

SOCIETY

E. CATHERINE MOORE—Phone 340

Mrs. W. S. Shaw entertained at bridge Wednesday afternoon of last week. The informal time was much enjoyed.

Last Saturday afternoon Mrs. Robert Reddish entertained at bridge, and the guests enjoyed the social afternoon hours.

Mrs. W. D. Zediker entertained a party of friends at her home Sunday for dinner. The menu was most tempting and the informal time enjoyed.

Mrs. L. C. Thomas and L. L. Smith entertained the ladies of the Woman's Guild of St. Mathews church yesterday afternoon, with a large company of guests present. Lunch was served and the afternoon spent at Kensington.

The Baptist Ladies' Aid were entertained yesterday by Mesdames Laing and Mosher at the home of the former. Supper was served to many people who were invited later in the evening, and the repast was certainly up to the reputation which these ladies have had in the past.

Mrs. W. S. Acheson was hostess on Thanksgiving day at a 1:30 dinner, when she pleasantly entertained her lady roomers, and included the Misses Mossman and Mosher. The bountiful heaped-up table was surely appreciated by all, especially those who were away from home friends.

Mrs. Myrtle Slagle will entertain the Women's club at her home tomorrow afternoon, and a roll call of members will be responded to with extracts from opera singers of the present, Carmen. Mrs. Ponath will give the "story of the opera", and an address by J. W. Guthrie, "The Origin and Evolution of Fire Insurance", for his subject. Music will also be furnished for the meeting and the afternoon hours will close with the members enjoying a repast served by the hostess.

The O. E. S. will meet at their regular session next Tuesday evening. Initiation will be the order of the program and a social time is promised.

The Ladies' Auxiliary of the Presbyterian church were entertained at the church parlors yesterday afternoon, and Mrs. Austice and Mrs. Sloan were the hostesses. A goodly number of the members and friends were present, and a delicious repast was served to all.

A party was given in compliment to J. R. Spacht at the home of his mother, Mrs. D. K. Spacht, Sunday evening. A number of his gentlemen friends gathered to renew old acquaintance and the evening was one of great pleasure. Mr. Spacht recently returned from England, and his people as well as his other friends are glad to see him again.

Mrs. A. Renswold pleasantly entertained the young people who room at her home, Thanksgiving day, for dinner and supper. The event proved a happy one, especially as some of them were away from their own homes, and thus the holiday passed with a great treat of delicious "good things", and plenty of jollity to keep the time passing pleasantly.

On Thanksgiving evening a party of invited guests assembled at the School of Music, and Misses Gifford and Soper acted as hostesses to the company. Progressive Somerset was enjoyed and there was also great fun had in "pulling taffy", which was said to be of the right kind. Other refreshments were served and everyone of the guests enjoyed the evening.

The Daughters of Isabella met in their pleasant rooms in the basement of the church yesterday afternoon, and a social time was enjoyed, along with the regular business meeting and Kensington. Mrs. Driscoll and

Mrs. Cramer were hostesses on this occasion, and delicious refreshments were enjoyed. This was to have been the regular day for election of officers, but owing to the fact that there was not as large attendance as usual, it was postponed and will probably be held at the next regular meeting of the organization.

Mrs. E. I. Gregg was hostess to the C. W. B. M. of the Christian church yesterday afternoon. A missionary program was enjoyed by the large number in attendance and Mrs. Hemming and Mrs. Hughes capably directed the program. Lunch was served near the close of the afternoon hours.

Mrs. M. M. Reynolds will act as hostess to the Harmony Club and their husbands Saturday evening, and she will be assisted by Mrs. J. B. Irwin. These meetings of the club are truly enjoyed with games and a social good time. The ladies will serve refreshments, and no doubt the hours spent informally will be appreciated by all in attendance.

Mr. and Mrs. Charles Johnson gave a dinner party on Thanksgiving day, at their ranch home, twenty-four miles northeast of Alliance. The dinner was all that could be expected in the way of "eats", and the following guests were present to enjoy the day: Mr. and Mrs. E. C. Drake and family, Mr. and Mrs. Benscoter, Mr. and Mrs. Brost, Mrs. Hans Zagger, and the Messrs. John Benscoter and Orville Richardson.

