



## LOOK! PERMANENT WAVE \$6.00

GUARANTEED TO BE SOFT,  
LUSTROUS AND BEAUTIFUL.

Now is the time to wave those few new inches grown since your last permanent, for \$5.00, positively without injuring the old wave in the least.

## IS YOUR HAIR FALLING

Getting thin, and do you have dandruff? is your hair lifeless and losing color—getting gray? These are dangerous signs, and very unnecessary. You can certainly avoid gray hair, and you are not fair to yourself if you do not start now and take a series of **HOT OIL TREATMENTS** to stop falling hair, and start a new growth.

What would we do without hair? It's time to think about this before it's too far gone, and it surely pays to go to someone who has really studied the scalp and its diseases, and is able to administer scientific treatment.

This is the day of specialization, and we have specialized and prepared ourselves to take care of your hair and skin properly. You wouldn't think of going to a dentist for physical ailments, nor would you think of going to a physician who had not had the proper training. So it is just as important to demand as much in the treatment of your skin and hair.

## Let Us Urge You

To make appointments with us, and let us give you the benefit of our expert service. If you are busy during the day, we will arrange to see you in the evening.

## Betty-Jean Beauty Shoppe

— PHONE 696 —

NEXT DOOR TO J. C. PENNEY CO.



# SOCIETY News

MISS MAYME ROBERTS—Social Editor—Phone 256.  
News Items Telephoned Miss Roberts Will Be Appreciated.

### Bettis-White Announcements.

The following announcements and accompanying cards have been issued, reading:

"Miss Sallie Bettis announces the marriage of her sister, Mary Kathryn, to Mr. R. Eugene White on Wednesday, October the ninth, nineteen hundred and twenty-nine, Shelby, North Carolina.

"At home after October nineteenth, 821 Main street, Columbia, South Carolina."

### Miss Blanton Hostess.

Miss Millicent Blanton was a cordial hostess to the members of the Tuesday afternoon bridge club yesterday at her home on W. Martin street, which was artistically decorated with quantities of chrysanthemums, dahlias and cosmos. The high score prize was won by Miss Elizabeth Suttle and the second high score by Mrs. Oliver Anthony. At the close of the game, the hostesses was assisted by her mother and Miss Charline Stamey in serving a tempting salad course with coffee.

### Miss Wright Is Wed To W. P. Greene.

Coming as a surprise to many friends will be the announcement of the marriage of Miss Eva Wright and Mr. W. P. Greene, both of Toombsboro, Ga., which was solemnized Sunday morning at 10 o'clock at Irvington, Ga.

After a ten days wedding trip in Tennessee and Western Carolina, Mr. and Mrs. Greene will be at home near Toombsboro, Ga.

Mr. Greene is a native of Cleveland county and has made his home in Georgia for a number of years being engaged in the lumber business.

### Social Calendar.

Friday from 3:30 to 5:30 p. m.—Mrs. T. W. Hamrick will give a tea at her home on N. LaFayette street, honoring Mesdames Chas. Dover, Clyde and Tom Nolan, recent brides and Miss Lula Moore Suttle, bride-elect.

Friday 8 p. m.—The evening division of the Woman's club will meet at the club room with Mrs. Yarbrough and Miss Alexander, hostesses.

Thursday 3:30 p. m.—The Cecilia music club meets with Miss Mayme Roberts.

### P. T. A. Organized.

The Parent-Teachers association of the S. LaFayette street school held their meeting at the building last night and organized for the year. Mrs. Everett Putnam was elected president, Mrs. Brevard Hennessee, vice president and Miss Jessie Mackie, secretary and treasurer. The devotional was led by Rev. J. H. McDiarmid. Plans and suggestions for the year's work were discussed. Mr. Willis McMurry made a talk on athletics and the improvement of the play grounds. Mr. Smith made a helpful talk, urging the teachers and parents to assist in bringing the schools up to the state requirements.

### Miss Elliott Honored.

On Friday evening Miss Jennie Mae Callahan entertained at her home in West Shelby in honor of Miss Velette Elliott who was her week-end visitor. The living room where the guests assembled was decorated in fall leaves, golden rod and cosmos. Numerous games and contests were enjoyed throughout the evening. Miss Callahan was assisted in entertaining by her sister, Miss Marguerite Callahan.

At the conclusion of the games the hostess, assisted by Misses Gladys Callahan and Pearl Heafner served ice cream, cakes and salted nuts. About twenty-five young people were present.

