

Overseas Mail Lag Explained

Atlanta, Ga. Jan. 17.—Army postal service wishes to clear up some of the misunderstanding of the public relative to overseas mail delivery, according to Col. Hartley B. Dean, Fourth Service Command postal officer. "It appears," said Col. Dean, "that one of the complaints of the public is that mail service from overseas is better than the service going overseas. The reason for this is that mail going to the United States is bound for a definite, fixed address while overseas communications are often delayed due to the necessity of directory service and forwarding to find organizations and individuals in a constantly changing scene.

"Another thing which seems to puzzle the public is the fact that overseas letters are received in bunches. This is due to transportation facilities—if a convoy sails only every two weeks, naturally the mail will pile up and be received in one batch. This includes air mail. Both air and ordinary mail accumulate waiting for cargo space and as the space is available, the oldest mail is shipped out first. Of course, if plane space becomes available after the letters (both ordinary and air mail) have gone by boat, the most recent letters arrive first and the sequence of the letters is broken."

JUDGE WINSTON HAD ESTATE OF \$159,734

The estate of Judge Robert W. Winston of Chapel Hill, who died last October 14, lists real and personal property amounting to \$159,734.65, an inventory filed in Durham revealed last week. Of this amount \$20,000 represents real estate.

By the terms of Judge Winston's will, the estate goes to his two sons and two daughters, James H. Winston, R. W. Winston, Mrs. Gertrude Winston Webb and Mrs. Amy Winston Carr.

TRADE AT THE
Young Men's Shop
QUALITY . . . STYLE
Hillsboro, N. C.

CREEL'S
SERVICE STATION
Opposite Andrews' Funeral Home—Chapel Hill
SHELL PRODUCTS

WALKER'S
Funeral Home
AMBULANCE SERVICE
Call 25 Main Street

GILMORE
Motor Co.
AUTO SERVICE
Parts and Accessories
PHONES
Day—159 Night—158
HILLSBORO

Hoard War Bonds

... NOT CASH

Both are promissory notes of your Government. Both are guaranteed by your Government.

But War Bonds increase in value—idle cash does not!

When you pay \$75 for a \$100 Bond, this is what happens:

- AFTER 2 YEARS IT'S WORTH \$ 76.50
- AFTER 4 YEARS IT'S WORTH \$ 80.00
- AFTER 6 YEARS IT'S WORTH \$ 84.00
- AFTER 8 YEARS IT'S WORTH \$ 92.00
- AFTER 10 YEARS IT'S WORTH \$100.00

The Bank of Chapel Hill

John Edwards Is At Atlantic City

Atlantic City, Feb. 7.—T-5 John Alvis Edwards, 28, of Chapel Hill, son of Mrs. Pauline Edwards, has recently returned from service outside the continental limits of the United States and is now temporarily stationed at the Army ground and service forces redistribution station here. While at this installation he will be given a series of tests to determine his fitness for future assignments.

T-5 Edwards served 34 months as truck driver in the Asiatic-Pacific theater of operations. He is a recipient of the following decorations: Asiatic-Pacific and American theaters campaign ribbons with two bronze stars, good conduct medal and the American defense medal.

Before entering the service T-5 Edwards was employed by the University of North Carolina as a chauffeur.

Hurdle Mills

Mrs. T. M. Riley is ill in Alamance hospital, Burlington. Mrs. Mollie Tilley visited her son and daughter-in-law, Mr. and Mrs. L. C. Tilley, recently.

Mr. and Mrs. H. G. Laws, Robert Breeze and John Brown attended funeral services for Will Moore at Cedar Grove church last week.

Mrs. L. G. Tilley visited Mrs. A. H. Hawkins Saturday afternoon.

Several people from this community attended the annual RAA meeting in Hillsboro Saturday.

Mr. and Mrs. H. G. Laws and Alvin Hawkins attended the memorial service for Glenn Kennedy which was held at Cedar Grove Methodist church Sunday afternoon.

Mr. and Mrs. Cleon Roberts of Carr community were guests of Mr. and Mrs. T. N. Blalock Sunday.