At the new country home of G. M. Banks, twenty-eight miles northeast of Alliance, a gay party were entertained with games, dancing and delicious refreshments, Monday evening. The guests included were the Misses Eva Ross, Agnes Kniest, Kate Kniest, Marie Buechsenstein, Eunice Eldred, and Messrs. Bruce Mallory, Walter Buechsenstein, Roy Close and Henry Rust. The trip was made in automobiles.

The lady clerks of the Horner Bogue store were present at the home of Mrs. Acheson and enjoyed a social evening last night. Mrs. Brown and Miss Aiken acted as hostesses to the party and a few guests not included in the above-mentioned staff were there to join in with the pleasant hours. The evening was spent with Kensington, and refreshments added to the enjoyment of the occasion.

Mrs. C. O. Davenport entertained the M. E. Ladies' Aid Society at her home yesterday afternoon. Mrs. Lunn had charge of the program given on foreign missions, and the following ladies assisted her: Mesdames Carns, Phelps, Pate, Dow, Norton Hunter and Davenport, each one giving papers or readings along the lines of foreign missionary work and dwelling at length on the convention held at Los Angeles recently. Miss Cynthia Davenport favored with an instrumental solo, and Kensington was also enjoyed.

The Rebekah circle met in their new lodge hall in Wood's Hall, last Friday evening and held their regular meeting. The "new home" has the appearance of being just the right place for this organization as well as other lodges which will have this for a lodge home. The hall has been re-modeled and brightened up with new paper and paint, and members will enjoy the new place of meeting. Work was put on Friday evening, and initiation of candidates for membership took up some time. Refreshments closed the evening's pleasure.

The Choral Club met in their room at Reddish hall Monday evening, and after a short business meeting and adopting by-laws for the organization, the remaining time was given over to some practical work under the direction of Miss Burnett. The club are planning to fill in a much-needed sphere in the musical realm of Alliance, and the members, which number over thirty-five already, have taken up the enjoyable work with great zeal and enthusiasm, and are determined to prepare for some programs for the future which will be enjoyed by the public in general. Not only are the club interested in their own personal development, but they mean to support any effort put forth for better music and are willing to give their cooperation to any guaranteed company or person who comes to our city to give an entertainment. A vice president, namely Mrs. Lunn, was chosen at this meeting of the club.

Mr. and Mrs. C. A. Newberry, of the Newberry Hardware Company, gave their annual banquet and social evening in compliment to the many employees and their families, on Thanksgiving evening. The delicious repast was set for 6 o'clock, in the spacious hall on the second floor of the Newberry building, and the autumnal colors and flowers used in the decorations helped to make the tables put on a bright appearance appropriate to the occasion. Guests on this occasion were Mr. and Mrs. Broome, the former responding to a request from the toastmaster, Mr. Lunn, for a speech. Mr. Broome in a pleasing manner spoke of the commendable way in which the employees had helped in making the business what it is. During the course of the evening hours, Mr. Newberry spoke of his appreciation of so many willing helpers, and there were some members of the staff who gave interesting talks. The guests numbered eighty-three, and all felt the importance of being connected with such a large and growing concern and the spirit of cooperation felt will surely push this business to higher levels in the future.

Cupid seems to keep busy among the "once residents" of our city, and announcements have come to our notice of the following marriages, which undoubtedly will be of interest to the old friends of the persons figuring in these important affairs.

Norman Andrew Ryan, who was at one time an employee in the Burlington offices at this place, and well and favorably known here, was united in marriage to Miss Dorothy Hilman Duffy at the home of her parents, Mr. and Mrs. Frank B. Duffy, of Los Angeles, Calif. The marriage took place October 23, and the happy couple will be at home to their friends after January 1, in Deadwood, S. D., where the groom is now employed.

Friends extend congratulations to Mr. and Mrs. Franklin Brindley, whose marriage occurred in Los Angeles, Calif., November 18. The bride was formerly Mrs. Ursula Ellis.