### Misses Suttle Give Buffet Supper.

Misses Betty and Nancy Suttle charmingly entertained with a buffet supper and bridge party yesterday afternoon at 5 o'clock at their home in Belvedere Park in compliment to Miss Lula Moore Suttle, whose marriage will be a social event of Saturday. The large living room was beautifully arranged with lovely dahlias and chrysanthemums. The tally cards and markers were in chrysanthemum designs, and each of the bridge tables was covered with a fancy Madeira cloth and graced with a bowl of chrysanthemums. Mrs. William McCord was presented with a bridge set for high score prize after which the guests were invited to the dining room. The table was covered with a handsome lace and Madeira cloth centered with a mound of beautiful chrysanthemums in different colors, and on either side were silver candelsticks holding yellow tapers.

Miss Suttle gowned in black and orange chiffon velvet was presented with a toilet set of Houbigant articles.

Miss Betty received her guests in green chiffon afternoon gown and Miss Nancy wore red chiffon. The invited guests were: Miss Suttle, Mesdames Jap Suttle, Wilbur Baber, John, Jean, Sam and Hal Schenck, Gerald McBrayer, Ben Suttle, William McCord, Misses Mary Suttle, Virginia Hoey, Mary Brandt Switzer, Elizabeth McBrayer and Mrs. John Schenck of Lawdale.

### Farnell-Suttle Wedding Guests.

The outstanding social event of the week will be the wedding of Miss Lula Moore Suttle to Mr. Newton Farnell, Jr., at the First Baptist church Saturday at high noon. The following guests will arrive this week: Mrs. Chas. Forbes and daughter, Miss Mary Forbes, today; Mr. and Mrs. D. N. Farnell, Sr., and Miss Vallie Farnell of Suffolk, Va., Messrs. Newton Farnell, Jr., and A. S. Sifford of Greensboro, Thursday; Mr. and Mrs. William Farnell, of New York City, Mr. John Eley of Suffolk, Va., Messrs. Robert Frazier, James Hogue, Graham Holding and Warren West of Greensboro, Mr. Chas. Forbes and Chas. Forbes, Jr., of Greenville, Miss Inez Efrin of Concord, and Miss Margaret Blanton of Queens college will arrive Friday.

### Mr. and Mrs. Guy Roberts Entertain.

Mr. and Mrs. Guy Roberts entertained at a lovely bridge party at their home on West Graham street on Tuesday evening of last week.

The home was beautifully arranged with quantities of roses and dahlias.

Mrs. Basil Goode was awarded high score prize and Mr. Paul Whisman won next high score. The guests present were: Mrs. Evelyn Hoyle, Mr. and Mrs. Oren Hamrick, Mr. and Mrs. Basil Goode, Mr. and Mrs. Ray Lutz, Mr. and Mrs. Robert Robertson, Mr. and Mrs. Sam Gault, Mr. and Mrs. J. C. Bowling, Jr., Mr. and Mrs. Reed Young, Mrs. R. D. Smith, Mr. and Mrs. Yates McSwain, Mr. Paul Whisman, and Mr. and Mrs. Guy Roberts.

Mrs. Roberts assisted by Mrs. Oren Hamrick, Reed Young and J. C. Bowling served a frozen salad course with accessories.

Algernon Valentine of London has taught 500 sparrows in Hyde Park to beg for food, hover in the air when ordered, and feed by "numbers."

### Voters Indifference Criticism By Smith

Ex-Governor Finds Too Many Small Governments and Too Many Laws.

Too many useless small governments, too many laws and too many voters who just do not care, are blamed by former Governor Alfred E. Smith for the high cost of government. In the November issue of the Red Book Magazine he tells how the "ways of the rank and file" of citizens make government what it is. While he does not despair of democracy, he says:

"The real way to effect a saving in government is to cut down the overhead cost of operation. That has been done in New York state by the consolidation of the scattered agencies of government into 19 departments, doing away with overlapping of duties and duplication of efforts.

"We have too many counties, for instance. In New York City we have five counties. No reasonable explanation can be made by anybody for having five counties in New York City.

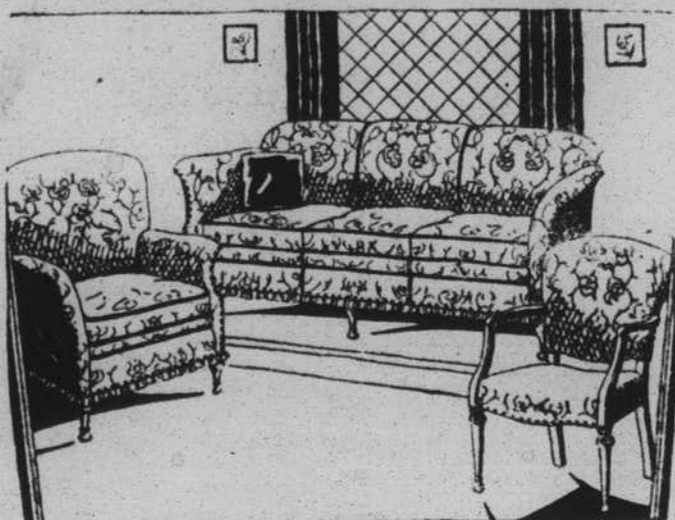
"Town government is even worse. We still follow the custom of a hundred years ago—electing town clerks town superintendents of highways, and, most ridiculous of all, we elect the town constable. All this operation costs money, and the records of the controller's office indicate that a large part of the waste and mismanagement of public funds occurs in the small towns and counties.

