

TRANSFERS

(Continued from Page One)

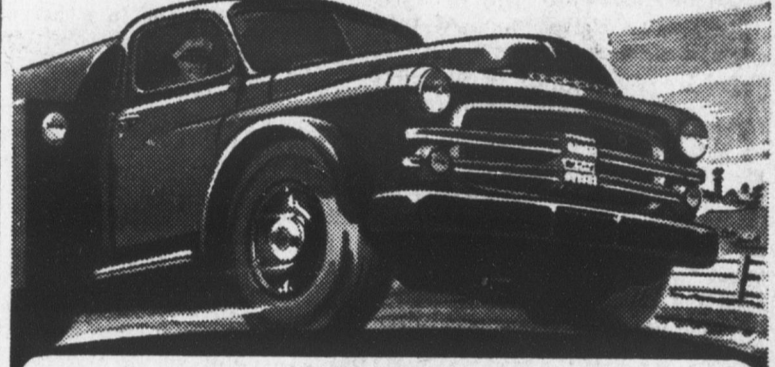
stamps \$5.50.
 R. O. Owens to Wallace F. Mustian, two lots on beach.
 Curtis L. Jones to Orren W. Denson, one lot on beach, stamps \$5.55.
 Curtis L. Jones to J. Golden Williams, one lot on beach, stamps \$5.55.
 Curtis L. Jones to Lonnie D. Broadway, one lot on beach, stamps \$5.55.
 Curtis L. Jones to Elmer H. Bradshaw, one lot on beach, stamps \$5.55.
 Charles B. Pond to Durward P. Medlin, one lot on beach, stamps \$3.30.
 R. D. Owens to Durward P. Medlin, one lot on beach.
 Kitty Hawk Land Co., Inc., to Huntington Cairns, 1 1/2 lots on beach, stamps \$3.30.
 Huntington Cairns to Robert A. Tote, 1 1/2 lots on beach, stamps \$3.30.
 Robert A. Trotte to Huntington Cairns, two lots on beach, stamps \$3.30.
 Kitty Hawk Land Co., Inc., to Robert A. Trotte, two lots on beach, stamps \$3.30.
 N. E. Aydtlett to Bernard B. Klawans, one lot on beach, stamps \$1.65.
 L. L. Hayman to Samuel E. Dickerson, 1 1/2 lots on beach, stamps \$2.75.
 Curtis L. Jones, et al to C. R. Anderson, one lot on beach, stamps \$5.55.
 Curtis L. Jones, et al to L. L. Hatchell, one lot on beach, stamps \$5.55.
 W. D. Perry to Patrick B. McGurn, land on beach, stamps \$4.40.
 W. D. Perry to Hugh Dudley, land on beach, stamps \$1.10.
 Robert A. Young, et al to Julia Barksdale, one lot on beach, stamps \$5.55.
 Robert A. Young, et al to Erma W. Tegland, one lot on beach, stamps \$5.55.
 Robert A. Young, et al to John W. Smith, one lot on beach, stamps \$5.55.
 E. S. Younce to William T. Griffin, one lot on beach, stamps \$11.
 Kitty Hawk Land Co. to Lewis G. Larus, Jr., et al, 2 lots on beach, stamps \$1.10.
 Lewis G. Larus to Cornelia A. L. Avery, two lots on beach.
 Susan M. Sutton to Leslie R. Belanga, one lot on beach.
 Leslie B. Belanga to Josephine R. Jackson, one lot on beach, stamps \$3.30.
 Kitty Hawk Land Co., to Chas. H. Chaplin, two lots on beach, stamps \$3.30.
 E. V. Melson to Jesse E. Baum, two lots on beach, stamps \$1.65.
 Robert A. Young to Robert D. Edwards, one lot on beach, stamps \$5.55.
 Kitty Hawk Land Co., to Clyde L. Taylor, one lot on beach,

