Fubliehed every maroing in the week.
except Monday. op practically every home in
the city and for this reason it is one of the best adver-
the tising mediums in the county The Index has a general
circulation in Cumberland ard all the surrounding and ante. The two papers
cover Fayetteville and the cover Fayettevilie and the
Cape Fear section Iike the Cape Fear section like the
dew of the morning. giving dew ef the morning. Nimes
our anvertisers three timer much circulation as any
as mer other. paper in the Cape Fear section, makinz the
best advertising medium in the entire section.
If you want to reach the people place your advertis-
ing in The Cape Fear New: ing in The Cape Fear Newn
and the Fayetteville Index. and the Fayetteville Index
the papers that have the cirthe eapers hat have che
cultion and the readers. cuat you are from Mismouri, ask to be shown. We make no statements that we can-
not back up and our Hes inot hidden, but can be seen and read.
The combination offered
by The Index and The Newy by The Index and The New,
is unequalled as an adverti-. is unequalled as an advertis
ing medium in this section. Try them if you want your advertising to pay. Mark your copy for both papers
and send it to this office by and send it to this office by
noon the day before it is to appear.
The every morning excepi Monday and copy ought to be in
the office at noan of the previous day. The Index copy thould be in the office not tater than
Monda to insure publica. Monday to insure publica-
tion. We waint to pubtish The Index Tuesday evening and if our adiertiseses will remember this and send in
their copy they will get beltheir copy they will get bet-
ter service as well as do uxa tavor. It will help the read.
former er to get his paner on time. give the adve jiser bettel
service and be advantage kerice and be - advantage
to us
We haven't a man to go after the advertising ever) time. so please mark
amount of space. number of amount of space. number of
times the ad. is to appear and send it early so that we will have time to set it up.
Remember that is the only paper deliveres in Fayetteville early sunday mornink und arrange you
advertising Saturday morning for Sunday's Newn. It IN-ROND IN HIS Cli.
real estate for sale. I nibe roum house, all modern co venizace. Haymoo

Children's Scuffers in all leathens and sizes for boys and girls on sale
Monday, Nov. 22nd. Only.
Don't let your children go barefooted.

## White House Shoe Store

$\qquad$

A LIFE PENSION FOR YOU THE EQUITABLE INCOME BOND!
rrunting youronf a pention But this be don
with the cooperation of the EQITTABLE one
 he age of 55 THE EQI IT ABI.E will pay you
hereafter FOR I.IFE a MONTHIY INCOME of $\$ 10.00, \$ 15.00,820.00 .8100 .00, \$ 500.00$, or any other desired amount. accordine to the sum you
WES MLCH MORE.
THIS BOND IS ISSED WITHOL MEDICAL
For full particulare regarding thi* PFNSION FOR
FNQLIRE OF
J. A. STEEL.
EQUITIBIE LIFE ASSTRANCE SMIETY OF
THE TNITED STATES.
DONT FORGET
THANKSGIVING
Then Comes Christmas

## A. S. HUSKE,



ADDERTISE IN THE CAPE
GEAR NEWK AND YOU WHL
GET REMVEK.

