

WE WANT A NEW NAME

\$6,200.00 IN PRIZES

AND TRADE CREDITS FOR a NEW NAME

We have been operating an auto parts business and also a furniture business under the name "Columbus Motor Co." We have had both businesses in the same building until 2 months ago when we moved our parts business to its new location in the McRoy Building just back of the First National Bank. We have now renovated the entire building we have been using for the past several years and are now using the entire building for furniture and other items we will sell along with furniture.

It is rather confusing to have two businesses under the same name and too, the present name does not fit our furniture store; therefore we want a new name for the furniture store. We will continue to operate the Auto Parts place under the old name—"Columbus Motor Co."

In submitting a new name for our furniture store please bear in mind that we will want to add other lines from time to time in addition to furniture. Now we are selling bicycles and supplies and automobile supplies. We may want to add a good many other lines later, therefore the word "Furniture" included in the name will be a misfit. We will want the new name to include the name of The Lord in one of the various names He is known by, since He is a partner in the firm.

Should more than one person submit the name we will decide to use we will give the prize to the one bearing the earliest post mark.

All entries will become the property of the Columbus Motor Co., and the decision of the judges will be final.

A letter of explanation as to why we wish to incorporate the Lord's name in the name of the business:—

DEAR CUSTOMERS:

About 25 years ago we got the idea of using the Lord's name by having a certain percentage of the profits from the business set aside for use in the Lord's work such as religious or charitable organizations. Not knowing just what do do with the money before the decision was reached as to what organizations to pay it out to, it was placed in a bank in some special account. The thought occurred to me that if any one had any money they were going to give to me and place it in some bank that I would like to have it in my own name. Then I decided to put the money in the bank in the name of "The Lord." For the past 25 years this account has been carried in this name in one of the banks and I liked the idea more and more as time passed.

About two years ago and again recently the Lord has been taken into the business as a partner with a rather substantial investment in the business. Of course, this could not be set up in His name, as it was in the bank account. The investment for the Lord has not been set up in His name as it was in the bank account. The investment for the Lord has been set up in the business by trust and partnership agreements. Since our courts and laws only recognize physical beings then these trust and partnership agreements have been set up thru a religious organization. The Pentecostal Holiness Church of Whiteville will receive all income derived from the money invested in the Columbus Motor Co.

If someone would set you up in a business with as large an investment as in this case I am sure you would like for your name to be incorporated in the name of the business; therefore, we have decided that it is only fair to place the Lord's name in the business in as much as He is such a large stockholder in it.

B.S. THOMPSON.

— PRIZES —

— FIRST PRIZE —

One new Jansen Spinet Piano—price \$795.00
This piano will be given to the one who submits a name for the business that we decide to use.

— SECOND PRIZE —

One beautiful 3-Piece Living Room Suite—Price \$224.50
This living room suite will be given to the person who gives us the best reason why we should incorporate the Lord's name in the name of the business. You can write a short letter using just as few words as you care to.

— THIRD PRIZE —

One lovely Mahogany 4-Piece Bed Room Suite—\$212.00
This bed room suite will be given to the person who submits the best reason why we should not incorporate the Lord's name in the new name of the business.

— OTHER PRIZES —

In addition to the prizes we are also giving—1,000 trade credits worth \$10.00 each on any purchase of \$50.00 or more whether for cash or on time. The first 1,000 people who submit a name for the business or write a letter with a reason why we should or should not incorporate the Lord's name in the business will receive one of the trade credits which will be worth as much as a \$10.00 bill if you buy furniture from us within the next 12 months, up to or more than \$50.



FIRST PRIZE
This beautiful Spinet Piano.
Jansen's Latest Model

The judges will not base their decision on the best written letter as that would not be fair to our customers as a lot of them cannot write so well. The decision will be based on the judge's opinion as to the best reason—even though written poorly.



THIRD PRIZE
This lovely 4-Piece Bed Room Suite



SECOND PRIZE
A Beautiful 3-Piece Living Room Suite
In an attractive floral design with your choice of any one of five colors.

(NEW NAME) _____ Date, July 17th, 1948
Whiteville, N. C.

This Credit Slip Worth \$10.00 Cash To

Name _____

On any purchase totaling \$50.00 or more in the next 12 months either cash or on time.

(NEW NAME)

1,000 Of These Credit Prizes To Be Given FREE!

Contest will close midnight, Monday, July 12th. All entries must be in by that time. Winners will be announced in this paper July 17th.

COLUMBUS MOTOR CO.

SOUTH MADISON STREET

FURNITURE STORE

WHITEVILLE, N. C.