:15 o'clock Saturday afternoon. The men will be sent directly to the Naval Training station at Norfolk following the enlistment.

Lieutenant Charles B. Neely, officer-in-charge of North Carolina's Navy recruiting, will be present to deliver the oath of enlistment to the group—which is destined to be the largest group of men ever to take simultaneous oath in Eastern Carolina.

Two members of the Raleigh recruiting personnel are in Wilmington, aiding in the preliminary details of enlistment. They are Cameron Rivenbark, native of Wallace, who is a Yeoman First Class, and Coxswain Don Rivenbark, Jr., also of Wallace.

Dr. R. W. Hayworth, medical officer from the Raleigh station, will arrive here Friday and physical examinations of applicants will begin on Friday afternoon. Dr. Hayworth is a veteran naval physician.

Youngest man to apply for enlistment in the drive—and his record threatens to stay intact for a while—is Walter Scott Conway, son of Mr. and Mrs. Charles T. Conway, Sr., of Route Two, Wilmington.

The minimum age limit for Navy enlistees is 17—and young Conway celebrated his 17th birthday

yesterday by volunteering. Walter, however, has a brother in the Navy already—John W. Conway, who enlisted here September 5, 1941.

But, since July 27 when the drive opened and Cleveland L. Williamson, Jr., of Winter Park, became the first actual volunteer, the local station has been busy with applicants. Many of the men are making application for Class V-2, which is naval aviation mechanical training. It is through that branch that many men will eventually become pilots.

All branches of naval service are open, and the Navy's trade schools need men, the recruiting officers said this morning, and that is what most of the applicants will take up.

Completion of a trade school places a recruit directly in line for a petty officer's rating.

The Wilmington station is located on the second floor of the post-office and is open every day. Married men and men subject to draft are reminded that they are eligible for service in the reserve.

Lieut. Louis Wantuck Promoted To Captain

First Lieut. L. B. Wantuck, public relations officer at Camp Davis and an aide de camp to Major Gen. Frederic H. Smith has been promoted to the grade of captain, it was learned here Wednesday.

A former resident of Fayetteville, Ark., and a graduate of the University of Arkansas, Captain Wantuck has held a reserve commission since 1933. He first reported at Camp Davis in November 1941.

His first assignments were Coast artillery units at the camp. Later he was named public relations officer to succeed Capt. E. Jeff Barnette, who was transferred to Washington, D. C.

Gas Price Reduction Is Effective In City

A gasoline price reduction, in compliance with OPA orders, was in effect at most Wilmington service stations last night.

OPA has also ordered a decrease of 9-10 of a cent on kerosene, 1.1 cents for light heating oil and 15 cents a barrel on residual fuel oils, effective today.

Increases in those amounts became effective June 29 to reimburse oil dealers for the additional cost of transporting to the east oil and oil products formerly hauled by water. Since then, the RFC has arranged to absorb the extra transportation charge.

Murderer Files Appeal With N. C. Supreme Court

RALEIGH, Aug. 5.—(P)—Appeal of J. C. Champion, 58, former Vance county ABC enforcement officer, from a 10 to 15-year prison sentence imposed on him by Judge Luther Hamilton after he was convicted of second degree murder in the fatal shooting of William Reid, Henderson policeman, was filed with the State Supreme court today.

Champion was convicted in Vance Superior court last May of shooting Reid to death in a Henderson cafe following an argument over local politics.

The Supreme court is scheduled to hear oral arguments in the case on September 22.

129 Retail Beer Dealers Now Licensed By County

One hundred twenty-nine retail beer dealers in New Hanover county hold state licenses.

Figures, compiled by the North Carolina Committee of the Brewing Industry foundation as of August 1, disclosed that the State Department of Revenue has issued retail beer licenses to 3,398 outlets in 98 counties.

These licenses have been issued by the state since the tax year began May 1, and it is anticipated that the number for the state will reach last year's total of 5,148 before the tax year ends nine months hence.

Mecklenburg county's 244 easily tops Guilford's 160. New Hanover is third with 129, followed by Cumberland with 127, Forsyth 119, Durham 118 and Buncombe 104.

Others in the Wilmington area. Brunswick 28, Duplin 26, Columbus 34, Pender 16, Onslow 56, Sampson 31, Bladen 23. These retail outlets and 111

—NOMOPPN cures chick sorehead

wholesale establishments in North Carolina provide employment for 13,420 persons with an annual payroll of \$12,000,000, according to the committee's figures.

