

Local Business

"Annoyance Factor" is a new term which has entered the language of advertising men. Some of the advertising experts have come to the conclusion that advertising which annoys the public may create a negative impression. Such advertising may do a product more harm than good, they say.

The conclusion seems to be very reasonable and logical. It is remarkable that the bright boys who prepare national advertising have not reached this simple deduction long ago. The public is very much aware of the truth.

The annoyance factor varies with kinds of advertising and the media in which advertising.

is displayed or broadcast. Tests for the annoyance factor indicated that it is highest in television advertising; radio advertising created the second highest annoyance score. Radio was followed by direct mail, free circulars, magazine advertising, and newspaper advertising in the order listed.

However, we judge the scientific validity of the annoyance tests, few of us are surprised at the ranking. We know from personal experience that people who are "cussing" advertising are usually complaining because the advertising breaks into a television or radio program. People also are irritated by junk mail and circulars, which come uninvited into a home.

The evidence indicates that the annoyance factor is directly related to captive nature of audience of advertising. Or stated in a simple principle: The more advertising is forced upon a public, the greater becomes the annoyance factor.

Thus newspapers and magazines which are voluntarily purchased by the public should be read with a minimum of annoyance. Since printed advertising will be entirely ignored, it suffers little or no annoyance loss.

**Everyone Prospers
When You Shop
Locally**

GETTING UP NIGHTS MAKES MANY FEEL OLD

Common Kidney or Bladder Irritations make many men and women feel tense and nervous from frequent urinating or itching urination night and day. Secondary, you may lose sleep and have headache, backache and feel older, tired, depressed. In such cases, CYS-TEN usually brings relaxing comfort by curbing irritating germs in acid urine and quickly easing pain. Get CYS-TEN at drugstore.

Mary Carter Paint

WITH COUPON

MARY CARTER PAINTS

THIS WEEK ONLY INTERIOR LATEX

Reg. \$4.00 PER GALLON

NOW SAVE \$3.02

2 GALS. FOR \$4.98

COUPON

Lipscomb Grocery

318 Harris Ave. Raeford, N. C.

A. P. Johnson Construction Co.

PRESENTS

OPEN HOUSE

1 p.m. to 6 p.m.
SUNDAY-MARCH 10



"The Lively One"

In Wrightsboro Sub-Division
10 Miles North Of Raeford

Features: 1200 sq. ft. Spacious Corner Lot, Completely Furnished. 3 Bedrooms, Living Room, Large Dining & Kitchen Area, Garage, Wall-to-Wall Carpet, Drapes, Gas Heat. Ready For Immediate Occupancy.

A. P. JOHNSON Construction & Realty Co.

3042

107 N. Main St.

Jay-Cettes Hold Feb. Meeting

February's meeting of the Raeford Jay-Cettes was held at the home of Mrs. Jim Stewart. The speaker, Doug Dixon, gave a very complete talk on a brief decorating. Even though Mr. Dixon works in the Planning Department at Raeford Wasted, he finds time to work on projects such as refinishing furniture and converting what would seem to be useless furniture into functional pieces.

Eight members and two visitors, Mrs. Floyd Douglas and Mrs. Jerry Goza, were present. The members discussed the PAGE program and the prospective applicants. PAGE is a work scholarship given to a senior girl from Hoke High School by the Jay-Cettes.

CLUB CALENDAR

The American Home Department of the Woman's Club will meet Tuesday, March 12 at 7:45 p.m. with Mrs. Franklin Crumpler, Mrs. J.D. Howell as co-hostess.

Personals

Mr. and Mrs. Bill McPhaul, Mr. and Mrs. Mike Pegram, Mr. and Mrs. Crawford Thomas Jr., Mr. and Mrs. Bobby Wright, Jimmy McPhaul and Wanda Clark spent the weekend at the McPhaul cottage at Holden Beach.

Mr. and Mrs. Sam Homewood and children spent the weekend in Marion with his mother, Mrs. S. L. Homewood.

Mr. and Mrs. James Wood and family spent Sunday in Newport News, Va., with their daughter, Mrs. Bobby Strother, and Mr. Strother.