On Tuesday of last week occurred the marriage of Arthur E. Grebe of Scottsbluff, and Miss Violet E. Horton, of Torrington, Wyo. The groom is a brother of M. E. Grebe of this place, and was at one time connected with the photograph studio at this place, but now has a business at Scottsbluff, where the happy couple will make their home.

CHRISTMAS SUGGESTIONS



Why not a Vacuum Cleaner for a Christmas? There is nothing, we believe, that will be more appreciated nor that will be used more. Help eliminate household drudgery for your wife or mother by giving her this labor-saving present.

What about a "Sew E-Z"?

This little Sewing Machine Motor stops all foot-pedaling. You can now sew without the slightest effort. No broken threads; no jerks—just a silent, steady motion that stops when you take your foot off.

PYRENE REDUCES AUTOMOBILE INSURANCE

Equip your store, home, factory, garage or auto with Pyrene Fire Extinguishers. Always ready for use. Compact, efficient, easy to operate.

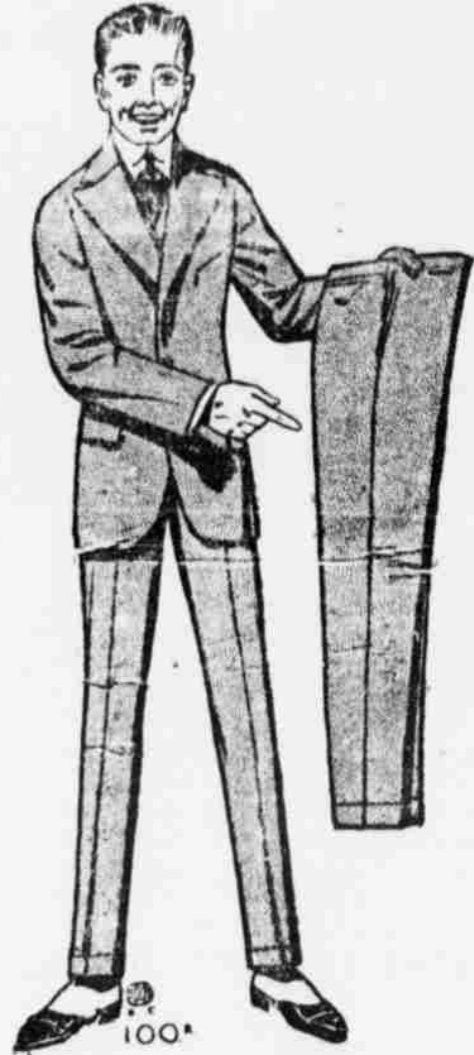
ALLIANCE ELECTRICAL WORKS

CHAS. SCHAFFER, Manager.

Free! Free!!

To all who buy a made-to-measure suit between now and Christmas I will give absolutely FREE an extra pair of trousers.

A Pair of Trousers FREE



A Pair of Trousers FREE

These Trousers may be from the same piece of goods as the suit or anything else of the same quality.

E. G. LAING

"Modern Clothes for Men"

Get Boyles' Special Offer For November!

Write for the best and biggest special tuition offer ever made by a reputable business-training institution—an offer that you may never get again—an offer that you positively cannot afford to miss. It may help you take at once a long-desired step that will put you on the road to financial success. For—

You Can't Attain Your Full Success Unless You Do Obtain a Business Education

Send at once for your copy of my free 114-page book which tells you how to get the best paid positions most quickly—how to step right over the heads of older workers and take your place in the front rank.

It will show you how you can quickly and easily grasp hold of the fundamental tools of business—stenography, stenotypy, touch-typing, writing and bookkeeping; or telegraphy or civil service work.

Lastly, it will tell you how you can get this education, no matter how financially impossible it may seem to you now.

Drop a postal today—you'll hear from me by return mail.

H. B. BOYLES, President
BOYLES COLLEGE
1631 Harney St. Omaha, Nebraska



A Frank Statement to the People of Alliance

I WANT to get the trade of all the best people in Alliance by proving that it will pay them to give me their business.

