

Advertising Most Important Factor In Success Of Firms

Advertising was the most important single factor in the success of those firms that have held or maintained their sales or profits despite the depression, according to a survey recently completed by the department of commerce.

The survey shows, for one thing, that a considerably larger number of business institutions are enjoying continued or increased prosperity than the average 1931 pessimist would believe, and that increased or maintained advertising has proved itself the most effective method of combatting the depression.

The survey does not pretend to be exhaustive, but covers 202 manufacturing, 43 retail establishments and 10 wholesalers in 70 counties and 30 states. All of these concerns have shown increased or maintained profits, and the department of commerce, feeling that it might be advantageous to business generally to know how they accomplish this feat, made the survey.

The report emphasized that it does not include all businesses that have met success in 1930 and 1931 and that it eliminates those where pleasing profits have been the result of outside agencies.

For instance, a Utah pipe manufacturer attributes higher sales to governmental stimulation of public improvements. The survey concerns itself primarily with business policies that have brought success.

Eighty of the concerns questioned said that advertising was the most important reason for their success (29 of these increased their advertising, and 19 maintained it on a pre-depression basis), and 46 gave part of the credit to increased or sustained sales effort. These two items are included in the general classification of "marketing" which was discussed by 274 concerns.

Following are the tabulated recipes for success:

Table with 2 columns: Item and Percentage. Includes Marketing (25%), increased sales force (4%), sustained sales efforts (46%), Advertising Increased (29%), maintained (19%), extensive (5%), aggressive (5%), careful (4%), reduced (4%), other (14%), Market resources (80%), New uses of product (3%), Management of salesmen (10%), Sales territories (17%), Co-operation with dealers (15%), Analysis of sales cost (8%), Expansion of foreign sales (8%), Expansion of sales line (10%), Improving service (4%), Expansion of credit (4%), Increased sales outlets (18%), Reduced prices (3%), Other price policies (4%), Following style trends (4%), General (16%), Product - Diversification (14%), specialization (3%), modifying product to appeal to customers (17%), product research (11%), new products (20%), packaging of products (20%), quality (91%), Production - Purchasing (5%), installation of modern equipment (14%), reduction of operating expense (24%), reduction of overhead (7%), balanced production (9%), Financial policies (59%), Other policies - Administrative (7%), Total (416%).

Following are some of the comments made in the federal report:

"In many cases present success is attributed not so much to the present or a change in policy as to past policies the soundness of which is accentuated by current business conditions. Such instances are included, as it is believed worth while to recognize policies which have laid a foundation of consumer confidence in the product and in the firm and which have built a strong financial structure, enabling the concerns to withstand the effects of a depression and to make the now less expensive additions and renewals to plant and machinery.

"Increased sales efforts and advertising policies are the most important reasons given by firms for their success.

"Market research, reduced prices, co-operation with dealers, improvement of service and management of salesmen occupy a prominent position in the marketing program of the companies.

"Of scarcely less importance are the policies dealing with new products and quality, research diversification and modification. In their production policies firms have focused most of their attention on reduction of operation expenses and the installation of modern equipment.

"Eight firms whose advertising policies have been given as an important reason for success are included in a miscellaneous group. A manufacturer of dresses, by continuing to advertise when others curtailed, profited greatly by the increase publicity value. A producer of industrial products increased this reason why copy. An electric clock company reduced national advertising, but increased greatly publicity at the point of sale by newspapers, window and counter displays."

NOTICE TO CREDITORS: Having qualified as Administrators of the estate of G. A. Goodman, this is to notify all persons having claims against the said decedent to file an itemized, verified statement of same with the undersigned on or before the 18th day of December, 1931, or this notice will be pleaded in bar of their recovery. Persons indebted to said estate are notified to make prompt settlement. This Dec. 11, 1931. C. CLINTON GOODMAN and MARY J. GOODMAN, Adms. of G. A. Goodman, De.11-Jn.22.

