

CAROLINA BEVERAGE CORPORATION INTRODUCES CARAVAN GINGER ALE WITH 1,000 PRIZE CONTEST

Chevrolet And 29 Cash Prizes Go To Winners.

Salisbury, N. C., Oct. 29.—It is evident that more people are coming to recognize the healthfulness of pure ginger ale. However, due to the excessive cost of most ginger ales, a big part of the public have been deprived of this excellent and healthful drink.

The Carolina Beverage Corporation set about fourteen months ago to perfect a pure quality ginger ale which could be sold for 5c. After the formula was perfected they wished to ascertain that the public really wanted such a ginger ale. CARAVAN was put on the market in a small way. Public demand was almost instantaneous. In Winston-Salem, for instance, CARAVAN soon took the lead over many old established ginger ales. Similar success has been met with everywhere CARAVAN has been introduced.

The company, after ascertaining the public wanted CARAVAN, decided to introduce it with a \$1,000 prize contest. Uppermost in the minds of the executives was a contest so simple that even a child could understand and enter it. Therefore, the question, "What in your opinion, are the 3 points of superiority in CARAVAN GINGER ALE," became the theme of the contest. No work or worry is required. The entries are simply turned over to some merchant who sells CARAVAN GINGER ALE.

The judges in the CARAVAN contest are V. Paul Rousseau, Executive Secretary, Charlotte Merchants Association; Rufus Shore, National Advertising Manager, Winston-Salem Journal-Sentinel, and J. F. Hurley, Business Manager, Salisbury Evening Post.

The contest advertising is directed by The J. Carson Brantley Advertising Agency, Salisbury, N. C.—Adv.

Beef Cattle Move To East Carolina

Approximately 3000 head of beef cattle moved from western North Carolina into the eastern part of the State during the fall of 1930 where crop farmers fed the animals and saved some of the best for breeding purposes.

"We believe that equally as many animals from the western part of the State and from southwestern Virginia will be purchased by eastern Carolina growers this fall and winter," says L. I. Case, animal husbandman at State College. "A number of carloads have already been shipped and indications are that many others will move into this territory in the next few weeks. The east has a good crop of forage and hay this year and this rough feed may be used in the production of beef in addition to adding valuable fertility to the soil."

FALL BEST TIME TO APPLY LIME

While crop rotations will modify to some extent the time of applying limestone to soils, usually best results are secured when this material is applied in the fall or early winter on plowed land.

"Farm roads are in better condition in the fall and the operator can get out over his fields easier than he can when the land is wet and muddy in the spring," says C. B. Williams, head of the department of agronomy at State College. "Much of the rush of farm work will also be over after the crops are harvested. Lime applied at this season on plowed land will be thoroughly mixed with the soil by the action of rains, snow and freeze and being thus incorporated into the soil, the lime will satisfy the needs of the soil before another crop is seeded in the spring."

Mr. Williams says the crops that usually will respond to liming and receive the greatest benefits are red, crimson and alsike clovers, alfalfa, lespedeza, cowpeas, soybeans and hairy vetch. The yields of cotton, corn and small grains will also be materially increased by the use of lime when these crops are grown in rotations where suitable legumes are included. If part of these legumes are plowed under the use of limestone will be more profitable.

North Carolina Has 14,226 Miles Of Local Highways

North Carolina on January 1, 1931, had a total of 14,226 miles of surfaced "local roads" the United States bureau of public roads has announced, which was one-third of the total reported mileage of local roads in the

state.

The state had a total of 45,091 miles of local roads at the end of 1930, the bureau reported.

During 1930 there were 1,712 miles of local road surfaced. In the entire United States there were 35,883 miles of county and township, "local," roads surfaced in 1930 and the total surfaced in the United States was 467,338 miles.

"Love Clinic," Plan Of Northwestern U.

Chicago. — Northwestern University, of Evanston, is going to open a love clinic with branches in both Evanston and Chicago.

Couples contemplating marriage may take their troubles to the clinic and get a "stop" or "go" signal from the experts.

Couples already married and wondering if they made a mistake will be given advice.

Prof. Arthur J. Todd, head of the department of sociology, will direct the clinic, the purposes of which will be to make folk happier and enable Professor Todd and his associates to gather a greater collection of facts to enrich the sciences of psychology, sociology and economics.

