

SOCIETY NEWS

Chit-Chat

By CONSTANCE ARMFELD

The zestful spirit of autumn just seems to do things of Newberrians. Maybe it's just the colorful landscape, the desire to ramble through some nearby woods during this lazy kind of weather, the joy of purchasing a new fall wardrobe, or it may be the love bug, anyway something is in the air and people of our fair city are really going places and doing things.

A group that is starting out the first of next week to go places and do things is the Civic League. Not that the League has not been going and doing. Oh no, not by any means, they are just getting a fresh start. The first meeting of the season will be held Tuesday at 4 p. m. with Mrs. Herman Wright, Caldwell street.

There's a fine organization in Newberry that I would like you to know more about—the City League—composed of young people of all denominations of the city. Did you even know that there was such a group here? Probably not.

Olin Cannon; secretary, Sarah Pay-singer; treasurer, Edith Lane; publicity, superintendent, Constance Armfield. The City League plans to meet quarterly.

Such popularity . . . Of course the topic is Marion Jones. My social calendar is practically filled with pre-nuptial social events that have been given and that are being given for this bride-elect of Saturday week . . . The Associate Reformed Presbyterian is to be the scene of the noon wedding we learn from invitations that have been issued and immediately following the ceremony which will be conducted by Dr. J. W. Carson, Miss Frances Jones is to entertain at a luncheon for relatives of the couple and out-of-town guests . . . Following the church rehearsal on Friday evening of next week, the bride-elect's parents, Mr. and Mrs. S. B. Jones will entertain at a reception on Harrington street . . . Meanwhile gay social affairs continue and this week-end has a large number in store . . . This afternoon Mrs. H. M. Bryson, (I almost wrote "Miss Bess") is honoring Marion at a bridge party . . . Friday afternoon she has been asked to attend the bridge party being given by Mrs. Fred Dominick and Miss Elizabeth Dominick at the home of the former on Main street . . . Friday evening will find Marion at Mrs. J. P. Moon's home for a party that promises to be one of the best because all of the guests are—oh, I almost forgot. Mrs. Moon told me that was a secret. . . . Saturday noon, Cornelia Mayer is honoring Marion at a luncheon and early afternoon bridge. . . . Later Saturday afternoon, leaving Cornelia's party, she is to call after cards at the home of Mrs. C. E. Hendrix where Mrs. Hendrix and Mrs. George Dominick are entertaining at bridge. Also going with Marion to this affair will be Miss Frances Jones, Mrs. C. H. Albrecht, and Mrs. Fred Gilbert.

Whether the statement that society editors are nose-y is true or not I will let you decide. However I do know that this one was not quite nose-y enough concerning the Sprouse-Evans affair. It's something that just up and happened. I wonder if anyone knew about it. . . . Mrs. E. D. Evans is the daughter of Mr. and Mrs. J. M. Sprouse. Cecelia is a member and a very popular member of Newberry's younger set. I

believe it can be said without contradiction that she is the best dancer in the city. . . . and "Dede" could not be very far excelled if it came to a boy's dancing contest. . . . The couple are living at 2064 Main street.

Two names are added to the list of bride-elects being honored at Newberry social gatherings daily. They are Bland Timmerman and Margaret Moorhead. . . . Beginning the series of parties to honor Bland was the one last Saturday afternoon given by Miss Evelyn Burns. Tuesday afternoon Miss Margaret Nesley and Mrs. Elmer Wood (Virginia Nesley) of Columbia entertained at a pretty party. . . . Margaret Moorhead who lives at Goldville is well known in Newberry and has intimate friends here. . . . This week finds her at several social functions in the city. The tea Wednesday afternoon at the Country Club of Newberry given by Mrs. J. L. Burns, Miss Marguerite Burns, and Miss Evelyn Burns was in Miss Moorhead's honor. This was the largest social gathering in the city since the arrival of the fall season. . . . Monday afternoon, Mrs. W. A. Mason honored Miss Moorhead at a bridge party. She is also scheduled to be in the city this week-end for other parties. . . .

BRIDGE PARTY FOR MISS MARGARET MOORHEAD

Miss Margaret Moorhead, Goldville bride-elect, who is being honored extensively by friends in Newberry, was guest of honor at a party Monday afternoon given by Mrs. W. A. Mason at her apartment on Glenn street.