Mr. and Mrs. A. H. Hawkins had as their guests Sunday afternoon Mr. and Mrs. N. G. Wilkerson and Betty Jean and Nicky and Mr. and Mrs. N. B. Berry, Virtee, Foy, and Wayne Berry.

Cora Lee Wagoner spent Sunday with Edith Hawkins.

Mrs. W. C. Wagoner and her son Russell are able to be up again after a recent illness.

Mr. and Mrs. Edd Brown and family moved to this community recently.

Colored Schools Hold PTA Meetings

Among the recent highlights of the Sartin school was the visit of County Superintendent R. H. Clayton and E. P. Barnes who is connected with the feeding program for the schools, at the meeting of the county-wide P.T.A. at the Sartin school.

At the Sartin school, Professor Snipes, president of the county-wide P.T.A., presented Barnes and Clayton to the group. Both men gave interesting facts about existing lunch rooms and those to come in the postwar era.

At the colored Hillsboro high school, Dr. David O. Garvin of Chapel Hill gave the P.T.A. a movie and a frank lecture on new discoveries of venereal diseases and tuberculosis. Later he gave tuberculosis and blood tests to teachers and students. He will take x-ray pictures in the near future.

Complete advertising service always at the beck and call of advertisers in THE NEWS.

CLASSIFIED AND LEGAL ADS

NOTICE OF RE-SALE OF REAL ESTATE

Under and by virtue of the power of the sale contained in the will of C. C. Smith as the same appears on the records in the office of the clerk of superior court for Orange County, North Carolina, in Will Book L, at page 371, the undersigned-executors will offer for sale to the highest bidder for cash at public auction on the premises hereinafter described, at two (2) o'clock P.M., January

AT TWO (2) O'CLOCK P.M., FEBRUARY 10, 1945.

the following described real estate, to-wit:

TRACT NO. 1. A certain tract or parcel of land in Orange County, State of North Carolina, adjoining the lands of J. H. Fowler, J. S. White, C. C. Smith, and others, bounded as follows: Commencing at stake of J. H. Fowler corner, running East 181 feet to stake on J. S. White's line and J. H. Fowler's corner, thence North 72 feet to stake, thence West 181 feet to stake on street, thence South 72 feet to the beginning, containing one four room cottage.

(This is a Re-Sale and the bidding on this tract will start at \$1270.50.)

TRACT NO. 2. A certain tract or parcel of land in Town of Mebane, and in Orange County, State of North Carolina, adjoining the lands of C. C. Smith and John Kennedy, and others, and bounded as follows:

Being lots Nos. 41 and 42 of the Mebane Real Estate and Trust Co. property in Mebane, N. C. Blue print of which is recorded in Register of Deeds office, Alamance County, N. C., plat book No. 1, page 23; reference to which is made for detailed description.

(This is a Re-Sale and the bidding on this tract will start at \$1525.25.)

TRACT NO. 3. A certain tract or parcel of land lying and being in Orange County, North Carolina, in or near the Town of Mebane, being lots No. 11 and 12 Block No. B described and contained in a certain map made by J. R. Edmunds, C. E., which map is registered in the Register of Deeds' office of Orange County, in Book 64 page 360, reference to which is hereby made for further description.

The aforesaid Lots Nos. 11 and 12 in Section B are more particularly defined as follows: Beginning at a stake on White Avenue two hundred feet South from the corner of White Avenue and Grove Street, and running thence East one hundred and fifty feet to a stake, corner of lot No. 13; thence South one hundred feet to a stake, corner lot No. 10; thence one hundred and fifty feet to White Avenue; thence with the line of White Avenue one hundred feet to a stake, the point of beginning.

(This is a Re-Sale and the bidding on this tract will start at \$71.50.)

TRACT NO. 4. A certain tract or parcel of land in Cheeks Township, Orange County, State of North Carolina, near Town of Mebane, N. C., and being lots Nos. 9 and 10, Block B in the survey and plat of the Mary E. White property made by J. R. Edmunds, C. E., and registered in Register of Deeds office, Orange County, book 64 page 360, more particularly described as follows:

Beginning at a stake on White Ave. 300 feet South of White Ave. Grove Street, thence East 150 ft. to a stake, corner lot No. 11, thence South 101.7 ft. to a stake, thence N 86 deg. 11 min. 150 feet to White Ave., thence with line of White Ave. 99.3 ft. to a stake, the point of beginning.