stamps \$1.10.
 Kitty Hawk Land Co. to Joseph A. Smith, two lots on beach, stamps \$1.10.
Nags Head Township
 W. D. Perry to Harry H. Kierman, land on beach, stamps \$2.20.
 Kitty Hawk Land Co., to J. Clarence Elliott, two lots on beach, stamps \$3.30.
 Annie M. Baum to Bertie S. Ward, one lot in Manteo, stamps \$1.10.
 Alfred P. Meekin to U. S. of America, one lot near Fort Raleigh, stamps \$2.75.
 Ernest Etheridge to Darcey Y. Etheridge, one lot in Wanchese, stamps \$5.55.
 W. A. Worth to Daisy I. Cunningham, two lots near Oregon Inlet.
 P. J. M. Bayne to J. C. Kendall & wife, six lots on beach.
Croatian Township
 Cora Gard to Alvah D. Gard, et al, five acres in Manns Harbor.
 W. M. Payne to Rupert J. Payne, one acre in Stumpy Point.
East Lake Township
 C. D. Sawyer to Syble S. Etheridge, et al, 235 acres in East Lake.
OCTOBER
Atlantic Township
 Jesse E. Baum to Clayton Tillet, two lots on beach, stamps \$1.65.
 Curtis L. Jones to Charles A. Kuhn, one lot on beach, stamps \$5.55.
 Frank H. Bridges to William W. Bridges, one lot on beach, stamps \$1.10.
 Curtis L. Jones to Thomas H. Coffrey, one lot on beach, stamps \$5.55.
 Curtis L. Jones to Arnold E. Hughes, one lot on beach, stamps \$5.55.
 Curtis L. Jones to Jesse E. Rawles, one lot on beach, stamps \$5.55.
 Curtis L. Jones, to Ester C. Hanbury, one lot on beach, stamps \$5.55.
 Walter J. Baldwin to J. Lawrence Lyle, one-half interest in three lots, stamps \$2.75.
 Fred M. Jordan to J. Lawrence Lyle, two lots on beach, stamps \$2.75.
 J. B. McMullan to Steven T. Shelton, one lot on beach.
 Jesse E. Baum to Frank M. Cahoon, et al, one lot on beach, stamps \$2.75.
 Jack F. Canady to Earl W. Dunham, two lots on beach.
 Kitty Hawk Land Company to Willard L. Lennon, two lots on beach, stamps \$3.30.
 H. Duke Hosier to Clarence O. Buckels, eight lots on beach, stamps \$4.95.
 Robert A. Young, et al to L. F. Darden, one lot on beach, stamps \$5.55.
 LeRoy M. Baum to H. A. Tillet, land on beach, stamps \$2.75.
 A. C. Baum to Herman A. Tillet, one lot on beach, stamps \$2.20.
 H. T. Westcott to A. R. Winslow, Jr., one lot on beach, stamps \$2.20.
 Kitty Hawk Shores Corp. to Ralph E. Baum, eight lots on beach, stamps \$3.30.
 Theo. S. Meekins to Willis W. Morse and wife, one lot on beach.
 N. E. Aydtlett to C. B. Harding, one lot on beach, stamps \$1.65.
 Kitty Hawk Shores Corp. to Walter D. Perry, eight lots on beach, stamps \$1.65.
 Robert A. Young, to Albert I. Johnson, one lot on beach, stamps \$5.55.
 Kitty Hawk Land Company to W. S. Paterson, two lots on beach, stamps \$3.85.
 L. W. Midgett et al to David Stick and wife, four lots on beach, stamps \$3.85.
 Nell McCluer Gillian to Paul H. Ahlberg and wife, two lots on beach, stamps \$3.85.
 Kitty Hawk Shores Corp. to B. A. Tillet, three lots on beach, stamps \$1.65.
 Robert A. Young et al to Arthur R. Hudgins, one lot on beach, stamps \$5.55.
 Kitty Hawk Shores to J. E. Baum, six lots on beach, stamps \$3.30.
 Ethel Baker to Jesse E. Baum, two lots on beach.
 Theo. S. Meekins to C. B. Morrisett et al, two lots on beach.
 Kitty Hawk Land Co. to William C. Webb, two lots on beach, stamps \$3.30.
 Kitty Hawk Land Co. to K. Elizabeth Owen, one lot on beach, stamps \$1.10.
 N. E. Aydtlett et al to Thelma Evans Andurshy, one lot on beach, stamps \$2.20.
 Lenora L. Tillet to F. J. Gannaway, land near Duck.
 Curtis L. Jones et al to Leamon C. Roberson, one lot on beach, stamps \$5.55.
 Theo. S. Meekins to John D. Roy et al, one lot on beach, stamps \$5.55.
 Theo. S. Meekins to John D. Roy et al, one lot on beach, stamps \$5.55.
 W. H. Burgess to Wesley B. Cullipher, one lot on beach, stamps \$1.65.
 E. S. Younce, to Harry McMullan, one lot on beach.
 James Rogers to Wilbur E. Rogers, land on Colington.
 James S. Rogers to Ernest E. Rogers, land on Colington.
 J. E. Sparks to L. S. Blades, Jr., one lot on beach.
 L. S. Blades, Jr., to J. E. Sparks and wife, one lot on beach.
 Kitty Hawk Shores to Sara Howell, one lot on beach, stamps \$5.55.
 Warren S. Gilman to Fred L. Hart, one lot on beach, stamps \$2.20.
 Robert A. Young to Albert C. Taylor, one lot on beach, stamps \$5.55.
 Warren S. Gilman to Eloise T.