NEGOTIATIONS
HAVANNA, Aug. 5.—(P)—Secretary of State Jose M. Cortina announced today that negotiations between the United States and Cuba for establishment of a free air route in San Julian, Pinar Del Rio Province, had been concluded, illustrating the "extraordinary" cooperation between the two nations.

Read The Classified Ads

Shares Still Available In Our New 50c Series

You Pay Weekly:	In About 3 1/2 Years	You Get
\$.50	—	\$ 1.00
1.00	—	2.00
2.50	—	5.00
5.00	—	10.00
10.00	—	20.00

Subscribe for as many shares as desired. An ideal plan of systematic investment.

TWO MILLION DOLLAR

Carolina Building & Loan Ass'n

"Member Federal Home Loan Bank"

C. M. Butler Pres. W. A. Fonvielle Sec.-Treas. W. D. Jones Asst. Sec.-Treas. Roger Moore, Vice-Pres. J. O. Carr, Atty.

STAY OF EXECUTION

NEW ORLEANS, Aug. 5.—(P)—The Louisiana Supreme court today granted a stay of execution for Mrs. Annie Beatrice (Toni Jo) Henry 26, sentenced to be executed Aug. 10 for the rice field slaying of Joseph P. Calloway, Houston, Tex., salesman.

MONEY TO LOAN
ON ANYTHING OF VALUE
No Loan Too Large—None Too Small
Cape Fear Loan Office
LUGGAGE HEADQUARTERS
12 S. Front St. Dial 21858

SPECIAL GET YOUR ICE COLD WATERMELON
At **Hanover Mutual Exchange**
WRIGHTSBORO
One of the best melons grown in the Old North State "Queen of Hanover." Dial 31125.

ORIENT LODGE NO. 395 A. F. & A. M.
Stated communication for transaction of business will be held THURSDAY evening, Aug. 6th at 8 o'clock. All visiting Master Masons cordially invited.
By order of the Master.
W. H. McCLAIN, Secretary

IT'S GOOD BUSINESS TO Relax!

Take a furlough from your strenuous activities and come to New York for a week or a weekend. The change will do you worlds of good and make you better able to carry on.

New York offers you more to do and see than any spot in the world. 3 BIG LEAGUE BASEBALL TEAMS • 43 Legitimate Theatres • SPLENDID OCEAN BEACHES • World-Famous Shops and Avenues • 5¢ SUBWAYS • Radio City • NIGHT CLUBS AND MOVIES • Museums and Exhibits • HISTORIC SITES • Mammoth Bridges.

NOW: ALVINO REY and his Orchestra featuring the KING SISTERS—on the ASTOR ROOF

"MEET ME AT THE ASTOR"

HOTEL ASTOR
TIMES SQUARE • NEW YORK
F. A. MUSCHENHEIM, President
CHRISTENBERRY, Vice-President

Modern in every respect, the Hotel Astor is New York's only hotel fronting on Times Square, the "Crossroads of the World." 1000 spacious rooms with bath for as little as \$3.

IT'S GOOD BUSINESS TO RELAX!

Long Distance and Local Telephone Users Are Urged to Make Only Necessary Calls

The voluntary cooperation of every long distance and local telephone user is now imperative if we are to keep the long distance and local telephone lines open for vital war calls—which must come first.

Long distance and local telephone lines and central offices are daily becoming more congested. We cannot add to present facilities, to help ease the congestion, because essential telephone materials needed are being used in the manufacture of weapons of war.

But with your help, which we are confident you will volunteer, we can keep these long distance and local lines clear for the urgent messages of war agencies and industries engaged in war work. War calls must come first.

Here's How You Can Help

Long Distance Calls	Local Calls
1 Make only the most necessary long distance calls. Be brief.	1 Use your telephone sparingly—avoid unnecessary calls.
2 Place your calls before 9 a. m.; between noon and 2 p. m.; 5 and 7 p. m.; or after 9 p. m.	2 Be sure to replace your receiver on the hook.
3 Stay near your telephone after you have placed your call.	3 Look up numbers you are not sure of and help avoid the calling of wrong numbers.
4 Plan what you want to say and so avoid the necessity for another call.	4 Make your conversations brief.
5 Whenever possible, call by number.	5 Teach your children good telephone habits.

