THE SOUTHERN SERVES THE SOUTH

# All share the benefits of this gain in operating efficiency

We are now carrying 130% more freight than we did twenty years ago, but with an increase of only 10% in the mileage run by our freight locomotives.

This increased efficiency has been made possible by the large investment of capital in more powerful locomotives, larger freight cars, greater track and terminal facilities, and the reduction of curves and grades.

The results have been

Better transportation service for the South;

Higher wages for our employees;

Freight rates lower in proportion to the general level of prices than they were before the war;

Earning power that will attract new capital for expansion.

All share the benefits of this gain in operating efficiency.



SOUTHERN RAILWAY SYSTEM

#### Plum Pudding Up To Date



N England, the plum pudding is such an institution that no winter holiday is complete without it, and it is certainly a most acceptable finishing touch to a holiday din-

But alas, mixing a plum pudding is complicated, and its cooking takes from five to twenty-five hours. When the same fire that heated the house did the cooking, plum pudding was not so great an extravagance of time, money and labor, but, today, few housewives think it practical or pleasant to make. Fortunately we can keep the tradition by buying our pudding in the can, ready to beat and add hard sauce.

### Two Weeks of Food Bargains



to one of the thousands men whose burden is at they shall give them it. Your resources are a then you may realize, there are over 2004, and foods alone, we still the them. I must be made being them, and being the will be a summed with a tiples, and the property will be a summed with a tiples, and pencil ares, and pencil are jet.

## Oldsmobile sets a new Record on Pikes Peak

You'll want a duplicate of this record-breaking Six! For within a week after one of these latest Oldsmobile Sixes had left the factory—it scaled Pikes Peak in the fastest time ever made by a stock car—28 minutes, 49 seconds!

And the same car had just completed the 57-mile run over Lookout Mountain at the record-breaking speed of 44.91 miles per hour! (Officially timed by Rocky Mountain News and Denver Post).

A car like this will serve the average man for just about as long as he cares to drive it. Drive one—and you'll want it!

Touring 3875

Greater Beauty
Tiner Performence

Lower Price

SEDAN

Coach \$950

Prices 1. o. h. Lansing, plus lax

Norris Motor Company

OLDSMOBILE

## You Can Double The Life Of Your SHOES

#### CHAMPION SHOE SHOP

E. T. DUCKETT, Prop., Prices Are Low Main Street Waynesville, N. C.

## REE

## FREE!

\$200.00 Worth of Merchandise Will Be Given Away Absolutely Free November 21st, at 9 P. M.

On Thursday Morning, Nov. 19th, the Doors of Our New Store Will Open Next Door to our present location with a Big Stock of:

Ladies and Gents Ready to Wear; Shoes, Dry Goods and Notions, Graceries and Feed

With Every \$1.00 Purchase Thursday, Friday and Saturday, November 19th, 20 and 21st Entitles you to a chance to get absolutely Free one of the following articles.

One Marsh Kitchen Cabinet; One \$35 Men's Suit; Two \$20 Rockers; Four \$10 Rockers; Two \$10 Rugs. See the above merchandise in our window. Come and See for Yourself. We will have some wonderfal Bargains in every department of our store:

Sugar, 6c per pound; 8 lbs. Pail Compound Lard, \$1.29; 24 lb. Hard Wheat Flour, \$1.40; Ladies coats, \$8.75, to \$29.75; Ladies Dresses, \$7.50 and up; Mens Suits \$19.75 to \$39.75; Men's Overcoats \$12.75 to \$35.00; Shoes for the Family at rock bottom prices.

Remember the Date: Thursday, Friday and Saturday

ALLEN-SILER-COMPANY. Hazelwood, N. C.