(This is a Re-Sale and the bidding on this tract will start at \$55.00.)

TRACT NO. 5. A tract or parcel of land in the County of Orange, State of North Carolina, and bounded as follows:

Said lots No. 11 and 12 in Block C and more particularly described as follows: BEGINNING at a stake on West side of White Ave. near the intersection of White Ave. and Park Street, and running thence South with the line of White Ave. 100 feet to a stake; thence West 130 7-100 feet to a stake, corner of lot No. 13; thence North 100 16-100 feet to a stake, corner of lot No. 10; thence East 126 6-100 feet to a stake on White Ave., the point of BEGINNING.

(This is a Re-Sale and the bidding on this tract will start at \$88.00.)

Time of Sale: Two o'clock, P.M., Saturday, February 10, 1945.

Terms of Sale: Cash at Public Auction.

Place of Sale: On the Premises above described.

This the 23rd day of January, 1945.

R. C. SMITH and C. H. SMITH, Executors of the estate of C. C. Smith.

2-1-2tc

NOTICE TO CREDITORS

Having qualified as administrator c.t.a. of the estate of Virginia Laws Roberts, deceased, late of

Orange County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned, on or before the 29th day of January, 1946, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.

This the 29th day of January, 1945.

W. T. ROBERTS, Administrator c.t.a. of the Estate of Virginia Laws Roberts, Route 1, Hillsboro, N. C.

2-1-6tc

IN THE SUPERIOR COURT

Notice of Serving Summons by Publication

NORTH CAROLINA ORANGE COUNTY

Mary Davis vs. Pink Davis

The defendant, Pink Davis, will take notice that an action entitled as above has been commenced in the Superior Court of Orange County, North Carolina, for an absolute divorce on the grounds of two years separation; and the said defendant will further take notice that he is required to appear at the office of the Clerk of the Superior Court of said County in the Courthouse in Hillsboro, North Carolina, within twenty days after the 22nd day of February, 1945, and answer or demur to the complaint in said action, or the plaintiff will apply to the court for the relief demanded in said complaint.

This the 29th day of January, 1945.

E. M. LYNCH, Clerk Superior Court, Orange County.

2-1-4tc

NOTICE OF RE-SALE OF REAL ESTATE

Under and by virtue of an order of the superior court of Orange County, made in the special proceeding entitled R. C. Smith, Administrator of the estate of Nancy C. Smith, vs. M. F. Smith, et al, the undersigned commissioner will, on the

10TH DAY OF FEBRUARY, 1945, AT TWO O'CLOCK P.M., on the premises of the property hereinafter described, in and near the Town of Mebane, Orange County, North Carolina, offer for sale to the highest bidder for cash those certain tracts or parcels of land lying and being in Cheeks Township, Orange County, North Carolina, and more particularly described as follows, to-wit:

TRACT NO. 1. A certain tract or parcel of land in Orange County, North Carolina, adjoining the lands of Mrs. Mary L. Fowler, Arthur Lewis:

White and others, bounded as follows: BEGINNING at an iron stake on the East side of a street or road Mrs. Mary L. Fowler's Northwest corner; thence her line N. 89 1/4 deg. E. 2 chs. and 63 lks. to an iron stake on Arthur White's line (this line passes over the center of the wall); thence N. 1 1/4 deg. W. 7 chs. and 42 lks. to an iron stake on the line of the right of way of the N.C.R.R.; thence with said line N. 80 deg. W. 2 chs. and 77 lks. to an iron stake on the East side of said street or road; thence with the East side of said street S. 1 1/4 deg. E. 8 chs. and 11 lks. to the first station, containing two acres, more or less.

Excepted from the above description are two (2) lots; the first lot being a lot on the North side of the property which fronts on the Railroad property approximately 181 ft. and which was sold to J. E. Barnett and wife, Nevada Barnett, and conveyed by deed by C. C. Smith and wife, Nannie C. Smith.