Callis, one and one-half lots on beach, stamps \$2.20.
 H. T. Westcott to W. A. Browne, one lot on beach, stamps \$7.15.
 Fred M. Jordan to J. Lawrence Lyle, one lot on beach, stamps \$5.55.
 Curtis L. Jones et al, to Dan C. Monary, one lot on beach, stamps \$5.55.
 B. M. Hedrick to Troy L. Bone, one lot on beach, stamps \$2.20.
Hatteras Township
 Carlos D. Oden to Margaret Quidey, four acres at Hatteras.
 John M. Stowe to John P. Stowe, two acres at Frisco.
 O. C. Fulcher, Jr., to Lula B. Fulcher, 39 3/4 acres at Buxton.
 Ralph Twiddy et al to Perley Farrow, interest in 150 acres, stamps \$5.55.
 Lester Farrow et al to Perley Farrow, interest in 150 acres, stamps \$5.55.
 Hobson Willis et al to Perley Farrow, interest in 150 acres, stamps \$5.55.
 Murray L. Farrow to Perley Farrow, interest in 150 acres, stamps \$5.55.
 Evely S. McAbee to Julian H. Austin, two acres at Frisco, stamps \$5.55.
Kennekeet Township
 C. C. Lewis and wife to Alexander Richter, fifty acres at Salvo, stamps \$7.15.
 Maude Tolson to Theo. S. Meekins, land near Rodanthe.
 David L. Gray to A. H. Gray, land at Waves.
 Davis L. Gray to A. H. Gray, Jr., land at Waves.
Nags Head Township
 Willie R. Etheridge to Sterling G. Paul, one lot at Wanchese, stamps \$1.10.
 John H. Hall, et al to Theo. S. Meekins, two lots on beach.
 Moses Gallop and wife to Felton Scarborough, two lots on Roanoke Island, stamps \$5.55.
 M. K. Fearing et al to K. L. Nixon, et al, one lot on beach, stamps \$5.55.
 Lucy G. Potter to W. F. Jackson, two lots on beach, stamps \$2.20.
 D. A. Wallace to Mack L. Dillman, one lot on beach, stamps \$1.10.
 John W. Woodley to C. R. Evans, one lot on Roanoke Island.
 D. Creden Midgett to Hilda M. Brantley, one lot on beach.
 Eulalia Midgett to Joy Parker Meekins, one cemetery lot.
 Theo. S. Meekins to John H. Hall et al, land on beach.
 Marshall Collins to Wallace Shannon, twelve and one-half acres on Roanoke Island.
 J. M. LeRoy, Jr., et al to Virginia L. O'Brian, two lots on beach, stamps \$4.40.
 Pearl K. Spence to Elwood T. Maston, one lot on beach, stamps \$4.40.
 Marjorie D. McNeary to Clara W. Tarkington, one lot on beach, stamps \$5.55.
 M. K. Fearing et al to Elsworth B. Midgett, Jr., one lot on beach, stamps \$5.55.
 M. K. Fearing et al to Edward C. Green, one lot on beach, stamps \$5.55.
 Theo. S. Meekins to Leach P. Leary, two lots on beach, stamps \$1.10.
 Charles Scarborough to Edward Scarborough, one lot at Wanchese, stamps \$5.55.
 Eulalia Midgett et al to Belle Midgett, one cemetery lot.
 Eulalia Midgett et al to Nevin Westcott and wife, one cemetery lot.
NOVEMBER
Hatteras Township
 Raymond Fulcher to Mrs. Sainty Williams, one lot in Buxton.
 Lula Fulcher, et al to Andrew Sterling, land at Buxton.
 Lula I. Farrow to George H. Hine, 150 acres at Frisco, stamps \$4.40.
 M. B. Folk to F. M. Miller, two acres at Buxton.
 Alma A. Meekins to Theo. S. Meekins, 70 acres at Frisco, no stamps.
 F. M. Miller to Sybil L. Folk, land at Buxton.
 John W. Whedbee to Preston Basnett, land at Frisco.
 Melvin R. Stow, Sr., to Melvin R. Stowe, Jr., three acres at Hatteras.
Nags Head Township
 Oscar L. Owens to J. L. Jackson, one lot on Sound Side, Nags Head, stamps \$1.10.
 R. O. Sawyer to W. Benton Peptin, land on beach, stamps \$30.80.
 Bonnell Evans to Charles R. Evans, one lot in Manteo.
 M. K. Fearing et al to Earl M. Green, one lot on beach, stamps \$5.55.
 Theo. S. Meekins to Dr. B. J. Thompson, one lot on beach, stamps \$1.65.
 Archie Burrus to Samuel E. Atkins, two lots on beach, stamps \$1.10.
 Ernest E. Parker to Leon C. Parker, several tracts at Skyco, stamps \$1.10.
 Bertha Ashbee to the Board of Education, 78/100 acre, Colored School Lot, stamps \$5.55.
 Lillian B. Johnson to Hubert B. Guthrie, Jr., 0.15 acre near Skyco, stamps \$5.55.
 L. L. Jackson to Robert G. Jackson, land on Sound Side Nags Head, stamps \$5.55.
 N. Miller, et al, to Robert H. Atkinson, three lots on beach, stamps \$2.75.
 R. D. Sawyer to Theo. C. Wilson, two lots on beach, stamps \$2.75.
 Minnie A. White to Katie B. White, one lot on beach.
 Eulalia Midgett et al to Cecil M.