SALE OF VALUABLE REAL ESTATE PURSUANT TO THE TERMS OF A CERTAIN DEED OF TRUST: Pursuant to the terms of a certain deed of trust executed by Edna H. Meroney and husband, P. H. Meroney, to the Davis & Wiley Bank, Inc., Trustee, on August 10, 1928, and recorded in Book of Deeds No. 99, page No. 30, in the office of the Register of Deeds for Rowan County, and whereas, said deed of trust has been succeeded by the North Carolina Bank & Trust Company, and whereas, there has been default in the payment of the indebtedness secured by said mortgage of trust, and whereas, at the request of the holder of said indebtedness, the undersigned Trustee, do hereby offer for sale at public auction, to the highest bidder, for cash, at the Courthouse door in Salisbury, N. C., on

SATURDAY, JANUARY 9, 1932, AT THE HOUR OF 12 M., the following described real estate: One house and lot, beginning at a stake, John R. Crawford's corner on the Southeast side of Main Street and the East Square of the town of Salisbury, N. C., and runs thence E. with Crawford's, now John Robinson's line, 196 feet to his corner, on Henderson's line; thence S. W. with Henderson's line 65 feet to T. M. Kern's corner on Henderson's line; thence N. W. with Kern's line 196 feet to a stake, his corner on the S. E. side of Main St.; thence N. E. with Main St. 45 feet to the beginning, being a part of lots 113 and 121 according to the original plan of said town, and being a part of the same lands conveyed by said Henderson and wife to said T. M. Kern by deed dated Sept. 6, 1902. For back title to the above lots, reference is hereby made to deeds registered in Book No. 107, page No. 402, and Book No. 115, page No. 190, and Book No. 126, page No. 280, in the Register's Office of Rowan County; also at Book of Deeds No. 129, at page No. 71.

NORTH CAROLINA BANK & TRUST COMPANY, TRUSTEE, Successor of Davis & Wiley Bank and James M. McCorkle, Trustees. De.11-Jn.1.

NOTICE OF FORECLOSURE SALE UNDER AND BY VIRTUE OF THE POWER OF SALE contained in a certain deed of trust made by C. L. Emerson and wife, Effie F. Emerson, to Carolina Mortgage Company, Trustee, dated the 16th day of August, 1928, and recorded in Book 109, Page 45, in the office of the Register of Deeds of Rowan County, North Carolina, default having been made in the payment of the note thereby secured, and the holder thereof having directed that the deed of trust be foreclosed, the undersigned Trustee will offer for sale at the court house door in the City of Salisbury, North Carolina, at

TWELVE O'CLOCK NOON ON MONDAY THE 11th DAY OF JANUARY, 1932, and will sell to the highest bidder for cash a certain lot or parcel of land in or near the City of Salisbury, Township of Salisbury, County of Rowan, State of North Carolina, and more particularly described as follows: Beginning at a stake on the north east side of Heilig Avenue, 45 feet to a stake 50 degrees 50 min. East from the north intersection of Crosby Street and Heilig Avenue; thence S. 89 deg. 15 min. East 75 feet to a stake on the edge of said alley, W. A. Basinger's corner; thence with Basinger's lines, South 89 deg. West 100 feet to a stake; thence South 59 deg. 15 min. East 24 feet; thence North 86 deg. 45 min. West 31 feet to a stake; thence South 31 deg. 45 min. West 163 feet to a stake; W. A. Basinger's corner on the margin of Heilig Ave.; thence with Heilig Avenue, North 51 deg. 50 min. West 60 feet to the beginning. Being the same property conveyed to C. L. Emerson and wife, Effie F. Emerson, by deed from F. A. Lefler, Edna B. Lefler, and C. N. Lefler all unmarried, dated August 1, 1923, filed for registration on August 4th, 1923, in the office of the Register of Deeds for Rowan County, North Carolina, and recorded in Book 178, Page 281. This the 7th day of December, 1931. CAROLINA MORTGAGE COMPANY, Trustee. E. W. G. Huffman, Attorney. De.11-Jn.1.

