

LAKEVIEW

Mr. and Mrs. A. C. Cox visited relatives in Greensboro, Sunday.
 Mr. Jack Barber, of Sanford, spent the week-end with his sister, Mrs. H. T. Poole.
 Mr. and Mrs. C. W. Spears and children, Colon and Eugenia and Miss Nora Burch, spent the week-end in Florence, S. C.
 Mr. and Mrs. R. A. Holland, Mrs. P. L. Gardner, Jesse and Evelyn Gardner, motored to Red Springs Sunday evening and called on Miss Grace Gardner of Flora McDonald college.
 Mrs. Brawley from California, is visiting Mr. and Mrs. H. G. Poole.
 Mr. and Mrs. Godfrey, of Duke, spent Sunday here.
 Mr. J. B. Eastwood was in Sanford Saturday.

Last Saturday evening the young and old met at the school house for the purpose of organizing a "community club." That they did, electing Mr. J. R. McQueen president, T. M. Dwight vice-president, Jesse Gardner secretary, and Miss Alice Littlefield treasurer. They decided to meet once a month to discuss the many problems of the community. After much discussion the meeting was turned into a social evening; many games were enjoyed and different contests were carried out. Delicious refreshments were served by Miss Littlefield, Mrs. P. L. Gardner and Mrs. N. L. Gibbon.

Mrs. Wm. Richardson and Mrs. Minnie Oldham spent Tuesday evening in Southern Pines.

Mrs. Stella Cameron and daughter, Johnnie of Rockingham is visiting at the home of Mr. and Mrs. W. C. Smith.

Quite a number of the people of this place attended the minstrel that was given at the Vass-Lakeview auditorium Friday evening, which was a great success.

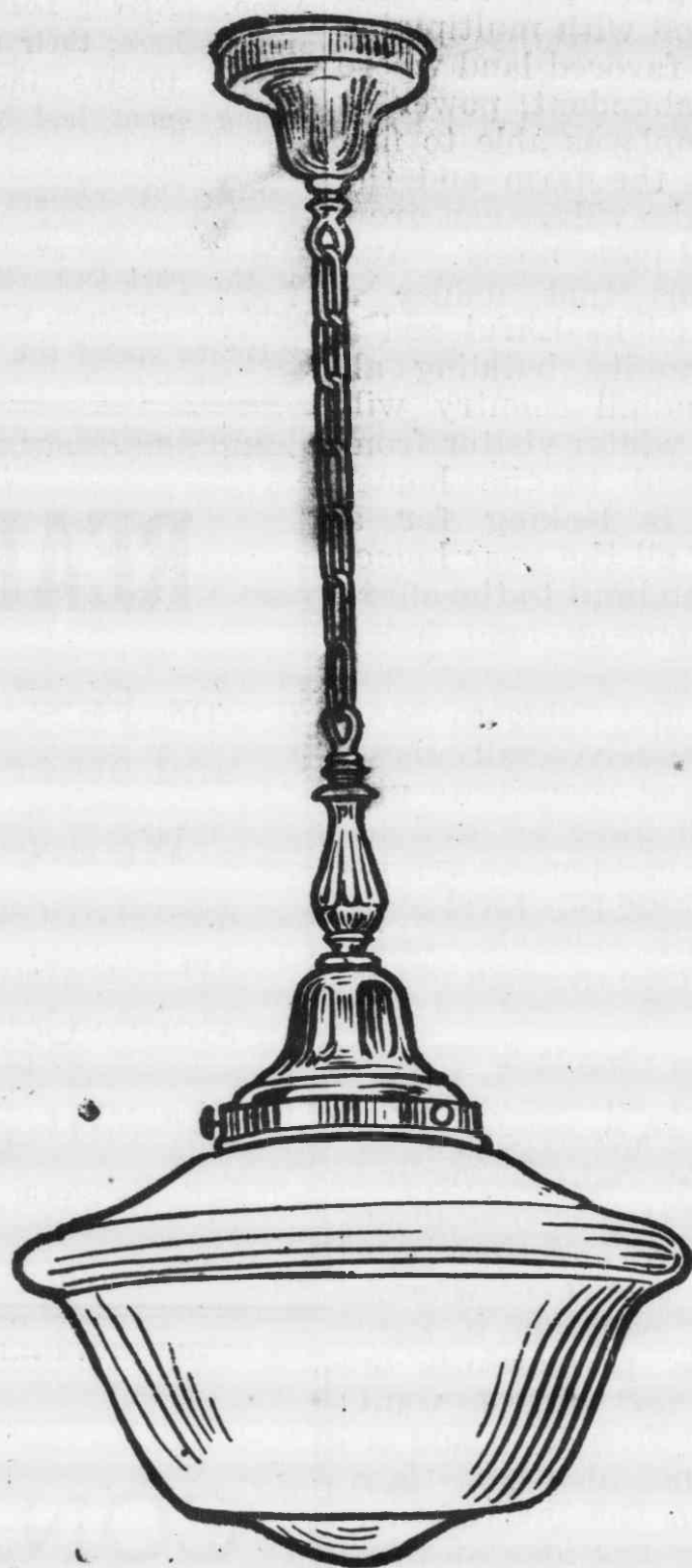
Mrs. L. D. Perkins after visiting her sister here, returned to her home in Florence, S. C., Saturday.

Miss Lou Ricker from Boston is visiting Mr. and Mrs. N. L. Gibbon.

Mr. and Mrs. Poole and Mrs. Brawley, and daughter Peggy, spent Sunday evening in Pinehurst.

Mr. C. W. Spears spent Tuesday and Wednesday in Raleigh.

No Small Store Owner Can Afford to Neglect His Lighting



"It's just a little place, and we don't need much light."

Sometimes we hear this from a merchant.

It sounds reasonable—but it doesn't check with the facts.

The little place—the moderate sized and growing concern is just the store that needs a lot of light—and can't afford to be without it.

Light has remarkable power to make big stores out of little ones. It attracts favorable attention—adds a note of up-to-dateness—makes buying and selling easier—speeds up turnover and stimulates profit.

We are particularly interested in the lighting of small stores—and believe you will find much to think about in our special Free-Trial installation of IVANHOE STORELITES made at your request. No obligation. Lighting planned to fit your store.

Special Proposition to Local Merchants

At this time we are offering unusually attractive prices and terms on *Ivanhoe Trojan Storelites* as pictured above. Ask regarding our special proposition to local merchants.

Sign and Mail Coupon Today!

It entails no obligation whatsoever. We will not recommend new equipment unless we are sure it will be profitable to you. You have every chance to gain and nothing to lose.

YES!

YOU MAY LOOK OVER OUR LIGHTING AND SUBMIT YOUR RECOMMENDATION AS A FREE SERVICE.

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C A R O L I N A
POWER & LIGHT COMPANY

CAROLINA THEATRES

Pinehurst — Southern Pines

PRESENT

The successor to "The Covered Wagon."

James Cruze's great production of

"THE PONY EXPRESS"

WITH

Betty Compson,
 Earnest Torrence,
 Wallace Beery,
 AND
 Ricardo Cortez.

Don't Miss This Great Western Epic. In April 1860, the Pony Express made weekly, and later semi-weekly runs from St. Joseph, Mo., to Placerville, 2000 miles in 8 days. The time to San Francisco being 10 days.

This is the story of that Pony Express.

Pinehurst
 Wednesday, Nov. 4

Southern Pines
 Thursday, Nov. 5

THE FIRST WEDNESDAY AND THURSDAY SHOWS OF THE SEASON.

October 30, 1925
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