"One of the fundamental weaknesses of our whole government is people seem to think that every public question is settled when you pass a law about it. In the last twenty years in the United States 954,625 laws were proposed and 233,563 were enacted.

"The average legislator votes on laws in accordance with his own conscience. The trouble lies in the fact that the great masses of people whom he represents evince no interest in government, and the solution of a given question is usually made for a legislator by the party managers."

# SEE THESE SPECIAL VALUES AT STERCHI'S

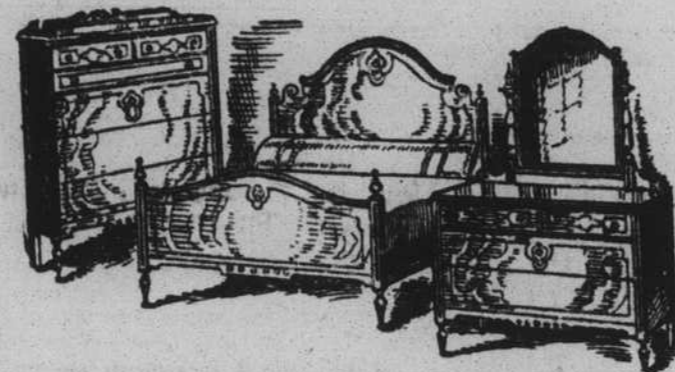
## LIVING ROOM SUITES



Three piece Velour Overstuffed Living Room Suite. We have several new designs that we are featuring this week, at the unbelievably low price of

## \$69.85

Terms: \$4.85 Cash, and \$1.50 Weekly.



## Bed Room Suites

A charming three piece group in decorated green enamel. We realize that words are but an endeavor to tell you of this amazing offer! But when you examine the sturdy construction, feel the smooth, glossy finish, look upon the graceful lines—you'll then wonder how we can afford to offer it at this low price. And the reason—it was made especially for us—according to our specifications and large quantities. Consists of beautiful bed, chest and vanity—

## \$69.85

Terms: \$4.85 Cash; \$1.00 Weekly.

## Phonograph

Every home should have one of these beautiful Walnut Console Model Phonographs. These are very special values that we are featuring as long as they last at—

## \$49.85

Six Records Free With Each Machine.

Terms: \$4.85 Cash; \$1.00 Weekly.



## FREED RADIO

WHY MISS HEARING THE  
WORLD'S GREATEST  
ENTERTAINERS  
WHEN \$4.25 CASH

DELIVERS THIS NEW FREED  
8-TUBE ALL ELECTRIC RADIO.  
BALANCE \$2.50 PER WEEK.  
COMPLETE \$117.25 Attached To  
Your Aerial.

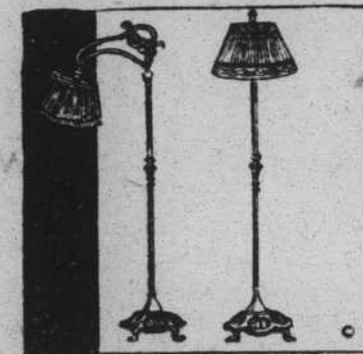


PRICE

\$59.85

\$4.85 CASH;  
\$1.50 WEEKLY

This beautiful Cabinet Heater will heat your entire home on an unbelievably small amount of fuel. The humidifier assures you of a moist, healthful, even heat. We give FREE INSTALLATION.



## RADIO-GLO FLOOR LAMP

Winter is ahead! Now is the time to modernize your home to make things bright and cheerful indoors. Radio-Glo Floor Lamps will make your home pleasant and up-to-the-minute. These lamps are completely wired and ready for installation. As long as they last they go for—

## \$10.95 COMPLETE

Terms: 95c Cash; \$1.00 Weekly.

## Visit Our Music Department

In our Music Department on the balcony you will find all the newest Brunswick, Columbia and Vocalion Records. Miss Elmore, in the Music Department, will be glad to assist you in your selection of Records.

EXTRA SPECIAL: We have just received a big shipment of the newest and most popular Records. Come in and get your share at the very special price of—

35 CENTS EACH

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IT COSTS  
LESS AT  
STERCHI'S

THE SOUTH'S LARGEST  
FURNITURE AND MUSIC  
STORES.

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