NOTICE OF FORECLOSURE SALE UNDER AND BY VIRTUE OF THE POWER OF SALE contained in a certain deed of trust made by L. W. Hess and wife, Nancy C. Hess, to Carolina Mortgage Company, Trustee, dated July 1, 1928 and recorded in Book 109 at Page 112 in the Office of the Register of Deeds of Rowan County, North Carolina, default having been made in the payment of the note thereby secured and the holder thereof having directed that the deed of trust be foreclosed, the undersigned Trustee will offer for sale at the court house door at Salisbury, North Carolina, at

TWELVE O'CLOCK NOON ON THURSDAY, THE 7th DAY OF JANUARY, 1932, and will sell to the highest bidder for cash, a certain lot or parcel of land in or near the City of Salisbury, Township of Salisbury, County of Rowan, State of North Carolina, and more particularly described as follows: Beginning at a stake on the Southeast side of North Lee Street 50 feet Northeast of the east intersection of North Lee and 16th Streets, corner to lot No. 1; thence with the margin of North Lee Street, North 66 degrees 45 minutes East 50 feet to a stake, corner to lot No. 3 on the margin of North Lee Street; thence with line of lot No. 3, South 22 degrees 15 minutes East 194 feet to a stake, corner to lot No. 3, on the margin of a 12 foot alley; thence with margin of said alley, South 66 degrees 45 minutes West 50 feet to a stake, corner to lot No. 1, on the margin of said alley; thence with line of lot No. 1, North 23 degrees 15 minutes West 194 feet to the beginning, and being lot No. 2, Block J, of Henderson Addition to the City of Salisbury, lying North of the Vance Cot-

ton Mills, and being better known as 1705 North Lee Street, Salisbury, N. C. Being the same land conveyed to L. W. Hess and wife, Nancy C. Hess, by deed from P. E. Smith and wife, Roxanna Smith, dated the 12th day of July, 1923, and filed for registration on the 14th day of July, 1923, in the Office of the Register of Deeds for the County of Rowan, State of North Carolina, recorded in Book 203, Page 45. This the 3rd day of December, 1931. CAROLINA MORTGAGE COMPANY, Trustee. E. W. G. Huffman, Attorney. De.11-Jn.1.

NOTICE OF SERVICE BY PUBLICATION: Pursuant to the provisions contained in a certain deed of trust, dated April 22nd, 1931, executed by W. L. McCrary and wife, Cora A. McCrary, to Ross M. Sigmon, Trustee, which mortgage is duly registered in book of mortgages No. 108, page 297, in the office of the Register of Deeds for Rowan County, N. C., default having been made in the payment of the amount secured by the said mortgage as therein provided, and by authority and power of sale conferred by said mortgage and by the deed of trust, the undersigned Trustee will offer for sale at public auction, to the highest bidder, or bidders, for cash, at the Court House door in Salisbury, N. C., on

ton Mills, and being better known as 1705 North Lee Street, Salisbury, N. C. Being the same land conveyed to L. W. Hess and wife, Nancy C. Hess, by deed from P. E. Smith and wife, Roxanna Smith, dated the 12th day of July, 1923, and filed for registration on the 14th day of July, 1923, in the Office of the Register of Deeds for the County of Rowan, State of North Carolina, recorded in Book 203, Page 45. This the 3rd day of December, 1931. CAROLINA MORTGAGE COMPANY, Trustee. E. W. G. Huffman, Attorney. De.11-Jn.1.