Fall flowers lent a colorful note to the living room where three tables were set for bridge. A shower of wedding bells marked Miss Moorhead's place at the tables. High score award went to Miss Moorhead and bingo prize was won by Miss Margaret McCaughrin. The hostess presented the honoree with a gift and also gave gifts to Miss Bland Timmerman, October bride-elect, and to Mrs. Everette D. Evans, recent bride.

MRS. LIPSCOMB ENTERTAINS OUT-OF-TOWN GUEST

Mrs. E. M. Lipscomb was cordial hostess at a delightful bridge luncheon Tuesday morning honoring her out-of-town guest for the day. They were Mrs. S. F. Webb, Washington, D. C.; Mrs. George Epps, Mrs. A. B. Craig, and Mrs. R. G. Smith, all of Columbia; and Mrs. Alice Gary, Kinards.

A Halloween motif was used by Mrs. Lipscomb. In the reception room where the guest gathered for bridge, beautiful giant-size dahlias created the floral setting. In the dining room, were quantities of marigolds. Here orange candles were used and place cards were orange and black caps.

Winners at bridge were presented attractive prizes by the hostess. Playing with the out-of-town guests were Mrs. Joe Feagle, Mrs. John C. Goggans, Mrs. J. D. Caldwell, and Mrs. Thomas Pope.

GAY PARTIES CONTINUE FOR MISS MARION JONES

The many social affairs given Miss Marion Jones, whose marriage to Hope B. Wilson takes place Saturday, October 30, last week were climaxed with two lovely parties, one on Friday evening and one Saturday afternoon.

Friday evening, Mrs. E. M. Lane, Mrs. Jimmie Roof, of Rock Hill, and Miss Ruth Mims and Miss Inis Mims honored Miss Jones. Games and contests were enjoyed throughout the evening after which a chicken salad course was served.

Miss Sudie Dennis and Miss Julia Kibler entertained at the home of the former at bridge Saturday honoring Miss Jones. A red and white color note was used in detail for the pretty party. Four tables were placed in a floral setting of dahlias and cosmos and the guest of honor's chair was marked with a miniature bride and groom. After several progressions of bridge, scores were totaled and Mrs. J. N. McCaughrin held high. She was presented an award. When hearts were played, Mrs. M. A. Renwick won the award.

Caughrin Avenue for the October bride-elect. This also will be a bridge party.

MISS TIMMERMAN IS HONORED SATURDAY

Miss Bland Timmerman, popular bride-elect, was honored Saturday afternoon at a lovely party given by Miss Evelyn Burns.

Quantities of mixed flowers decorated the rooms where four tables were set for bridge and one table for hearts. The honoree's place was marked with tulle showered with wedding bells and orange blossoms.

Mrs. James Clary, of Allendale, was the high score prize winner at bridge with Mrs. Seth Meeks winning second high score award.

At hearts, Mrs. Elmer Wood, Columbia, held high score and when bingo was played, Mrs. Tom Sligh was winner. Both were presented attractive awards.

Miss Timmerman was given a gift of lingerie.

After cards, a salad course with coffee was served and small dainty cakes passed. Out-of-town guests included Mrs. Clary, Mrs. Wood, and Mrs. Carrie Goodman, Clemson.

LET'S GO . . . SHOPPING

(BY MISS NEWBERRY)

Let's go shopping. This bright blue October weather and the ever-changing landscape of brilliant hues is enough lure for anyone to get out and go. And in Newberry's shops, everything is new—it's just the time of year for newness, so don the old gray bonnet and let's go places.

In examining the 1938 Pontiac, in fact the first 1938 Pontiac, I discovered why this car concern retained it's same slogan—"the most beautiful thing on wheels." Women appreciate a neat looking car that is so easily handled when shopping or touring. I was delighted with the new gear of the Pontiac that is a small handle attached to the steering rod just below the wheel. It's no task to learn to operate this "new gadget" as it might be called like you did when shifting of gears changed to what is known as standard. However this new feature of the Pontiac is optional. . . . And here's something new, anyone will appreciate. When you switch on the dash light, a small light comes on over the ignition switch. Can't you imagine how helpful that will be. . . . Notice the new wheels of the Pontiac, the new front, the change in the fenders. O my, I can't begin to list all the things. Just drop in to see Dave Hayes and he'll tell you all. . . .

