

## SEABOARD ISSUES ATTRACTIVE BOOK

The Seaboard Air Line Railway is currently distributing a strikingly illustrated brochure containing reproductions of fifteen advertisements placed by the railroad in newspapers and magazines throughout the country during 1944. Entitled "MORE THAN TRANSPORTATION", the brochure is designed to direct the Nation's attention Southward by highlighting the numerous economic and geographical assets of the Southeast. It is estimated that the advertisements involved have thus far reached an audience of more than 10,000,000 people.

Theme of the presentation is set forth in a foreword which reads, in part, as follows:

"Beyond its desire to provide the finest possible transportation, the Seaboard Air Line Railway has always endeavored to merit its place as a good citizen in the community. Like other good citizens, we have a keen interest in the development of the communities we serve. One form in which our interest has been recently manifested is the series of advertisements reproduced in this brochure."

The brochure is divided in two parts. The first consists of six all-color spreads which feature, in turn, the six Southeastern states served by the Seaboard. Thumbnail sketches covering the history of each state are likewise featured in this section. The second portion, entitled "HERE WE LIVE", includes nine advertisements in

**LAY-AWAY**  
NOW  
FOR CHRISTMAS!  
**S. GURR, Jeweler**  
264 N. Front St.

**Grand Relief**  
FROM SNIFFLY, STUFFY DISTRESS OF  
**Head Colds!**

DOUBLE-DUTY  
NOSE DROPS WORKS  
FAST RIGHT WHERE  
TROUBLE IS!

Instant relief from head cold distress comes when you put a little Vapo-Tro-Nol in each nostril. Also, it helps prevent many colds from developing if used in time! Try it! Follow directions in package.

**VICKS VA-TRO-NOL**



**STAG LINE**

Pepsi-Cola Company, Long Island City, N. Y.  
Franchised Bottler: Pepsi Cola Bottling Co., of Wilmington



**Deepfreeze**  
The talked about Home Freezer

Mr. J. K. Seller, (center) Sellers Furniture Co., receives the DEEPFREEZE DEALER FRANCHISE for WILMINGTON from Mr. A. J. Edmundson, (right) Sales Manager, First Colony Distributors, Inc., Raleigh. Thoben Elrod, Southeastern District Sales Manager for Deepfreeze is at the extreme left.



Mrs. John Gilbert Pickard of Wilmington, who before her marriage on December 8 in Richmond, Va., was Miss Margaret Percival Mensing, daughter of Mrs. Annie Feagans Mensing. Mr. Pickard is the son of Mr. and Mrs. Eugene R. Pickard, of Wilmington.

## Girl Scout Christmas Luncheon Scheduled Today At Legion Home

The American Legion home, Third and Dock streets, will be the scene today of the second annual luncheon for all adult volunteers in Girl Scouting. The leaders association and council will convene at 12 o'clock for a business meeting followed by the luncheon at 1 o'clock to be served by members of the American Legion auxiliary. Mrs. Elizabeth E. Emory is chairman of arrangements and has arranged an interesting luncheon meeting. Mrs. J. Wallace West is in charge

black and white. These ads emphasize the part played by the railroad's development services in upbuilding the South over a period of half a century.

**SEE KAMER AND SEE BETTER**  
Eyes Examined, Glasses Fitted  
**DR. W. A. KAMER**  
Optometrist  
Bulluck Building

**The Jewel Box GIFT SHOP**  
Wilmington's Only Downtown Store... Headquarters For  
**FINE GIFTS**  
Come In and Make Your Selections!  
Located Downstairs In  
**THE JEWEL BOX**  
Wilmington's Largest Credit Jewelers  
109 NORTH FRONT ST.

## Miss Margaret Percival Mensing Weds Gilbert Pickard In Wilmington

The marriage of Miss Margaret Percival Mensing, daughter of Mrs. Annie Feagans Mensing of Richmond, Va., and John Gilbert Pickard, son of Mr. and Mrs. Eugene R. Pickard of Wilmington, was solemnized Saturday, December 8, at 2 o'clock, at the Chapel of First Baptist church, Richmond, Virginia, Dr. R. Aubrey Williams officiating.