ADOPT THIS AS YOUR SLOGAN TODAY

MAKE FEWER LOCAL CALLS EVERY DAY

Help ease the load on the Voice Highway

Southern Bell Telephone and Telegraph Company
INCORPORATED
W. B. BRYAN, Manager

Long Distance and Local Telephone Users Are Urged to Make Only Necessary Calls

The voluntary cooperation of every long distance and local telephone user is now imperative if we are to keep the long distance and local telephone lines open for vital war calls—which must come first.

Long distance and local telephone lines and central offices are daily becoming more congested. We cannot add to present facilities, to help ease the congestion, because essential telephone materials needed are being used in the manufacture of weapons of war.

But with your help, which we are confident you will volunteer, we can keep these long distance and local lines clear for the urgent messages of war agencies and industries engaged in war work. War calls must come first.

Here's How You Can Help

Long Distance Calls	Local Calls
1 Make only the most necessary long distance calls. Be brief.	1 Use your telephone sparingly—avoid unnecessary calls.
2 Place your calls before 9 a. m.; between noon and 2 p. m.; 5 and 7 p. m.; or after 9 p. m.	2 Be sure to replace your receiver on the hook.
3 Stay near your telephone after you have placed your call.	3 Look up numbers you are not sure of and help avoid the calling of wrong numbers.
4 Plan what you want to say and so avoid the necessity for another call.	4 Make your conversations brief.
5 Whenever possible, call by number.	5 Teach your children good telephone habits.

ADOPT THIS AS YOUR SLOGAN TODAY

MAKE FEWER LOCAL CALLS EVERY DAY

Help ease the load on the Voice Highway

Southern Bell Telephone and Telegraph Company
INCORPORATED
W. B. BRYAN, Manager

PENNEY'S 40th ANNUAL BLANKET SELLING

NOTHING HAS EVER BEEN BOUGHT "ON TIME" AT PENNY'S

Buying "on time" is an expensive way to buy. It is in the national interest for people not to go into debt for things they can't afford.

A simple way to buy for cash, and still have plenty of time to pay is to use our famous Lay-Away Plan. By the time you need it, it's all paid for. That way you buy at the lowest price, without any "extras."

THRIFT AND SAVINGS FOR VICTORY

JOIN PENNEY'S BLANKET LAY-AWAY CLUB
CHOOSE TODAY...

This year more than ever you'll want to take advantage of our Mid-Summer Blanket Selling. Here you will find what you need for any climate... from heavy all wool blankets to snug cotton sheet blankets... in the styles and colors you like best!

PASTEL BLANKETS
Woven of a balanced blend of 25% warm, resilient wool, 50% lustrous rayon with its extra heat retaining properties and 25% smooth strong cotton for long wear! 72" x 90". **\$5.90**

Snug! Warm! Cozy! Invest In Winter Contentment!

PASTEL PLAID PAIRS! The warmth of 25% wool combined with the soft fluffiness of cotton. Lovely satin binding to match. Double bed size 72" x 84". 4.98	RAYON AND COTTON! Single blankets of fine spun rayon combined with cotton to give them a fluffier, springier nap! Bound with rayon satin. 72" x 90". 3.98	FLORAL JACQUARD 50% rayon and 50% fine cotton skillfully blended for warmth and beauty! Rayon satin bound! Big—72" x 90". 4.98
JACQUARD PAIRS Fine imported cotton—firmly woven—sateen binding! 70" x 80". 3.98	PART WOOL! BUDGET-PRICED! 5% wool for extra warmth! In rich pastels with rayon satin binding! 72" x 84". 2.98	Part WOOL PAIRS Chevron plaids woven with 5% wool. Rayon taffeta binding! 72" x 84". 3.98
SINGLE BLANKET Half rayon and half cotton with four inch rayon satin binding—72" x 84". 3.98	FLORAL PATTERN Of 50% rayon... cotton! Beautiful binding! 72" x 84". 3.98	VALUES THAT ARE HARD TO BEAT! Striking Indian designs in deep rich colors that won't show soil easily! Sturdy! 1.98

Cool Correct Brentwood DRESSES 1.98

Delightfully designed in midriff, tailored, long torso and casual styles. Cross bar lawn, novelty cotton, striped shirting.

Cotton-Twill SLACKS 1.49 - 1.98

Nicely cut of denim, hopsacking or twill.

CYNTHIA'S SLIPS 1.29

Rayon crepe that does not slip at the waist! With fine lace, or silk, ly tailored! **1.29**

THE PENNEY WAY IS THE THRIFTY WAY • THE THRIFTY WAY IS THE AMERICAN WAY