The whole town's talking about the new lunch stand at Rose's newly remodeled 5, 10, and 25c store. . . . that new place where you can get a bountiful and refreshing lunch or breakfast, or supper for an unbelievable low price. The shiny steel counter and equipment and the neat little red chairs about the counter are most attractive. Five girls in crisp white uniforms huffy to hand you a menu and tend to your slightest desire. And Newberry is the very first place in Rose's chain of stores to have a lunch counter. . . . If it's a full day of shopping or working when it would be cheaper, time saving, and a more convenient than going home, you can refresh in a hurry at the modern fountain. I know I'm going to try it soon. . . .

Parties, teas, and all kinds of social gatherings of this gay social season are all held indoors and this means it's the season when personal appearance counts most. That beautiful new suit, that gorgeous black velvet dress, that exquisite dainty blouse, must be properly kept if they are to retain their smartness and sheen, and the selection of a cleaner, and the right cleaner, to keep your ensemble the way you desire it, is most important. My choice is Blacklocks and Blacklocks will be your cleaning headquarters when you see that they know just how to give your clothes that certain glamour.

How we love the summer months the months for the beach, the water, the tennis court and golf course, but oh how disastrous are these care-free months to our hair. . . . Never before have I known or heard of Newberry having such a promising gay social autumn, everybody will be party-going and so for a new and exciting coiffure. If it's a new cut, a rinse, shampoo, or set, why not try the operators of the Newberry Beauty shop on the fifth floor of the Exchange Bank building. . . . You know that curls and more curls are popular this season and can Miss Kinard arrange all the curls you want!

Have't you just loved these frosty nights with the full harvest moon. I'm almost getting off on an outdoor subject in spite of the fact that I had in mind to tell you about something for the inside of your house. The briskness in the air on the outside suggests the snug warmth for the inside, is what I was trying to point out. . . . And it's high time you were thinking of the kind of stove and heater which you will purchase. I'd like to recommend R. M. Lominack Hardware for your shop-

ping center when it comes to buying stoves for the simple reason that at Lominack's you'll find almost every type of heater made. If the type you desire is in Newberry—it's at Lominack's. . . .

Along with the apparel that you are buying what about a new make-up kit. . . . You know how the change in weather treats your complexion. We like our powder just a slight lighter shade and a minor change in rouge, creams, and lipstick will do no harm for a new season. . . . and I know of nothing to lift the spirits more than a new lipstick. . . . Personally I'd like to recommend Cara Nome products at Gilder and Weeks drug store. . . . I recently started using them and am delighted with the lipstick and rouge in particular. . . . Dr. Weeks can fix you out with the shade that suits you and he told me confidentially that he thought Cara Nome was good enough for any man.

How cozy it is to curl up in front of a sparkling open fire, tune in on your favorite musical band, and begin reading the latest novel. . . . Did you see a recent picture at a local theatre where the leading star remarked that he never got tired gazing into an open fire. Most of us feel that way too. . . . And then when the coals are low, what that would be more fun than toasting marshmallows. . . . And speaking of coal, you will want to get your supply early before the rush begins and prices rise. . . . Sammie Williams at the Southern Cotton Oil Mill will attend to that if you just call 118. . . .

Let's go a small ways out in the county to continue our shopping or this will be more of an inspection. . . . an inspection of Neel's Dairy which is the only dairy in Newberry county that can boast pasturized milk. . . . The plant is open anytime for your visit. I wish you could have gone out with me when Collier Neel, my gracious host, explained everything concerning his work and I bet you wish you been with me while I drank two bottles of ice cold and delicious chocolate milk. . . . And don't forget Neel's dairy for baby's milk, for pasturized milk. . . .

And now, we're back in town, but still talking about baby. Remember that the tot has to have a winter outfit, boots, hoods, snuggle robes, saccos, and other darling little things. . . . Let's go into Mrs. J. W. White's shop just opposite the Methodist church for in there you will find these very things. . . . And take heed you numerous hostesses who are entertaining clubs, out-of-town guests, and bride-elects you see here novelties of every kind that make such appropriate gifts. Whether its first bridge prize, bingo award, or a remembrance for an honor guest, you'll be able to find something different and unique at Mrs. White's. . . .