SPECIAL MEALS FOR CHILDREN ARE SUGGESTED

Lois P. Dowdle, writing in The Progressive Farmer and Southern Ruralist, suggests the following menus for meals for school children:

I
One deviled egg, 1 bread and butter sandwich, 1 fig and nut sandwich, 1 apple, milk.

II
Two sandwiches of sliced cold roast meat with a leaf of lettuce in each, a few potato chips, a stalk of celery, dried figs, and spice cake.

III
Two sandwiches of brown bread and cottage cheese, 1 chopped cucumber and mayonnaise sandwich, an orange or apple, and a piece of candy.

IV
Broiled ham and crusty biscuits, raw vegetable salad, baked apple, milk.

V
One scrambled egg sandwich, 1 peanut butter sandwich, radishes, apple, milk, gingerbread.

VI
One sandwich of cold meat, 1 cream cheese and jam sandwich, dried figs, cookie.

VII
One sandwich of chopped hard cooked eggs, cream of tomato soup and saltines, orange, chocolate bar.

VIII
Two chicken sandwiches, celery, rice pudding, dates.

IX
Two nut sandwiches, apple and celery salad, crackers, cup custard.

X
Boston brown bread and butter sandwiches, baked beans, ripe tomato, apple tart.

XI
Two chopped bacon and whole wheat bread sandwiches, peaches, cookies, milk.

XII
Two chopped salmon sandwiches, cold slaw, lemonade, raisins.

XIII
Two ground ham sandwiches (on whole wheat bread), grated carrot and pineapple salad, a large tomato, cup custard.

XIV
One cheese sandwich, 1 tomato sandwich, potato salad, milk, 1 piece of chocolate fudge.

XV
Biscuits and fried chicken, chopped fresh fruit (either as salad with mayonnaise or slightly sweetened for dessert), milk, cake.

XVI
Chopped watercress on whole wheat bread and butter sandwiches, cream vegetable soup, apple, nuts.

XVII
Peanut butter sandwiches, banana, fruit gelatine, milk.

XVIII
Baked ham sandwiches, raw vegetable salad, hot cocoa or cold chocolate milk, cup cake.

XIX
One cheese sandwich, 1 egg sandwich, cold slaw (or lettuce salad), canned peaches, cookies.

XX
One pimento and cheese sandwich, 1 jelly and nut sandwich, 1 apple, cinnamon bun.

A cutie can't think of anything being urged to dress to look modest when it's the style to dress to look like the last word in boldness.—*Cincinnati Enquirer*.

"Dugout Dope"

(This column published weekly in the interest of the Ex-service men of Rowan County.)

One hour and a half ago I wrote those two words preceding, since then I have been busily engaged in sapping through four inches of solid bone in search of an idea. All the tricks known to sprout an idea have been tried; such as rolling up my sleeves, pulling my love lock, scratching my left ear with the right hand, rolling my eyes until the east eye lists to port, while the west eye pours tears into the starboard scuppers. Nary idea has it hatched yet. And all this time the skipper has been sitting by grinning like a mule eating briars.

When I wangled this job it looked like duck soup to me, just one measly little column a week, a mere bag of shells, nothing to it, why didn't they give me at least a page, a measly page would hardly be space sufficient to care for the snappy articles I intended to write. And now look at me, one hour and thirty minutes of incubation, and I am still gaga. Yes sir, me and O. O. McIntyre both think this writing game is a tough spot.

Say, Buddy! have you and the warden joined for 1932 yet? Well if not why not and when? You pay your Legion dues, and while doing that add a buck for the Slim Princess' Auxiliary dues. The ladies are on the war-path seeking scalp for their wigwam, and your own fair frail should side with her sisters, just to show the world she can, if for no other reason. Sure, I know that 1932 has not arrived as yet, but the new year starts now, and while you are always received with open arms, there doesn't seem to be any good reason to delay joining up. The quicker you enroll the longer it will be until you have to pay again, if you have any Scotch in you that should be some inducement. We need your membership, Buddy, it bears weight, lots of it, and we need weight right now, to win the battles that must be faced now and for many cold wintry months to come. Rowan county is filled with widows and orphans, helpless and hopeless, unless the American Legion fights for and with them for the necessities of life, they will be cold and hungry. Some of them will possibly and probably die for lack of warmth and food. A few men and women cannot do it all, it calls for the combined efforts of every ex-service man and his wife, his mother, his sisters. There is a place for each of us, work for twice the strength we can hope to muster, are you with us or against us? Our goal for October 20th, was 250 paid up members, we had 180 on that date, and have gained in strength each day, come on, come in, JOIN NOW, LET'S GO.

