

DELUXE

Conservation in footwear does not mean wearing clumsy unattractive shoes. Women will always have a soft spot in their hearts for smart dainty footwear. DeLuxe Shoes conserve in price without sacrificing looks.

DeLuxe Footery is moderately priced, smart and distinctive. Among our new arrivals this week you will find the color that you want such as, Field Mouse, Havana Brown, Coco Brown, Taupe and Battleship Gray.

Remember, we can fit the entire family. Baby's first step, and Martha Washington's soft shoes for tender feet.

Onyx Hose for Ladies and Gentlemen, Fay Stockings for Children.

Farmville Shoe & Suit Co
SELL CHEAPER

SOUTHEAST HEROES IN FRANCE GET SUPPLIES AT LESS THAN WHOLESALE PRICES OVER HERE

RED TRIANGLE SHOULDERS EXPENSE OF TRANSPORTATION FROM MANUFACTURERS TO CANTEENS IN FRANCE—SYSTEM REDUCED TO FINAL BASIS AND RESULTS NOW ARE VERY GRATIFYING.

The Americans overseas with Pershing have facilities for combatting the high cost of living that are absolutely beyond the reach of civilians on this side of the Atlantic. Even their small luxuries, such as tobacco, biscuits, cakes and similar articles, are obtainable at prices that are considerably lower than those charged by retailers in American cities.

This is made possible because the Army and Navy Y. M. C. A. has taken over all post exchanges in France at the direct request of General Pershing, so that the Red Triangle is now conducting the greatest business enterprise in the world.

Tobacco and other "supplementary" supplies are distributed to the boys in khaki at exactly wholesale prices. The "Y" makes not a penny of profit and even shoulders the financial loss entailed by footing the bills for transportation from the manufacturer to the canteens at the front.

The American troopers can buy Tatima cigarettes for 50 centimes, or about 8 cents; Camels, 35 centimes, or about 6 cents; Sweet Caporal, 30 centimes, or about 5 cents; Lucky Strikes, 20 centimes, or about 4 cents; Murads, 65 centimes, or about 11 cents; Bull Durham, 25 centimes, or about 4 cents; Prince Albert, 40 centimes, or about 7 cents; Velvee, 35 centimes, or about 6 cents; Star Chewing, 35 centimes, or about 6 cents.

Capt. George M. Lynch, former assistant commander at the Florida Military College, Gainesville, Fla., but now in the Red Triangle Service, has made several trips overseas and has investigated thoroughly the conditions existing in the post exchanges under Y. M. C. A. management. He declares that while some difficulty was experienced at first, prices have been stabilized and the boys are getting their supplies at cost.

Designed Southeast Hostess Houses



Miss Katherine C. Budd, of New York (left), who designs the hostess houses of the Southeastern Department, now engaged in supervising the construction of one at Dorr Field, near Arcadia, Fla. Miss Gertrude Mayo, of New York and Boston, architect for other Y. W. C. A. buildings at military establishments.

CIGARETTE SHOWER

Martin V. Merie, a K. of C. War Work secretary at the front, evolved a scheme to bombard the advancing American troops with cigarettes, and carried it out successfully on the Chateau Thierry front.

FOR SALE—One female Colie Dog

18 months, good playmate for child. See J. D. Murphy, Farmville, R. F. D. No. 1.

Grove's Tasteless chill Tonic destroys the malarial germs which are transmitted to the blood by the Malaria Mosquito. Price 50c.

For The Boys "Over There" You Must Choose Their Gifts Before November 15th

In Fact, You Should Do All Your Christmas Buying Early This Year.

Who is it that has not some friend or relative "Over There" that they want to remember with a Christmas Gift? In order to choose it and have it mailed by November 15. This means buy it now, and then you know it will arrive. If you want to choose from a house of known reliability for over seventy-one years, just send your order here. We sell the best things the markets afford in Diamonds, Watches, Silver, Jewelry, and Novelties at fair and reasonable prices. If your name is not on our mailing list, just drop us a card and let us send you one of our new Catalogues. Do your Christmas Shopping Early.

Paul-Gale-Greenwood Co., Inc.

"Largest Jewelers South"
Granby Street, Corner City Hall Ave.
NORFOLK, VA.



THE FEELING OF ASSURANCE that a bank account gives is worth many times the effort required to establish one at this bank. Because this feeling of assurance plays such a large part in the SUCCESS OF LIFE your boy should have it at an early age. Give him assurance and self reliance by entrusting him with an account today.

THE BANK OF PERSONAL SERVICE
CITIZEN'S BANK

New Fall Suits for Ladies and Men Now on Hand

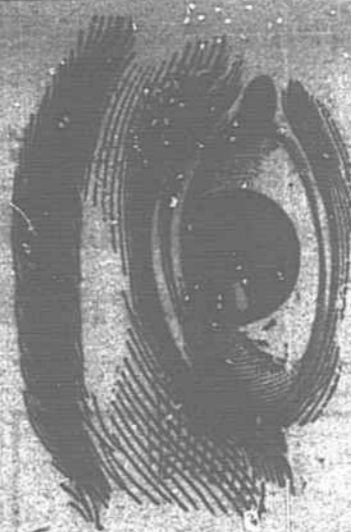
We have just received the biggest lot of new Coats, Coat Suits, Serge and silk Dresses, for the young and old, the large and small, that has ever been shown in the town of Farmville.