The bride, who was given in marriage by her brother, was attired in a cocoa colored suit with brown accessories. She carried a prayer book with orchids. Her only ornament was a gold bracelet worn by her maternal grandmother at her wedding.

The bridegroom had as his best man Graham Walton of Wilmington.

The ushers were Russell Barfoot of Washington and Richmond and Dwight McEwen, of Wilmington.

Immediately following the ceremony a reception was held at the home of the bride's mother.

Out-of-town guests attending the wedding were: Mrs. Eugene Fufus Pickard, Mrs. P. B. Platt, Miss

tendant was Mrs. Claude Alfred Mensing, who wore a forest green wool dress with brown accessories. Her flowers were a corsage of talisman roses.

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Out-of-town guests attending the wedding were: Mrs. Eugene Fufus Pickard, Mrs. P. B. Platt, Miss

Margaret Pickard, Miss Janice Pickard, Miss Dolores Willis, of Wilmington; Mr. and Mrs. G. L. Haady of Farmville, Va., Mr. and Mrs. Everett Marsh and Mr. and Mrs. J. B. Smooth of Lynchburg, Va.

After a southern wedding trip the couple will make their home in Wilmington.

The word "paper" comes from the Egyptian word "papyrus," a plant from which they made the material on which they wrote.

BUY U. S. VICTORY BONDS

The Boysen dam, to be constructed in the Wind River canyon south of Thermopolis, Wyo., will be approximately 115 feet high, with a crest length of 1,000 feet.

**GLORY BE! NO MORE BACKACHE**  
Here's the clean, modern way to relieve simple backache. Johnson's Back Plaster! Eases pain, stiffness, strain. *Feels great!* At all drug stores. Insist on Johnson & Johnson quality.



**THE JEWEL BOX**  
Christmas Gift Headquarters

**GIVE SET RINGS**

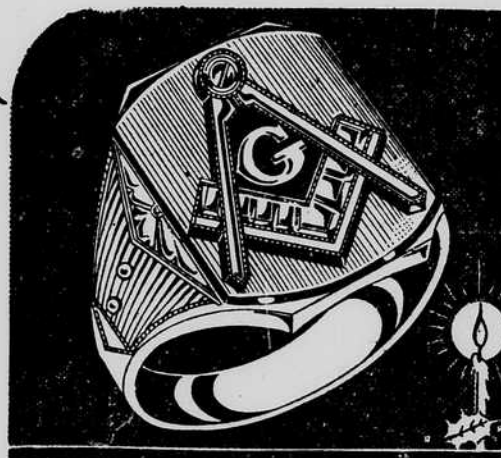
Choice **14** 50  
for Men and Women

**BIRTHSTONE RINGS**

What could be nicer than a smart birthstone for him or her and here's a golden opportunity to save. Beautiful simulated birthstones mounted on 10K yellow gold rings with artistic skill.

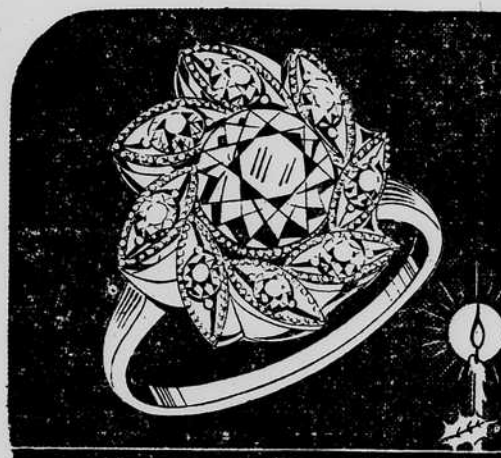
**BEAUTIFUL AND DISTINCTIVE TO BRING LASTING JOY AND HAPPINESS**

*Buy on* **EASY TERMS**



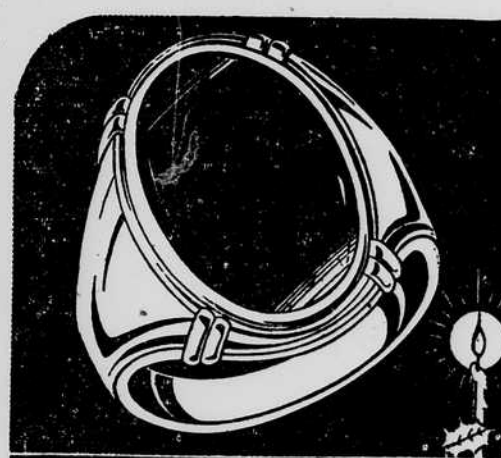
**FRATERNAL RING**  
from **\$19.95**

He'll be proud to wear this impressive 14K yellow gold ring of his lodge affiliation. Authentically carved.