Don't mistake my meaning when I say the "best" people. I have in mind the business, not the social, value of the man or woman when I say "best"; and while the rich and well-to-do people are of course included in my meaning of "best" the word expresses much more than that.

The "best" class of trade is that largest number of the people of Alliance who are thrifty; who look ahead; who plan to get the best value for the price they pay. They are settled; expect to remain here; have an interest in the general progress of our town; and have an eye to the future in behalf of their children and their children's children.

The "best" trade is not all rich, or even well-to-do, now; but it is far-sighted; has a good memory; in time will buy more and more and better and finer things of the jeweler, from whom it now buys the best it can afford—if the jeweler deserves their continuing good will. This "best" trade stays with the jeweler who proves to his customers that it is best for them to stay with him.

My plan for getting this "best" trade is to invariably sell what is best for my customers to buy. She does not always know what is best to buy but I do. I propose to put my knowledge entirely at her service, ignoring the temporary advantage to me in selling her what would (at present) pay me best to sell her. I am not looking for temporary gains; I am building for the future on the foundation-rock of the public confidence. I am after, and will get, that confidence, whatever it costs me in present profit on articles that it would pay me, now, to sell but would not pay my customer to buy.

I tell you frankly that I am no philanthropist; I

am simply looking out for my interests when I look out for your interests; I want your trade 20 years from now as well as today; so I've got to make it pay you to deal with me by selling to you only such goods as will prove to you the advantage of dealing with me—the really worthy goods, and none other. The "just as good" kinds (which are never just as

good) will have no place in this store. The best class of trade—the rich and the fairly comfortable, and the thrifty poor, will not stay with the jeweler who sells disappointing goods; and I want the "best" trade.

The jewelry business is different from most others. In many other lines of trade the buyer can bank on her own judgment more or less—in buying clothing, groceries, house furnishings, and what not. But she does not have—she cannot have—any valuable judgment as to the difference say, in two grades of

diamonds, or two makes of watch cases. She must go by her faith in the jeweler just as she must go by her faith in the doctor or the lawyer or banker. Consequently in no other line of merchandise is there greater opportunity for deception or for selfishness, than the jewelry business presents; for the customer must rely on the jeweler to treat her squarely.

Just in proportion as the customer's ignorance of values is greater than when buying other merchandise, the jeweler's responsibility is greater in selling.

Therefore, if the jeweler would build up an enduring business, business that would constantly widen through the favoring word of pleased customers, he must secure that public confidence which is as much a part of his capital as it is the banker's capital. So I shall strive to deserve the confidence of the people of Alliance by invariably selling what is best for the customer to buy; by stating values as they truly are, exact knowledge of their worth; and by an unvarying practice of "the square deal".

A Difference in Diamonds
I sell only clean, white diamonds. I have some sample flawed and "off-color" stones not for sale but to show customers what makes the difference in diamond prices. The prices are right at The Quality Store

I Like to Sell These Chains
for conscience sake. But my men's Plated Vest Chains at \$5 are exactly reproduced in some worthless stuff which sells for 50c. You must depend upon your jeweler in buying rolled plate. The Quality Store

When is "Solid Gold" 14K?
When it appears in Moxon's make of Rings. "Solid Gold" Rings are made in 12-K and 10-K. "Solid Gold" is an elastic term, but it means only one thing in Moxon's rings, sold at The Quality Store

"What's in a Name?"
Everything, when it comes to a filled Watch Case. The names "Boss" and "Crescent" stand for the absolutely best. And there's a long step down to the "just-as-good". The Quality Store

The Hamilton Watch
heads the list in Watch excellence. Its price is justified by its performance. It will give perfect satisfaction through your life, and your son's life. I pin my faith to it in selling it, as you may in buying it. The Quality Store

A Wide Space Separates
the best and the other kind, in silver-plated ware; and yet they look alike. Time will show the difference in wear; but knowledge, coming late, is expensive. You can depend on the Silver Plate bought at The Quality Store

L. MOXON, JEWELER
ALLIANCE, NEBRASKA