Curtis L. Jones, et al to Jennie H. Abel, one lot on beach, stamps \$5.55.
 Kitty Hawk Shores Corp. to H. W. Barrow, one lot on beach, stamps \$5.55.
 Kitty Hawk Shores Corp. to Charles E. Williamson, one lot on beach, stamps \$5.55.
 Isaac E. Baum to A. W. Toler, several marsh islands.
 Kitty Hawk Land Co., Inc., to Merrill Bemiss, two lots on beach, stamps \$3.85.
 Lenora Liverman, et al, to I. N. Baum, 6/7 interest undivided land.
 Kitty Hawk Land Company to Philip D. Freeman, two lots on beach, stamps \$3.30.
 Kitty Hawk Land Company to John D. Stevenson, two lots on beach, stamps \$3.30.
 Frances W. Leary to David Stick, one lot on beach.
 Curtis L. Jones, et al to Virginia W. Sebrell, one lot on beach, stamps \$5.55.
 Bessie C. Harrison to Joseph A. Gilliland, Jr., two lots on beach, See TRANSFERS, Page Eight

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10 POINTS
 for
Effective Advertising

The North Carolina Merchants Association recently sent to its 7,200 members throughout the State "TEN POINTS FOR NEWSPAPER ADVERTISING" which have brought a high measure of success, prosperity and profit to a big retailer who spends a large portion of his advertising appropriation in good newspaper copy.

The retailer's 10 points are:

- 1 Advertise regularly. Every issue of the paper takes my story to its readers.
- 2 I think advertising all the time. I buy goods that will advertise well.
- 3 I get good display for my ads by seeing that the copy is in the newspaper office in plenty of time. I do this by having a definite hour to write the copy.
- 4 Whenever possible, I carry nationally advertised goods that are advertised in my home paper. I feature them. Sometimes they give me a smaller margin than fly-by-night concerns, but I find that I sell faster and make more money in the end, besides pleasing more customers.
- 5 I always plan my window and counter displays to link up with my newspaper advertising. Each helps the other.
- 6 I am careful never to over-promise. When I make claims, I back them up with reasons. Then when I really have an unusual bargain people believe men when I "whoop 'er up a little."
- 7 I put into newspaper advertising a definite proportion of my gross sales. I fix this at the beginning of the year. My rule is to make it 3 per cent of the previous year's gross, with more if special conditions justify it.
- 8 I brighten my ads with frequent illustrations — either humorous or practical.
- 9 My sales people back up my advertising. They often help with suggestions for it, and I try to see to it that they always read it.

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