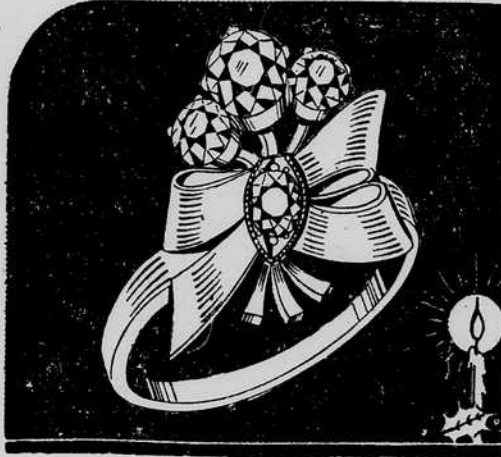
**BIRTHSTONE CLUSTER**  
**\$1.25 A Week \$37.50**

Beautiful is the word for this cluster ring. The simulated precious stones arranged in an artistic pattern.



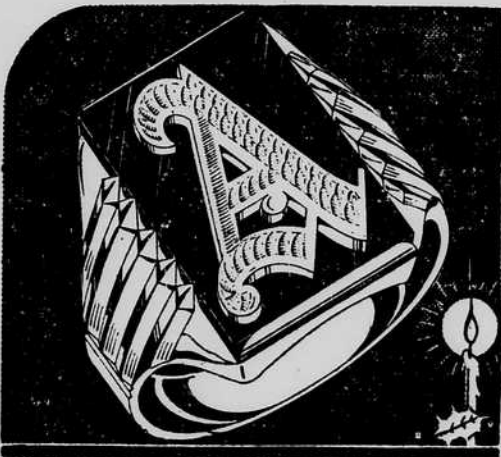
**MAN'S SARDONYX**  
**\$1.25 A Week \$42.50**

For the man at the top of your gift list, a rich, simulated sardonyx handsomely set in 14K yellow gold.



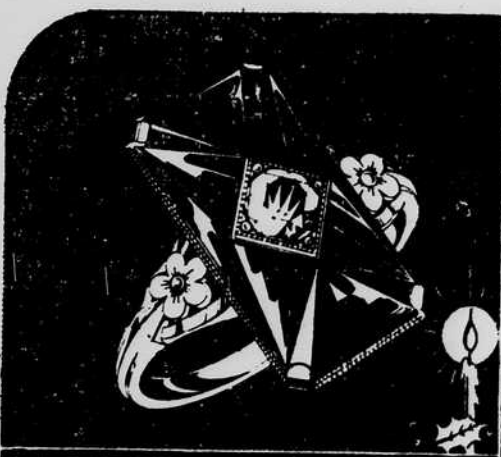
**COCKTAIL RING**  
**\$1.25 A Week \$49.50**

A ring that will please her immensely. A bouquet of 4 simulated gems sparkle in the ultra-modern bow-knot ring.



**MAN'S INITIAL RING**  
**\$1.25 A Week \$22.50**

An initial success is this impressive ring for him. Smartly designed with raised gold initial in a rugged masculine mounting.



**LADY'S DIAMOND ONYX**  
**\$1.25 A Week \$29.75**

Show her you love her a lot with this exquisite diamond onyx ring. An impressive gift.

Federal Tax  
Included

Expect Only the Best From

**THE Jewel Box**  
"YOUR FRIENDLY CREDIT JEWELERS" INC.  
**109 N. FRONT STREET**  
Wilmington's Largest Credit Jewelers



**LARGE SELECTION OF BABY'S RING**  
**\$2.50**

10K gold delicately designed ring for baby's first Christmas.