We have just received a big lot of the famous Styleplus Suits for men.

Our stock of shoes and other wearing apparel is most complete.

We extend one and all a cordial invitation to visit our store and look over the stock before you buy.

W. M. Lang Co.
Farmville, North Carolina



YOUR EYES

Dr. Burk & Spence, OPTOMETRISTS

will be at Davis Hotel, Farmville, N. C. every 2nd Wednesday, Beverly Hotel, Ayden, N. C. every 3rd Tuesday. Come early, hours 9 a. m. to 4 p. m. If you have head or eye trouble see us.

WE BUY OLD FALSE TEETH

We pay from \$2.00 to \$35.00 per set (broken or not). We also pay actual value for Diamonds, Old Gold, Silver and Bridge work. Send at once by parcel post and receive cash by return mail.

MAZERS TOOTH SPECIALTY
D-4, S. 207, 5th St. PHILADELPHIA, PA.

Direct Cut Malarial, Builds Up System, Grows Teeth, Cleans Gums, Restores Natural Appearance, Relieves Pain, Relieves Headaches, Relieves Stomach and Bowel Troubles.

MONK'S WAREHOUSE Farmville, N. C., U. S. A.

We opened Wednesday, the 6th with prices higher on all good grades. We sold 99,122 pounds for \$42.85 average the highest average ever made on the Farmville market.

Come to see us and let us do for you what we are doing for others.

Mr. Monk has recovered from his illness and will be on sale from now on.

Your friends,

MONK & HOBGOOD

Prop's MONK'S WAREHOUSE

LOCALS AND PERSONALS OF INTEREST TO Farmville and Surrounding Sections

Farmville is THE PLACE to sell that tobacco.

I have one real nice furnished room for rent.—Chief Police.

Mr. and Mrs. W. Leslie Smith were Greenville visitors Wednesday.

Miss Marjorie Barrett returned Thursday from a week's visit to her parents at Suffolk, Va.

Attorney R. T. Marlin and Editor G. A. Rouse were business visitors to New Bern Monday.

Note the change in the advertisements of Farmville's warehouse elsewhere in this issue.

Mr. J. C. Harris and family returned Monday from a short visit to relatives and friends in Mount Olive.

There are always some local knockers, listen for them. They are chronic. You can spot them by their talk.

Dr. and Mrs. C. P. Fryer, of Greenville, accompanied by friends, were Farmville visitors Thursday afternoon.

Mr. W. C. Collie, the battery and vulcanizing man, has a message to auto owners elsewhere in this issue. Read it.

Mr. and Mrs. J. W. Parker, accompanied by a party of friends, motored over to Kinston Thursday, spending the day.

If you want a good farm—the Vick Farm—will be sold on November 12, 1918, at 2:30 p. m. See half page advertisement.

Let's get busy now and begin to clean-up things around Farmville. We've been in the dirty column of sanitation long enough. Civic pride is without a doubt one of, if not the best, assets a town or community can have.

FOR SALE—Good gentle bay mare, excellent farm horse, 6 years old and in fine condition. Price reasonable.—J. W. Russell, Farmville, N. C.

Don't forget Tuesday, November 12th—the Vick Farm and the North American Land Company will sell same at 2:30 p. m.

The Farmville market re opened Wednesday with prices averaging above forty cents. One Greene county farmer sold the remainder of his crop of eight acres here Wednesday, averaging some over \$600.00 an acre clear check.

Remember our "Tractor" demonstration at Jno. T. Thorne's farm near town Thursday, November 14th, and that you and every other farmer in this section is urged to be present—Hub Hardware Co.

If you want to know about the Vick Farm ask Mr. Jason Turnage or Mr. B. A. Joyner. It will be sold on Tuesday, November 12th, 1918, at 2:30 p. m.

Only twenty-five more sales days for the tobacco markets of Eastern Carolina before the Christmas holidays. Get yours ready and bring it on to Farmville as soon as possible. The Farmville market is prepared to take care of larger breaks than it is now having.

Born Nov. 3rd, in Durham, a son to Mr. and Mrs. James L. Kilgo. Mr. Kilgo, who is better known by his friends as "Jack" is the young and popular buyer for Leggett & Myers Tobacco Co., on the Farmville market. He has been wearing a big new smile for the past few days. He expects to move his family of two to Farmville in a few weeks.

Read our advertisement elsewhere in this issue and come to our Tractor demonstration Thursday, Nov 14th.—Hub Hardware Co.

For Indigestion, Constipation or Bilelessness

Just try one 50-cent bottle of LAX-FOS WITH PEPSIN. A Liquid Digestive Laxative pleasant to take. Made and recommended to the public by Parke, Davis & Co., manufacturers of Laxative Bromo Quinine and Grove's Tasteless chill Tonic.

LUZIANNE coffee and Good Cheer go together like Possum and Sweet Potatoes

BECAUSE Luzianne makes the best-tasting cup of coffee you ever drank. It's roasted just right. The fragrance—you can't forget it.

When it Pours, it Reigns!

And the flavor is delicious.

Coffee-lovers know that Luzianne just fits the spot, for it's full of punch and pep.

If you don't think that this good old Luzianne is worth what you paid, then tell your grocer and he'll give you back every cent.