Mr. and Mrs. E. E. Smith, Mr. and Mrs. Earl Floyd, Mrs. Robert Harrell and Mrs. James E. Douglas attended the funeral of Mrs. Robert Weaver's mother, Mrs. Vernon Daniels, of Laurinburg, on Sunday.

CARD OF THANKS

We wish to thank all our friends and relatives for their many kind deeds and other expressions of love and sympathy during the recent illness and death of our husband and father.

Mrs. Henry Fowler and daughters, Carol and Kathy.

43 C

Lumber Bridge

By PAM SUMNER

Mr. and Mrs. J. T. Harlow of New Bern were weekend guests of their daughter and son-in-law, Mr. and Mrs. John Balfour, and son, Johnnie.

Miss Mamie Livingston is spending several days this week with Mrs. Elizabeth Rackley in Smithfield.

Mr. and Mrs. John Gardner and daughters, Sharon and Susan, of Lumberton visited her father, J. M. McGougan, and her aunt, Miss Vera McGougan, Sunday.

Mrs. Cary Dall and sons, Sean and Scot, of Raleigh spent the weekend with her mother, Mrs. N. H. G. Balfour.

Miss Dorothy Clyde McGougan of University of North Carolina, Greensboro spent the weekend with her parents, Mr. and Mrs. Johnnie McGougan, and her sister, Rosemary. Her roommate, Miss Carolyn Laws, of Bluefield, West Virginia spent Friday night with them.

Mrs. David Davis and her daughter, Mrs. Carol Blanton, of Raeford visited Mr. and Mrs. Jeff Davis and family Sunday.

Col. and Mrs. F. R. Weber attended a dinner party for Col. and Mrs. James F. Brooke Jr. at the home of Col. and Mrs. Stewart Wood in Fayetteville Saturday night.

Mrs. Henry Crawford and Miss Lois Sumner spent the weekend in Rowland.

Mike Chason of State College, Raleigh spent the weekend with his parents, Mr. and Mrs. T. C. Chason, and his brother, Steve and Tony.

Mr. and Mrs. Howard Livingston and sons, Wayne and Charles, visited her mother, Mrs. Mae B. Smith, in Fayetteville Sunday.

Miss Millie Williford and Mrs. Elizabeth Toliar of Lumberton visited their brother, MacLean Williford, of Rocky Mount, at Duke Hospital in Durham where he is a patient Monday.

O. L. Howell of Raleigh visited Mrs. Henry Crawford and Miss Elizabeth Sumner Tuesday.

The slogan "A craft today, keeps the psychiatrist away," has been adopted by the Orange County Extension Crafts committee to help promote a new program.

Mrs. FORTUNE J. GORE, home economics Extension agent, explains that the women, young and old, are excited over the special crafts training they'll receive.

As one homemaker put it, "creating a well-designed article doesn't solve all your problems, but it helps make them more tolerable."

Three families in the Mooresboro Community, Cleveland County, agree that planning and record keeping are essential in managing their income, says Thelma E. McVea, home economics Extension agent.

It all began when Mrs. Wray Carter, a widow, asked for assistance in making a spending plan for her family which includes three small girls.

Then she invited two other homemakers to attend the planning session she was to have with Miss McVea.

The families are planning for three-month periods at a time; then keep records of money spent. By the end of the year, the agent notes, they will be ready to make annual plans.

Each family has specific goals, short- and long-term. They are pleased with their success thus far.

Mrs. Carter recently remarked, "Now I can see where we are going and how our money is spent."

Disadvantaged families in Rockingham County are finding many uses for the recipes they received with donated foods.

One homemaker, Mrs. Faye

Pruitt, Draper, told Extension home economics agent, Mrs. Zedie Jackson, "I have saved and tried each recipe I have received from you. I'm making a book of them because they're better to use and to prepare than those you find in commercial cookbooks or magazines. The product turns out better, the ingredients are less expensive and the food tastes good."

In the list of ingredients she recommends for each recipe, Mrs. Jackson includes special seasonings. "These seasonings give ordinary foods a special taste at low cost," she adds.

Six years ago, Mrs. Helen Jones, Whiteville, Rt. 2, attended a drapery making workshop taught by county Extension home economics agents.