Don't forget about registering the names and locations of graves of deceased ex-service men, with the Samuel C. Hart Post. This information will assist us in our efforts to hold suitable memorials on annual memorial day, and may at some later date be the means of securing the benefits for dependents that will accrue from time to time. Thousands of claims are disallowed each year because of the fact that positive grave location cannot be made. We hate to think that the nearest of kin, and

BILIOUS

"I have used Black-Draught . . . and have not found anything that could take its place. I take Black-Draught for biliousness. When I get bilious, I have a nervous headache and a nervous, trembling feeling that unfits me for my work. After I take a few doses of Black-Draught, I get all right. When I begin to get bilious, I feel tired and run-down, and then the headache and trembling. But Black-Draught relieves all this."—H. O. Hendrix, Homerville, Ga.

For indigestion, constipation, biliousness, take

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WOMEN who need a tonic should take CARDUI. Used over 50 years.

friends; are not sufficiently interested to make certain that this information is filed. But the response to our request has so far pointed that way. "Be ye not unmindful of those who have departed for in time thou wilt also go!"

Our Service Officer is always at the disposal of the ex-service man and his family. If you have a problem bring it to him, if you are in doubt as to your status he will set you right. His service and the service of every man in the Post is free, without obligation of any kind, call on us.

THE LANCE CORPORAL.

Make Land Fertile Dean Schaub Advises

Now that North Carolina is closely approaching the production of needed food and feed crops, little expansion in this direction may be made by farmers looking for substitute crops for cotton and tobacco. The next step therefore is to fill the land with humus and organic matter so that it might be put into a high state of fertility looking to better days in farming.

"We do not think that cotton growers may turn successfully to the production of tobacco next season," says I. O. Schaub, director of the agricultural extension service at State College. "We do think, however, there is a great need to build up the fertility of the soil so that it may produce more profitable acre yields in the future. There is little cash to be obtained in producing cotton and tobacco anyway and the man who has grown all of his food and feedstuffs in a good position to plant legumes so as to add to the fertility of his soil. The beginning should be made this fall."

State of North Carolina, County of Rowan—
In the Superior Court.

Thelma Hopper Smith
vs.
Herbert E. Smith

NOTICE
The defendant above named, will take notice, that an action entitled as above has been commenced in the Superior Court of Rowan County, for an absolute divorce from the bonds of matrimony on the grounds of adultery, without fault on the part of the plaintiff, and the defendant will further take notice that he is required to appear before the Clerk of the Superior Court of the County and State aforesaid, at the courthouse in said County on the 24th day of Nov., 1931, or thirty days thereafter and answer or demur to the complaint in said action, or the plaintiff will thereafter apply to the Court for the relief demanded in said complaint.

This the 21st day of Oct., 1931.

B. D. McCUBBINS,
Clerk Superior Court.
Oct. 22-Nov. 12.

State of North Carolina, In the Superior Court.

County of Rowan.

Mary B. McCluney, Plaintiff,
vs.
Foster McCluney, Defendant.

NOTICE—SUMMONS

The defendant, Foster McCluney, will take notice that an action as above entitled has been instituted in the Superior Court of Rowan County for the purpose of obtaining an absolute divorce from the defendant on statutory grounds, to-wit: that plaintiff and defendant have lived separate and apart for five successive years, next preceding institution of said action, plaintiff having resided in said County and State for said period, and the said defendant will take further notice that he is required to appear before the Clerk of Superior Court of Rowan County, North Carolina, at his office in Salisbury, North Carolina, on the 16th day of November, 1931, and answer or demur to the complaint on file within thirty days thereafter, or the relief therein demanded will be granted.

Dated this 15th day of October, 1931.

B. D. McCUBBINS,
Clerk of Superior Court.

CLYDE E. GOOCH, Lawyer.

Oct. 22-Nov. 12.

SALE OF VALUABLE REAL ESTATE

Pursuant to the provisions contained in a certain mortgage executed by Henry A. Kesler and wife, Laura Kesler, to L. J. Mesmore dated and recorded in the Register of Deeds Office of Rowan County, in the book of Mortgages number 81, page 304, default having been made in payment of indebtedness therein secured, and at the request of the holder of the note and Mortgage therein secured, the undersigned Mortgage will expose for sale at Public Auction, for cash, at the Court House Door in Salisbury, on SATURDAY, NOVEMBER 14th, 1931 AT THE HOUR OF 12 P. M.