North Carolina, In the Superior Court. Rowan County. INA PAULINE DAY

vs. JAMES ARTHUR DAY

NOTICE OF SERVICE BY PUBLICATION: James Arthur Day, the defendant above named, will take notice that an action entitled as above has been commenced against him and is pending in the Superior Court of Rowan County, North Carolina, the purpose whereof is to obtain from the plaintiff an absolute divorce from the bonds of matrimony existing between plaintiff and defendant on the grounds five years separation of plaintiff and defendant. And the defendant will further take notice that she is required to appear in the office of the undersigned, in the Court House at Salisbury, N. C., on

DEC. 23, 1931, or within thirty days thereafter, and answer or demur to the complaint filed in said action or the plaintiff will apply to the Court for the relief therein prayed for. This 21 day of November, 1931. B. D. McCUBBINS, Clerk of the Superior Court of Rowan County.

MORTGAGE SALE OF HOUSE AND LOT IN PURSUANT TO THE TERMS AND CONDITIONS OF A CERTAIN MORTGAGE DEED OF TRUST, executed by W. R. Barringer and wife Mary J. Barringer and Lina, Trustee, dated May 15, 1928, and registered in the Register's Office of Rowan County, in Book of Mortgages No. 73 page 154, default having been made in the payment of the amount secured by the mortgage, the undersigned Trustee will offer for sale at public auction, to the highest bidder, for cash, at the Courthouse door in Salisbury, N. C., on

MONDAY, DECEMBER 28th, 1931, the following described real estate, to-wit: All that certain lot known and described as lot TEN in block NO. TWENTY SIX, as the same is shown upon the map of the Township of Spencer, N. C., filed by Alexander B. Andrews Jr. in the office of the Register of Deeds of Rowan County, N. C., on the 17th day of May 1897, to which reference is hereby made being at the intersection of Iredell Avenue and Fifth Street, Spencer, N. C., and extending one hundred and forty five feet to a ten foot alley. On the above lot is a one story cottage building. For back title see Book 149 page 37, Register of Deeds Office, Rowan County. This, the 24th day of November, 1931. STABLE LINN, Trustee. P. S. CARLTON, Attorney. Nv.27-Dec.18.

SALE OF REAL PROPERTY PURSUANT TO THE PROVISIONS CONTAINED IN A CERTAIN MORTGAGE DEED OF TRUST, dated October 22nd, 1929, executed by A. S. Casper and wife Lottie E. Casper, to T. F. Hudson, Trustee, which mortgage trust deed is duly registered in book of mortgages No. 116, page 299, of Rowan County, also at Book of Deeds No. 129, at page No. 71.

SATURDAY, DECEMBER 26th, 1931, AT 12 O'CLOCK, NOON, the following described real property, to-wit: BEGINNING at a stake in the center of the Salisbury-Albemarle Highway, R. W. Traylor's corner in Martin E. Miller's line; thence with Miller's line, South 27 deg. West 295.7 feet to a white oak, Martin E. Miller's corner; thence with Miller's line, North 85 deg. West 57 feet to a stake corner to lot No. 41 in Miller's line; thence with the line of lot No. 41, North 2 deg. 15 min. East 281 feet to a stake in the center of the highway, corner to lot No. 41; thence with the center of the highway, South 85 deg. East 158 feet to the BEGINNING, being lots Nos. 42, 43, 44 and 45, as shown on the map of the property of the A. A. Trexler heirs, and being the same property as conveyed to A. A. Trexler by deed from Brown by deed dated June 21st, 1930, recorded in deed book 212, page 50, in the office of the Register of Deeds of Rowan County, N. C. This November 20th, 1931. T. F. HUDSON, Trustee. HUDSON & HUDSON, Attorneys. Nv.27-Dec.18.

North Carolina, In the Superior Court. Rowan County. WILLIAM B. WILSON

LILLIAN ELIZABETH WILSON

NOTICE OF SERVICE BY PUBLICATION: Lillian Elizabeth Wilson, the defendant above named, will take notice that an action entitled as above has been commenced against her and is now pending in the Superior Court of Rowan County, North Carolina, the purpose whereof is to obtain from the plaintiff an absolute divorce from the bonds of matrimony existing between plaintiff and defendant on account of the adultery of defendant. And the defendant will further take notice that she is required to appear in the office of the undersigned, in the Court House at Salisbury, N. C., on

DEC. 23, 1931, or within thirty days thereafter, and answer or demur to the complaint filed in said action or the plaintiff will apply to the Court for the relief therein prayed for. This 21 day of November, 1931. B. D. McCUBBINS, Clerk of the Superior Court of Rowan County.

