





**Honoring Mrs. Peters.**—The seven officers and the old officers of the Royal Neighbors Lodge entertained at their home at 8:30 a.m. yesterday evening, honoring Mrs. John J. Peters, past mate of the lodges, who is leaving Twin Falls soon. The group of honored women exchanged news, stories, and mutual advice from the past while the two matrons were employed in daintily refecting the refreshments and the present refreshments. The present seven officers and most of the lodges were Mrs. Paul Best, Mrs. Tom Miller, Mrs. S. L. Miller, Mrs. Hattie Johnson, Mrs. William Caswell, Mrs. Edith M. McMenamy, Mrs. Willard F. Johnson, Mrs. G. W. Palmer, Mrs. Franklin A. Kunkel, Mrs. Ethel Wetmore, Mrs. Clarence Allen, Mrs. Frank Harlan, Mrs. Sam L. Miller, Mrs. C. E. Johnson, Mrs. Jane Jensen, Mrs. Paul Stultz, Mrs. P. O. Herriman, Mrs. Otto Schmid, Mrs. F. D. Johnson, Mrs. William Shetler, and Mrs. McKinney.

**Mrs. Miller's Bridal Party.**—Mrs. A. E. Miller was witness today to the members of the Harmony Club with an elaborate wedding luncheon at her home. The wedding cake was a fern and crystal holder held red roses. After the service Mrs. Miller's daughter, the bride, was seated with the usual games of bridge.

**Entertaining With Harmonies.**—Miss W. Brembach entertained the Particularity Club Wednesday afternoon in her apartment with an elaborate tea party. The decorations for the table was a fern and crystal holder held red roses. After the service Mrs. Miller's daughter, the bride, was seated with the usual games of bridge.

**Entertaining With Harmonies.**—Mrs. W. Brembach entertained the Particularity Club Wednesday afternoon in her apartment with an elaborate tea party. The decorations for the table was a fern and crystal holder held red roses. After the service Mrs. Miller's daughter, the bride, was seated with the usual games of bridge.

**Festive Evening.**—A festive evening—Honoring members of the senior class of the high school, whose parents are members of the Eastern Star, was held yesterday evening in the Assembly hall by the members of the local order of Eastern Star. The room was tastefully decorated with red and white confederate colors consistent with those of the order. Color lamps, pillows and curtains were used to heighten the attractiveness of the hall. The favors for the boys were red and white, and consisted of small bouquets of tiny flowers. One of the dances was the "Bazaar Special" where each boy received a card containing his name and address. Punch and cake were served throughout the evening. The room was filled with men as chairman, the parsons and patrollers were Mr. and Mrs. P. H. Farnham, Mr. and Mrs. T. C. Farnham, Mr. and Mrs. H. L. Binkley, Mr. and Mrs. H. L. Binkley, Mr. and Mrs. C. H. McMechan, and Mr. and Mrs. J. D. Staver had this delightful affair in charge.

**Current Events Department.**—The current events department of the Twin Falls County Star held their last regular meeting for the year Tuesday afternoon at the home of Mr. and Mrs. G. E. Packard, which position Mr. Packard filled for the first time. The meeting was a very beautiful tribute to the memory of the late Mrs. James Fitzgerald, who was a member of the club. The resolutions which they had passed on her death were given and a genealogical chart of the family was shown. The annual election of officers was held, Mr. G. E. Packard being reelected as president and chairman, which position he has held for the past five years. The club was organized and Mr. G. W. Whalen was also elected secretary-treasurer. The club is now holding its community alms and also participating with two beautiful girls, Mrs. Gilbert and a young local girl, in solo singing at the First Methodist Church every afternoon the hours are asked for. Mrs. Mary N. Norton and Mrs. J. D. Hause were present from the Methodists.

**The Methodist Home Missionary society** will meet Thursday afternoon at the home of Mrs. Mrs. C. R. Scott, at the First Methodist Church. Mr. H. Hall will have charge of the program, and the subject for roll call will be health.