The second lot excepted is described as follows: Commencing at a stake J. H. Fowler's corner running E. 181 ft. to a stake on Sam White's line, J. H. Fowler's corner; thence N. 72 ft. to a stake; thence W. 181 ft. to a stake on street; thence S. 72 ft. to the BEGINNING and being the same property conveyed by C. C. Smith and wife, Nannie C. Smith, to Charley H. Smith, a deed recorded in book 74, page 530.

(This is a Re-Sale and the bidding will start on this tract at \$1186.50.)

TRACT NO. 2. A certain tract or parcel of land in Alamance County, State of North Carolina, being lots Nos. 39 and 40 of the Mebane Real Estate & Trust Co. land purchased from the Holt heirs, Blue-Print of which is recorded in the office of the Register of Deeds of Alamance County, in Book 1, page 39, and to which reference is made as fully as if herein set forth.

(This is a Re-Sale and the bidding on this tract will start at \$1522.50.)

TRACT NO. 5. A certain tract or parcel of land in Mebane Township, Orange County, State of North Carolina, adjoining the lands of White Avenue, Park Street and others, and bounded as follows, to-wit:

BEGINNING at a stake on White Ave. on the West side, one hundred feet from the intersection of White Ave. and Park Street and running thence West one hundred

and thirty seven feet to a stake, thence South one hundred sixteen hundredths feet to a stake; corner of lot No. 15; thence East one hundred six and eight tenths feet to a stake on White Ave., thence with line of White Ave. one hundred feet to the beginning point.

This deed is intended to convey lots Nos. 13 and 14 in Section C. in a plat of land conveyed to Parks and Jeffreys by Mary E. White.

(This is a Re-Sale and the bidding on this tract will start at \$93.50.)

Time of Sale: Two o'clock, P. M. Saturday, February 10, 1945.

Place of Sale: Premises. First sale starting at the C. C. Smith and Nancy C. Smith home place just East of the Town of Mebane.

Terms of Sale: Cash. This the 23rd day of January, 1945.

R. C. SMITH, Administrator of the estate of Nancy C. Smith.

2-1-2tc

For Sale

FOR SALE: Fresh Jersey milk cow and calf, or will trade for beef cow. J. C. Waddell, West Hillsboro. 1-8-1tp

Dairy Feed

A COW IS A GOOD INVESTMENT, if you keep her milking at full capacity. Come in and get a good supply of Spartan 24 percent Dairy Feed. It is a real milk-maker! We have lots of fresh Spartan Dairy Feed on hand. Walker Bros., Hillsboro.

Time of Sale: Two o'clock, P. M. Saturday, February 10, 1945.

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R. C. SMITH, Administrator of the estate of Nancy C. Smith.

2-1-2tc

ADMINISTRATOR'S NOTICE

Having qualified as administrator, C. T. A., of the estate of Nannie B. Kirkland, deceased, late of Orange County, North Carolina, this is to notify all persons having claims against the estate of the said deceased to exhibit them to the undersigned at Chapel Hill, R. 2, on or before the 28th day of December, 1945, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.

This the 28th day of December, 1944.

E. C. KIRKLAND, Admr. C. T. A., of the Estate of Nannie B. Kirkland.

1-4-6tc

Trade at
The Dollar Store
Same Goods for Less Money
HILLSBORO

For Sale

FOR SALE: Fresh Jersey milk cow and calf, or will trade for beef cow. J. C. Waddell, West Hillsboro. 1-8-1tp

Dairy Feed

A COW IS A GOOD INVESTMENT, if you keep her milking at full capacity. Come in and get a good supply of Spartan 24 percent Dairy Feed. It is a real milk-maker! We have lots of fresh Spartan Dairy Feed on hand. Walker Bros., Hillsboro.

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1-4-6tc

Trade at
The Dollar Store
Same Goods for Less Money
HILLSBORO

Want Ad Rates

Want Ads are sold by word. The rate is one cent per word (this size type) for week the ad appears. Minimum charge is 25 cents.

THIS SIZE TYPE TWO CENTS PER WORD MINIMUM CHARGE 25 CENTS.