MORTGAGE SALE OF REAL ESTATE IN SALISBURY TOWNSHIP PURSUANT TO THE TERMS AND CONDITIONS OF A CERTAIN MORTGAGE DEED OF TRUST, executed by B. F. Klutz and wife, Essie Klutz, to E. H. Harrison, Trustee, dated June 10th, 1927, and registered in the Register's Office of Rowan County, in Book of Mortgage No. 100, page 246, default having been made in the payment of the note secured thereby, and the holder thereof, the undersigned Trustee will sell at public auction, to the highest bidder, for cash, at the Courthouse door in Salisbury, N. C., on

MONDAY, DECEMBER 21st, 1931, AT 12 O'CLOCK, the following described real estate to-wit: A cottage and lot in the present corporate limits of Salisbury, N. C., and fronting on the South Main Street extension Road; Beginning at the North corner at the intersection of the South Main Street extension Road and "B" Avenue and runs thence in a Northeasterly direction with the margin of the South Main Street extension Road 50 feet to the corner of Lot No. 2; thence with the line of lot No. 2 in a Northwesterly direction parallel with "B" Avenue, 50 feet to an alley; thence with the margin of this alley in a Southerly direction 50 feet to "B" Avenue; thence with the margin of "B" Avenue in a Southerly direction 150 feet to the beginning corner; being Lot No. 1 in block 4 on the map of the property known as "Wheeler's Addition to South Salisbury." This the 17th day of November, 1931. E. H. HARRISON, Trustee. Murphy and Coughner Attorneys. Nv.20-Dec.11.

SALE OF REAL PROPERTY PURSUANT TO THE PROVISIONS CONTAINED IN A CERTAIN DEED OF TRUST, dated April 22nd, 1931, executed by W. L. McCrary and wife, Cora A. McCrary, to Ross M. Sigmon, Trustee, which mortgage is duly registered in book of mortgages No. 108, page 297, in the office of the Register of Deeds for Rowan County, N. C., default having been made in the payment of the amount secured by the said mortgage as therein provided, and by authority and power of sale conferred by said mortgage and by the deed of trust, the undersigned Trustee will offer for sale at public auction, to the highest bidder, or bidders, for cash, at the Court House door in Salisbury, N. C., on

SATURDAY, JANUARY 2nd, 1932, AT 12 O'CLOCK, NOON, the following described real property, to-wit: Lots Numbers Five (5) and Six (6), in Block Number "One", as shown upon the map of the property of F. C. Wood on the Statesville Highway, which map is filed in the office of the Register of Deeds for Rowan County, N. C., Book of Deeds No. 149, page No. 77, in the office of the Register of Deeds for Rowan County, N. C. For back title, see Book of Deeds No. 149, page No. 77, in the office of the Register of Deeds for Rowan County, N. C. For back title, see Book of Deeds No. 176, page 130. From the above described property there is excepted five feet off of lot Number 6, Block Number One, previously conveyed by W. L. McCrary and wife to C. Barber and wife, Book of Deeds Number 180, page 346. This November 30th, 1931. ROSS M. SIGMON, Trustee. HUDSON & HUDSON, Attorneys. De.4-Dec.25.

North Carolina, In the Superior Court. Rowan County. Emma Ward (widow), Lillie Leyerly (widow), Maggie Cauble and husband, J. C. Cauble, A. Louis Earnhardt (single) and Wachovia Bank & Trust Company, Guardian of Mary Jane Earnhardt, vs. H. Joseph Earnhardt and wife, Victoria E. Earnhardt, Dora Goodman and husband, J. C. Goodman.