**Blindfold Shuffle.**—The Blindfold Shuffle will be given Friday afternoon at the home of Mrs. Mrs. C. R. Scott, at the First Methodist Church.

**The Presbyterian Missionary Society** will meet Thursday afternoon at the home of Mrs. Mrs. C. R. Scott. At the home of the church Mr. H. Hall will have charge of the program, and the subject for roll call will be health.

**Holiday Shopping on Twin Ferry.**—A large group of people gathered at the home of Mr. and Mrs. E. D. Yule, who moved off to the show with his family Wednesday night, April 2. But the other day the Yules had a houseful again, as Mr. and Mrs. C. H. Peters opened the door of his home and a number of his friends and relatives stopped in. The house was full of happy faces. The evening was enjoyed by all. They spent some time games and then at late hour a dozen two course dinners were served. The dinner was served by Mr. and Mrs. C. H. Peters and daughter, Isomora, Mr. and Mrs. J. G. Hansen, Mr. and Mrs. Charles Blanche, Mr. and Mrs. Hugh Walker and family, Mr. and Mrs. Frank Royal and son, Mr. and Mrs. George and Queen, Mrs. Marion Blanche and son, Gerald and Mrs. John Miller.

**Times Want Ads Get Results.**

**Joe-K Says:**

**Why Get Married?**

# Buhl C. C. Anderson Co. Buhl

1896

The Golden Rule

1924

STORES AT

Boise, Nampa, Caldwell, Emmett, Weiser, Payette, Mountain Home, Ontario, New Plymouth, Parma, Midvale, Pueblo, Colo.

# \$2,100 in Cash Prizes

We are running through this month in addition to our regular advertising—a series of what we style "Editorials" on subjects that are cogs in the machine of merchandising.

The first Editorial was run on April 2nd, on "Advertising and Selling Methods"—the second one was published on April 4th on "The Cash Way." The third one will be published in tomorrow's paper. There will be six in all.

We are anxious to obtain from the public the best possible Advertising subjects applicable to our business and covered by us. Hence

this contest, Liberal cash-prizes are offered as an incentive to compete.

Two more days still remain within which to get your Editorial to us on the first subject. Four more days still remain within which to get

Editorial to us on the second subject."

Isn't  
Bargain Day  
Every Day  
the  
Better Way?

Isn't  
Bargain Day  
Every Day  
the  
Better Way?

The Buhl Store and the Stores at Nampa, Caldwell, Emmett, Weiser, Payette, Mountain Home, Ontario, Boise, New Plymouth, Parma and Midvale will each pay a \$25.00 cash prize for the best Editorial submitted to them on each subject in accordance with the rules of the contest.

And in addition, the Boise Store offers a Capital Prize of \$50.00, which amount will be paid to the author of the best of the winning Editorials on each subject covered by us in the contest.

## EVERY ONE IS ELIGIBLE

This contest is open to everyone—doctors, lawyers, business men, business women, newspaper men and women, advertising men, school men and women, school children. Every man, woman and child is eligible to compete under the following conditions:

Contributions to the Contest must not exceed a number of words the Editorial we publish on each subject. They may be shorter but must not be longer.

Each contribution must be on some particular subject that we use. One may contribute in all subjects or simply on one or more of them. That's optional.

Each Editorial of ours forms the basis of a separate Contest.

Contributing need not be set up in Ads.

We will award for all purposes all Editorials entered in the Contest.

The winner of each Capital Prize of \$50.00 will necessarily be one of the winners of a \$25.00 prize either at Boise, Nampa, Caldwell, Emmett, Weiser, Payette, Mountain Home, Ontario, Boise, New Plymouth, Parma or Midvale. So that a person really competes each time for a \$75.00 CASH PRIZE.

Isn't that worth your while?

In the end that you judging may be absolutely disinterested—please keep your name off the Editorials you submit but enclose your name and address with them in a separate envelope. As your Editorial is received it will be

given a number, and that number will be placed on the envelope containing your name and address.

We do not want to know the authors of the winning Editorials until they are selected as the winners.

Each of our stores will do its own judging.