A lady was heard to remark that she had a number of parties on her calendar for this week-end, so she would have to be sure to get an appointment at the City Beauty Shop immediately. . . . Party-going, party-going. It's in the air and the news is in the air that individuality in hair dress may be obtained at the City Beauty Shop. . . . Call 421 for an appointment today.

The November issue of McCall's and American, I find, have loads of interesting stories. . . . If you arn't a book-worm, you will surely find some type of reading matter at the New York News Stand that you will enjoy these cool evenings when day is done. . . . Let's stop there for a few magazines or papers while on our tour.

Receiving real courtesy while shopping is enough to start the week off aright. To be friendly greeted by a clerk or shop owner who doesn't just wait on you and rushes back to something else, but who seems to find a real joy in your coming in, means something. . . . Courtesy in the highest degree is extended by Aiken Feagle when you happened over to the Farmer's Oil Mill for a purchase. . . . Just now, Mr. Feagle is busy supplying Newberry people with coal supplies for another year but not too busy to stop, wait on you, and chat a while. . . . Perhaps you would like to buy your coal supply at the Farmers' Oil Mill.

Take heed all you grooms-to-be. Might I suggest that you do your shopping for diamonds, wedding bands, or dinner rings at Turners' Jewelry Shop on Caldwell street. I just can not keep from staring at the jewelry every time I go in Turners, because here is such a wide variety of beautiful things. I like jewelry along very simple lines. Perhaps your choice is different. Turners has them one and all.

I've found it doesn't hurt to look at the 1938 cars even if you don't intend to buy one. The one I drive is comparatively new, but that fact didn't keep me from examining one of the new "American Beauties"—the Dodge. However little change is seen in this auto over last year's

model which I think was swell enough. . . . The front radiator shows a change for more neatness. And then I found the new hand brake and guess what—it's on the right hand side. I think that's keen, because in the time of emergency when the hand brake is to be used in a hurry, there's nothing like having it at your finger tips.

For that car, old or new; for that trip out to the Country club or to Columbia's state fair, one likes to be assured of no car trouble at any time. En route let's drive in that attractive Pure Oil Station on College street and have everything checked. We've used some gas on our shopping tour, possibly the supply is low. Let's have the car "filled" before going home.

Keep them warm



Frisky tots love the cold weather . . . and it's good for them . . . if they're dressed in warm clothes like these*


Sweater suits for boys 2 to 4 years old.

Capes with hood and snuggle robes for the babies
Blankets, small to extra large size

Bootees, saques, coats and caps to match

MRS. J. W. WHITE

Opposite Central Methodist Church



Quality COAL

Phone 155

FARMERS OIL MILL COAL is easy to fire.

THE FARMERS OIL MILL has a corps of competent service men who are at your command to see that you get the utmost of economy and comfort from FARMERS OIL MILL COAL. Call us today if you are not getting what you deem the proper amount of heat from your coal.

ORDER NOW—

Be sure of getting prompt delivery by ordering your needed amount of coal today. Don't wait for extreme cold weather and then be caught short when heat is so precious.

Farmers Oil Mill

See the Display of NEW PONTIACS
Saturday, October 25th

The New 1938

PONTIAC

Tested & Proved

By Your Own Local Dealer
Hayes Motor Company

HERE are the Facts:

A new 1938 Pontiac, the motor of which had been limbered up at the factory, was driven from Detroit to Newberry by Dave Hayes.

Number of Miles Traveled	921
Gallons of Gasoline Used	48
Hours of Driving	27
AVERAGE MILES per gallon	19

DRIVE IT YOURSELF AND TEST IT

The New Pontiac was driven at high speed from 40 to 90 miles per hour.

A total of 4,700 cars entered this test drive from the factory and the mileage on the cars was from 18 to 20 miles per gallon.

Hayes Motor Co.

DAVE HAYES, Manager NEWBERRY, S. C.

Go Partying— Looking Your Best

A New Coiffure Style

Newest Creation in the world of smart coiffures, this new style with deft personalizing touches, make your party-going season a grand success. Hair cut, shampoo, rinse and wave . . . that's the formula for a new outlook on life, the best fall tonic you can buy. Make an appointment.

Newberry Beauty Shoppe

Fifth Floor Exchange Bank Building TELEPHONE 476