About a year ago, she finally got to put her drapery-making skills to use. The family had built a new house and Mrs. Jones is doing the window treatments for it.

"She believes she will save her family \$175 by being a do-it-yourselfer," Evelyn S. Wilson, assistant home economics Extension agent, Columbus County relates.

LEGALS

the construction and installation of necessary outfall lines and the acquisition of any necessary land, rights of way and equipment.

Section 2. That a tax sufficient to pay the principal of and the interest on said bonds shall be annually levied and collected.

Section 3. That a statement of the debt of the Town has been filed with the clerk and is open to public inspection.

Section 4. That this ordinance shall take effect when approved by the voters of the Town at an election as provided in said Act.

The foregoing ordinance was passed on the 4th day of March, 1968, and was first published on the 7th day of March, 1968.

Any action or proceeding questioning the validity of said ordinance must be commenced within thirty days after its first publication.

J. EDWIN WILLIAMS
Town Clerk and Treasurer
43-44C

NOTICE OF SPECIAL BOND ELECTION AND SUPPLEMENTAL REGISTRATION IN THE TOWN OF RAEFORD, NORTH CAROLINA

A special bond election will be held between 6:30 A.M. and 6:30 P.M., Eastern Standard Time, Saturday, April 27, 1968, at which there will be submitted to the qualified voters of said Town the following question:

Shall an ordinance passed on March 4, 1968, authorizing the Town of Raeford, North Carolina, to contract a debt, in addition to any and all other debt which said Town may now or hereafter have power or authority to contract, and in evidence thereof to issue Sanitary Sewer Bonds in an aggregate principal amount not exceeding \$700,000 for the purpose of providing funds, with any other available funds, for enlarging the sanitary sewer system of said Town, including the enlargement of the sewage treatment plant facilities, the construction and installation of necessary outfall lines and the acquisition of any necessary land, rights of way and equipment, and authorizing the levy and collection of a sufficient tax for the payment of the principal of and the interest on said bonds, be approved?

The question hereinabove set forth contains a statement of the purpose for which the bonds are authorized by the ordinance referred to in such question.

If said bonds are issued a tax will be levied upon all taxable property in the Town of Raeford for the payment of the principal of and the interest on said bonds.

For said election the regular registration books for elections in said Town will be used and such books will be open for the registration of qualified persons not theretofore registered from 9 A.M. until 6:30 P.M. on each day beginning Saturday, March 23, 1968, and closing Saturday, April 6, 1968. On each Saturday during such registration period said books will remain open at the voting place, Saturday, April 13, 1968 is Challenge Day.

The voting place and the names of the election officers, subject to change as provided by law, are as follows:

Voting place Raeford Town Hall.
Registrar Mrs. Kate Blue Covington.
Judges Mrs. Dewey Howell and Mrs. T. C. Scarborough.

By order of the Board of Commissioners of the Town of Raeford,
J. Edwin Williams
Town Clerk and Treasurer
43-44C

CREDITOR'S NOTICE

Having qualified as Administratrix of the estate of Jim W. Warren, deceased, late of Hoke County, this is to notify all persons having claims against said estate to present them to the undersigned on or before September 7, 1968 or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment to the undersigned.

This the 7th day of March, 1968.
ESTHER WARREN DIXON
Administratrix
Route 2, Raeford, N. C.
43-48C

LEGALS

ORDINANCE AUTHORIZING \$700,000 SANITARY SEWER BONDS

BE IT ORDAINED by the Board of Commissioners of the Town of Raeford:

Section 1. That, pursuant to The Municipal Finance Act, 1921, as amended, the Town of Raeford, North Carolina, is hereby authorized to contract a debt, in addition to any and all other debt which said Town may now or hereafter have power or authority to contract, and in evidence thereof to issue Sanitary Sewer Bonds in an aggregate principal amount not exceeding \$700,000 for the purpose of providing funds, with any other available funds, for enlarging the sanitary sewer system of said Town, including the enlargement of the sewage treatment plant facilities,

MARtha L. MILLER, Plaintiff
vs.
BURDETTE L. MILLER, Defendant

TO BURDETTE MILLER:
Take notice that:
A pleading seeking relief against you has been filed in the above entitled action. The nature of the relief being sought is as follows:

An absolute divorce from the defendant.