Winners of each contest will be announced the week following the close of that contest, when their prizes become immediately payable.

Your Editorial on each subject must reach us within 7 days from the date of one Editorial on the same subject.

Each of our Editorials will carry a date line together with notice of the date of the publication of the next succeeding one.

## Golden Rule

WHERE IT WORKS

STORES

C. C. ANDERSON COMPANY

BARGAIN DAY—EVERY DAY

**BUHL**

1896-1924

## Quantity Buying and Values

THE C. C. Anderson Company Golden Rule organization consists of 12 busy stores operating at Boise, Nampa, Caldwell, Weiser, Payette, Mountain Home, Boise, Emmett, Parma, New Plymouth and Midvale, Idaho; Ontario, Oregon, and Pueblo, Colorado.

The Golden Rule with its big outlet for goods buys them in great quantities, chiefly from primary sources—largely eliminating the middleman's profit from what it has to pay, and from the cost to its customers.

The Golden Rule does a larger volume of business at a smaller profit—the larger volume cuts down the cost to its customers because there's economy in large scale buying and selling.

Through Golden Rule's quantity buying and distributing power it is enabled to sell goods at low prices as any organization in America and IT DOES.

Comparisons prove the Golden Rule habitually sells for LESS—as witness the goods now being exhibited in Golden Rule Stores with their prices in comparison with goods from a large mail order house with its prices.

With the Golden Rule it is Volume vs. Profits and the verdict is Savings for its customers.

An index of the extent to which the public appreciates Golden Rule Values is shown by the name given these Stores in their various localities by the citizens thereof — of "The Store that's always busy."

So—every day is Bargain Day  
at the Golden Rule

And the Golden Rule believes in quality as well as quantity. There are always large stocks of quality goods in ample assortments. Quality is not sacrificed for the sake of price.

ISN'T BARGAIN DAY EVERY DAY  
THE BETTER WAY?

Tuesday, April 8th, 1924.  
Next Editorial April 11th.

**BUHL**

1896-1924

## Service

GOLDEN RULE salespeople realize they are employed not for the sole purpose of selling merchandise but to render service to their customers as well.

Service is an essential part of their work.

The Golden Rule insists that everyone who enters its doors is a guest and is due every courtesy which the store may extend.

The ambition of the Golden Rule is to serve as well as sell and no distinction are drawn between customers and shoppers. Every day at the Golden Rule is a day of investigation without obligation and of courtesy without the need of currency.

The Golden Rule prizes the good will of its patrons just as highly as it does their patronage. To merit that good will, it merchandises harder; to the end that for every dollar spent with it there shall be a full measure of 100 cents in fine value.

The every-day occupation of the Golden Rule is to anticipate the public's needs in the lines it carries—to save its customers time and to put their pleasure of selection with extensive stocks at moderate pricing.

The Golden Rule maintains a corps of expert buyers—men who through years of experience have qualified for their positions. Periodically they personally comb the markets to supply Golden Rule stocks.

How well they have done so far this season is attested by the completeness of Golden Rule assortments and the outstandingness of its values.

And the Golden Rule brings to its customers—when they are new—the season's best style features—a service quite on a par with that performed by stores in large cities.

Buy dependence is not put upon the Golden Rule's own buyers, alone. The C. C. Anderson Golden Rule organization is affiliated with the New York buying office of Alfred Fanti—said by the editor of the American Magazine some months ago to be the largest "resident buyer" office of its kind in the world.

The Golden Rule assures you of its most interested attention to every service that it may perform.

ISN'T BARGAIN DAY, EVERY DAY  
THE BETTER WAY?

Friday, April 11th, 1924.  
Next Editorial April 13th.

For the best Editorial sub-  
mitted to us on this subject  
within 7 days.

Capital Prize for Editorial  
submitted the best from prior  
issues from all stores.

\$50 Capital Prize for Editorial  
submitted the best from prior  
issues from all stores.

\$25 Capital Prize for Editorial  
submitted to us on this subject  
within 7 days.

\$50 Capital Prize for Editorial  
submitted the best from prior  
issues from all stores.