NOTICE OF PUBLICATION: The defendants, H. Joseph Earnhardt and wife, Victoria E. Earnhardt, will take notice that the special proceeding, begun as above, has been commenced in the Superior Court of Rowan County, said State, for the purpose of selling certain real estate for division, in which certain H. Joseph Earnhardt and wife, Victoria E. Earnhardt, are necessary and proper parties, and the said defendants will further take notice that they are required to appear at the office of the Clerk of Superior Court of said County in the Courthouse at Salisbury, N. C., on

DECEMBER 25, 1931, or within ten days thereafter, and answer or demur to the petition in said action, or the petitioners will apply to the Court for the relief demanded in said petition. This November 27, 1931. R. D. McCUBBINS, Clerk of Superior Court. Rendleman & Rendleman, Attorneys. De.4-Dec.25.

NOTICE TO CREDITORS: Having qualified as Administrators of the estate of Charles F. Brown, this is to notify all persons having claims against the said decedent or against the Brown Company, to file an itemized verified statement of same with the undersigned on or before the

FIRST DAY OF DECEMBER, 1932, for any and all claims against the Brown Company, or against the Brown Company, or this notice will be pleaded in bar of their recovery. Persons indebted to said estate are notified to make prompt settlement. This, 30th day of November, 1931. R. M. BROWN AND L. S. BROWN, Administrators of the Estate of Charles F. Brown, Dec'd. De.4-Jn.8.

State of North Carolina Department of State CERTIFICATE OF DISSOLUTION TO All Whom These Presents May Come-Greeting: Whereas, it appears to my satisfaction, by duly authenticated record of the proceedings for the voluntary dissolution thereof by the unanimous consent of all the stockholders, deposited in my office, that the Dorsett Land Company, a corporation of this State, whose principal office is situated in the City of Spencer, County of Rowan, State of North Carolina (J. D. Dorsett, Jr., being the agent thereof and in charge thereof, upon whom process may be served), has complied with the requirements of Chapter 22, Consolidated Statutes, entitled "Corporations," preliminary to the issuing of this Certificate of Dissolution:

Now Therefore, I, J. A. Hartness, Secretary of State of the State of North Carolina, do hereby certify that the said corporation did, on the 27th day of October, 1931, file in my office a duly executed and attested consent in writing to the dissolution of said corporation, executed by all the stockholders thereof, which said consent and the record of the proceedings aforesaid are now on file in my said office as provided by law. In Testimony Whereof, I have hereunto set my hand and affixed my official seal at Raleigh, this 27th day of October, A. D. 1931. J. A. HARTNESS, Secretary of State. De.4-25.

SALE OF VALUABLE REAL ESTATE PURSUANT TO THE TERMS OF A CERTAIN MORTGAGE DEED OF TRUST, executed by John Jeffries and wife, Mamie Jeffries, to the undersigned Trustee, dated February 24, 1930, and recorded in the office of the Register of Deeds for Rowan County in Book of Mortgages No. 115, page No. 157, default having been made in the payment of the indebtedness therein secured, and at the request of the holder of the note thereby secured, the undersigned Trustee will expose for sale, at public auction, for cash, at the Courthouse door in Salisbury, N. C. on

SATURDAY, JANUARY 2, 1932, AT THE HOUR OF 12 M., the following described real estate: Lying in the town of East Spencer, N. C., near the Southern Railroad Trunk Line and Cedar Street and beginning

Odd-but TRUE THE HANGING OF MISTLETOE DATES BACK TO THE DRUIDS IN ENGLAND - THEY BELIEVED THAT IT BROUGHT THE GOOD WILL OF THE SYLVAN DEITIES DURING THE PERIOD OF FROST AND SNOW - THE IDEA THAT IT IS GOOD LUCK TO KISS A GIRL WHILE UNDER THE MISTLETOE IS HANDED DOWN FROM THIS OLD BELIEF

THE CHINESE ARTIST NEVER USES AN ERASER - EVERY LINE HE MAKES MUST REMAIN ME NO MAKEE MISTAKE!