You are required to make defense to such pleading not later than the 23rd day of April, 1968, and upon your failure to

do so, the party seeking service against you will apply to the Court for the relief sought. Done, this the 21 day of Feb., 1968.

E. E. SMITH,
Clerk of the District Court
HCSVETLER, MCNEILL &
WILLCOX
ATTORNEYS AT LAW
RAEFORD, N. C. 42-45C

CREDITOR'S NOTICE

Having qualified as administrator of the estate of Elmer R. Butler, deceased, late of Hoke County, this is to notify all persons having claims against said estate to present them to the undersigned on or before August 29, 1968 or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment to the undersigned.

This the 29th day of February, 1968.
R. PALMER WILLCOX
Administrator
HCSVETLER, MCNEILL & WILLCOX,
Attorneys at Law
Raeford, N. C. 42-45C

CREDITORS NOTICE NORTH CAROLINA HOKE COUNTY

The undersigned, having qualified as Administratrix of the Estate of Nannie Chisholm, deceased, late of Hoke County, this is to notify all persons having claims against said estate to present them to the undersigned on or before the 22nd day of August, 1968, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment to the undersigned.

This, the 20th day of February, 1968.
Katie Potter
Route 2, Box 271
Raeford, North Carolina 28376
MOSES & MOSES
ATTORNEYS AT LAW
114 East Edinborough Avenue
Raeford, North Carolina 41-44C

NOTICE OF SALE NORTH CAROLINA HOKE COUNTY

Under and by virtue of the power of sale contained in a certain Deed of Trust executed by Alton W. Owens and wife, Janice S. Owens, dated the 7th day of December, 1964, to Bobby Burns McNeill and A. J. Rainwater, Jr. Trustees, and recorded in Book 132, Page 553 in the Office of the Registrar of Deeds of Hoke County, North Carolina, and subsequently assumed by Wilson Horne and wife, Louise Moore Horne, and default having been made in payment of the indebtedness there-by secured, and said Deed of Trust being by the terms thereof subject to foreclosure, the undersigned Trustees will offer for sale at public auction to the highest bidder for cash at the courthouse door in Raeford, Hoke County, North Carolina at 12:00 o'clock Noon on the 10th day of March, 1968, property conveyed in said Deed of Trust, the same lying and being in the Town of Raeford, County of Hoke, and State of North Carolina, and more particularly described as follows:

IN THE TOWN OF RAEFORD, situated on the North side of Fifth Avenue, adjoining the lands of Robinson, Epstein and others, and described in metes and bounds as follows:

BEGINNING at an Iron stake in the northern edge of Fifth Avenue, said stake being S 89° 30' E 220 feet from where the northern edge of Fifth Avenue intersects with the eastern edge of Green Street, and thence S 1-30° E 200 feet; thence S 89° 30' E 55 feet; thence S 1-30° 200 feet to Fifth Avenue; thence with the northern edge of Fifth Avenue N 88-30° W 55 feet to the point of BEGINNING, and being the same property conveyed by Harold L. Gilliland wife, Peggy M. Gillis, in Book 128, Page 580, of Hoke County Public Registry.

This property will be sold subject to any outstanding City and County taxes, if any.

CASH DEPOSIT: Ten per cent (10%) on the first \$1,000.00 bid and five per cent (5%) on any additional amount bid all be required at the sale.

This, the 15th day of February, 1968.
BOBBY BURNS MCNEILL,
TRUSTEE
A. J. RAINWATER, JR. TRUSTEE
HCSVETLER, MCNEILL & WILLCOX
ATTORNEYS AT LAW
RAEFORD, N. C. 41-44C

CREDITOR'S NOTICE

Having qualified as Administrator of the estate of Ann Marsh Tadlock, deceased, late of Hoke County, this is to notify all persons having claims against said estate to present them to the undersigned on or before August 15, 1968 or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment to the undersigned.

This the 15th day of February, 1968.
Charles A. Hostetler, Administrator
Hostetler, McNeill & Willcox
Attorneys-At-Law
Raeford, N. C. 40-43C