Want Ads Are Cash in Advance. Memorials and Cards Thanks are the same rate also, are cash in advance.

WANTED: Couples to attend American Legion square every Wednesday night, at the Hillsboro high gym. Fifty cents per person.

—Buy War Savings Stamps

Wanted

WANTED: Couples to attend American Legion square every Wednesday night, at the Hillsboro high gym. Fifty cents per person.

—Buy War Savings Stamps

Jefferson Standard Life Ins. Co.
of
GREENSBORO, N. C.
JOHN W. UMSTEAD
Manager
111 Corcoran Street Bldg. DURHAM 132 E. Franklin St. CHAPEL HILL

BETTER BUYS! BETTER FOODS
Specials This Week
POTATOES . . . ORANGES . . . APPLS . . . ONIONS
CABBAGE . . . TOMATOES . . . PECANS
R. C. MINNIS GROCERY
HILLSBORO, N. C.

For ADVERTISERS ONLY

By Professor And His Class

THE FIRST THING THAT EVERY copy writer must remember is that his copy must be effective—not affected. The copy is included in an advertisement to sell a product; the ad is to make an impression on the reader rather than express meaningless words and adjectives. First and last, the impression of the reader must be, "That must be a good article" rather than "Hm, darn good ad."

CLEARNESS IS THE MOST IMPORTANT essential. Correctness, likewise is a necessity. Nothing is more irritating to a reader than incorrectness in grammar, word-use, punctuation. To conserve the time of the reader, the copy should be concise. Conciseness does not mean saying little—but saying much in a few words.

SINCE ALL ADS MUST HAVE appeal, it is necessary to know that all ads may be divided into two chief types—ones with an intellectual appeal and ones with an emotional appeal. The reader may be inspired to action by a consciously deliberated decision or by an instinct or emotion. For instance, if you are selling war bonds and you say, "It's the best investment you can make. For every six bits you put in, you take out one buck,"—that's reason why copy. But if you say, "Buy war bonds and stamps, and KEEP 'EM FLYING!"—that's human interest copy.

OFTEN A PAINSTAKING investigation is necessary before the advertiser can be sure what motives have already inspired consumers to buy his article and what motives will influence new prospects to buy it. Even when the motives have been found, it is not always certain they can be used effectively in advertising copy. The primary use of soap is keeping clean but the most effective soap advertising emphasizes beauty and "keeping that schoolgirl complexion" rather than, crudely, keeping the dirt off. Likewise, brewers usually advertise their product as being delicious and full of nutritional value rather than as having a terrific kick. No consumer is going to buy a bottle of spirits for its nutritional value. But the true motive is best kept under cover

in that particular field of advertising.

IN SPITE OF THE FACT THAT in some lines of advertising the true motive does not make good advertising, the copy writer should know his product backward and forward. He should know the materials, its process of manufacture, the personnel responsible for its design and construction, its performance in the hands of users.

THE COPY-WRITER WILL USUALLY be able to pick out some big theme for the campaign. It may be characteristic of the product or there are any number of variations of theme. Slogans are popular. Namely, "Ask the man who owns one," or "It's toasted." The theme must dominate the copy, and, if it is wisely selected, it has the power to stimulate interest.

THE COPY WRITER MAY USE four different stages in his campaign.

The pioneering copy introduces a new product. It is to a large extent educational, and it paves the way for . . .

Competitive advertising. In this phase, the superiority of the product must be emphasized. Competitive advertising should stress the individuality and special features of the product. Always, it should be honest and give the consumer a sporting chance to discriminate between the same products of different brands.

Institutional advertising is a means of establishing good will between the institution and the consumer. No attempt is made to show the consumer his need or the merits of any particular brand. Nevertheless, they may give him serviceable as well as interesting information—concerning almost anything.

Reminder copy takes for granted that a large part of the work of selling has already been done. The function of the particular type of advertisement is to refresh the reader's memory of the advertised brand and perhaps reinforce his impression of its good qualities.

The first two classifications are called action copy and the last two, good-will copy.

—MATT McDADE

To reach the buying homes of all of Orange County use ideas, layouts, suggested copy, illustrations for your ad in THE NEWS