The following described real estate, Rowan County, adjoining the lands of Mrs. A. B. Clemence, J. A. Kesler and others. BEGINNING at a stone on Mrs. A. B. Clemence line: thence North 2 1/4 degrees East 23.90 chains to a stone on J. A. Kesler's line; thence North 88 degrees West 15.30 chains to a post oak; thence South 2 degrees West 7.15 chains to a stone; thence South 45 degrees East 7.08 chains to a stone; thence South 2 1/2 degrees East 12.30 chains to a stone on M. A. E. B. Clemence line; thence North 87 1/2 degrees East 9.18 chains to the BEGINNING, containing 23 acres more or less.

For back title see deed from Luther M. Beaver and wife, Mary C. Beaver, to Roy W. Misenheimer and wife, Lillie D. Misenheimer, recorded in the Register of Deeds Office in book No. 167, page No. 209. Also see deed from Roy W. Misenheimer and wife, Lillie D. Misenheimer, to Henry A. Kesler and wife, Laura Kesler, recorded in Book No. 167, page No. 209.

This October 15, 1931.

L. J. MESMORE, Mortgagee.

Oct. 15-Nov. 5.

MORTGAGE SALE

Pursuant to the provisions contained in the mortgage deed of trust, registered in Book No. 111, page 15, made by J. F. Garrison, J. A. Sloan and wife, Carrie C. Sloan, for the protection and benefit of the undersigned on the 31st day of July, 1928, default having been made in the payment of the debt, which said mortgage was given to secure, the undersigned will sell at public sale for cash at the Court House door in Salisbury, North Carolina, on Saturday, November 14, 1931, at 12 Noon, the following property:

A certain tract of land known as the McCubbins and Harrison Mill property or Mill Bridge Roller Mill property, and bounded as follows:

BEGINNING at a stone in the public road, runs thence S. 27 deg. W. 4 chains to a stone; thence S. 15 deg. E. 1.70 chains, crossing Mill Race to a stake in a ditch; thence with ditch S. 72 deg. E. 1 chain N. 85 deg. E. 1.70 chains, S. 62 1/2 deg. E. 1.75 chains and S. 85 deg. E. 2.10 to a stake in the creek as it meanders; thence N. 39 1/2 deg. E. 2.75 chains S. 60 deg. E. 25 links and N. 95 deg. 9.80 chains to a stake at the Bridge; thence with the public road as it meanders to the BEGINNING, containing six acres more or less.

For back title reference is hereby made to the following deeds registered in the office of the Register of Deeds for Rowan County in the following Books of Deeds: Book No. 79, page 86; Book No. 79, page 88; Book No. 79, page 87; Book No. 120, page 184; Book No. 197, page 149; and Book No. 205, page 88.

Terms of sale CASH.

This, the 14th day of October, 1931.

GEO. R. UZZELL, Trustee.

T. G. FURR, Attorney.

Oct. 15-Nov. 5.

Iredell Club Boy Wins Scholarship

Max Culp, 4-H dairy calf club member from Iredell county has been awarded a two-year scholarship at the North Carolina State College for his accomplishments in this project during the past three years.

"Max began his calf club project three years ago when he purchased a pure bred Jersey heifer at the South Carolina state sale," says L. R. Harrell, club leader at State College. "His financial record for the past season shows the value of his original calf and its off-spring to be \$550. He has sold \$57.50 worth of milk and won \$83 worth of premiums, making a total value of \$691. In addition to these returns from his calf, Max won the Jersey Calf Club gold medal for the best showman at the 1929 State Fair; two gold medals for the best showman and the best fitted animal at the 1930 State Fair, and the silver medal for the high score in judging Jerseys. At the recent State Fair, he was again awarded the gold medal for the best fitted animal."

BONDS SOLD

Burlington.—The recent city of Burlington bond issue of \$145,000, offered with the approval of the city finance commission, was sold to Thompson, Ross and company, and John Nuveens and company, of Chicago, according to records on file in the municipal building.

The selling rate was 5 1-2 per cent with a premium of \$419.50 above par, or principal.

178,016 UNEMPLOYED

Raleigh.—Twenty per cent of the workers available in North Carolina's

larger cities are unemployed and an estimated total of 178,016 persons available for work in the state are out of jobs, a survey by the state department of labor reveals.

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