THERE IS NO NATIONAL HOLIDAY IN THE UNITED STATES - NOTHIN' BUT WORK!

THE LINDBERGH OF THE BIRD FAMILY - THE GOLDEN PLOVER MAKES A NON-STOP FLIGHT OF 2500 MILES FROM NOVA SCOTIA TO THE NORTHEAST COAST OF SOUTH AMERICA - THIS DISTANCE IS COVERED IN 48 HOURS

at a stake, J. M. Ide's corner; thence South 70 feet to a stake on the edge of Cedar Street; thence West 95 feet to a stake; thence North 70 feet to a stake on Ide's line; thence with Ide's line to the beginning, being a part of the Richard Holmes property, East Spencer, N. C. For back title, see Book of Deeds No. 149, page No. 77, in the office of the Register of Deeds for Rowan County, N. C. For back title, see Book of Deeds No. 149, page No. 77, in the office of the Register of Deeds for Rowan County, N. C. For back title, see Book of Deeds No. 149, page No. 77, in the office of the Register of Deeds for Rowan County, N. C. JOHN L. RENDELMAN, JR., Trustee. Rendleman & Rendleman, Attys. De.4-25.

SALE OF VALUABLE REAL ESTATE PURSUANT TO THE TERMS OF A CERTAIN MORTGAGE DEED OF TRUST, executed by Lawrence Witherspoon and wife, Lucille Witherspoon, to the undersigned Trustee, dated February 23, 1929, and recorded in the office of the Register of Deeds for Rowan County in Book of Mortgages No. 112, page No. 120, default having been made in the payment of the indebtedness therein secured, and at the request of the holder of the note thereby secured, the undersigned Trustee will expose for sale, at public auction, for cash, at the Courthouse door in Salisbury, N. C., on

SATURDAY, JANUARY 2, 1932, AT THE HOUR OF 12 M., the following described real estate: Beginning at a stake in the East side of Broad Street, corner to lot No. 62; thence North 54 deg. 15 min. East with line of lot No. 62, 141 feet to a stake in the edge of an alley; thence South 32 deg. 45 min. East with the edge of said alley 40 feet to a stake corner to lot No. 60; thence South 54 deg. 15 min. West with line of lot No. 60, 141 feet to a stake in the edge of Broad Street; thence North 32 deg. 45 min. West with the edge of Broad Street, 40 feet to the beginning corner, being lot No. 61, as shown by the map of Trexler Heights, East Spencer, N. C., recorded in the office of the Register of Deeds for Rowan County, N. C. in Book 100, page 608, to which reference is hereby made for more particular description. The above property will be sold subject to all prior liens and encumbrances, if any. JOHN L. RENDELMAN, JR., Trustee. Rendleman & Rendleman, Attys. De.4-25.

LOANS WITHOUT SECURITY \$5.00 to \$40.00 Quickly Loaned SALARIED PEOPLE NEEDING FIVE TO FORTY DOLLARS IN STRICT CONFIDENCE, WITHOUT SECURITY, ENDORSEMENT OR DELAY, AT LOWEST RATES AND EASY TERMS. CO-OP FINANCE CO. 202 WACHOVIA BANK BLDG. SALISBURY, N. C.

YADKIN FUEL CO. DON'T LET THE COLD SNAP CATCH YOU WITHOUT FUEL! A GOOD PLACE TO BUY YOUR COAL, COKE, AND WOOD ROGER EVANS, President PHONES 1594 and 1642 E. Harrison St. SALISBURY, N. C.

"Pioneer Coal keeps the home fires burning" PHONE 203 COAL for ECONOMY for COAL - COKE - WOOD We have A Coal for any purpose! BARDO COAL for heatrolas, hot blast heaters. FAMOUS . . . TENNESSEE COKE Jones Ice & Fuel Co. PHONE 203 SALISBURY