

VOGUE IMPROVES SERVICE FOR BENEFIT OF LADIES

Ladies of Baton Rouge giving social functions have found that complete catering service has been given by The Vogue, the popular Third street establishment that is operated by David Guthrie.

This concern is now fitted to supply ices, novelty cakes, punch or any other feature for any occasion. They also furnish negro help to aid in the serving.

Besides being friendly with the university students the Vogue is catering particularly to the townspeople this summer. Ladies on shopping tours will find their Florida street entrance quite private and the service of the soda fountain both of high quality and of extreme courtesy. Refreshments are also served to the automobile trade these warm evenings with cleanliness and rapidity.

HOW TO BE PRETTY.

(By Florence Riddick Boys.)

If you want to be pretty—and who doesn't?—map out for yourself the proper program of life, and there you are.

Have I proven it? Of course not, but what matter—you take the recommendation of a bald-headed barber for a guaranteed hair- tonic, and you might just as reasonably take this from me.

To be beautiful: Live regularly and temperately, sleeping every night either in the open or with the windows raised wide. Eat generously of vegetables and fruits, sparingly of starches and sugars and meats, and drink a great deal of water.

Exercise daily in the open air. If you can play a game so much the better, for that will inject pep into you, and give you a sparkle in your eye and elasticity in your step.

Bathe often enough to keep your skin clean and well ventilated.

The mental is fifty-fifty with the physical in making you pretty. Do not worry nor strain, but be happily active, your mind filled with beautiful images, sweet dreams, ennobling thoughts, and kindly purposes, and cultivate a real interest in people and things. No sluggish intellect can project a beautiful face. A tense or

harrassed face is not pretty, and neither is a stupid one.

To be sure, all this will not give you symmetrical eye-brows, an Apollo nose, a three-cornered, kiss-inviting mouth, nor the regular features of a movie star. But a keen intellect and a gracious soul give a beauty of expression which, if combined with a shapely form and clear complexion, go a long way toward beauty.

There is one more point, however, you must be, to a certain extent, in style, or you will look garish and crude, rather than attractive. Even more, you must be artistic in get-up, understanding the principles of line and color and harmony.

Yes, it is some job to be pretty. That is the reason so few of us succeed in holding ourselves up to it. Don't you wish we had available personal beauty experts whom we could consult about our appearance, just as we have architects for buildings and landscape gardeners for grounds?

A LOVELY SURPRISE

A pleasant social affair of the week was the entertainment given by Miss Ernestine Higdon, complimentary to the Alpha Delta Pi Sorority, last week as a farewell to two popular members, Miss Louise Kroger, who is going to Europe, and Miss Edna Arnold, who left on Tuesday for New Hampshire.

The party was quite a surprise to the honorees, the guests having arrived earlier. Each guest wrote a "good wish" in the train letter which was presented each traveler and the hostess presented Miss Arnold with a leather sewing kit and gave a "Bon Voyage" book in which to write her travels to Miss Kroger.

The decorations were particularly pretty, pink and white being the color scheme. The punch bowl was presided over by Miss Virginia Hogeman. The hostess was assisted in receiving by her mother, Mrs. Higdon, and her sister, Miss Etta V. Higdon.

MRS. SOLOMON SAYS

The modern child is an appetiteless individual. He wants to go without breakfast or eat some dainty which will not give him the proper stamina to attack the day's work. Mother, tell him this: Have horse-sense, eat oatmeal.

STORY HOUR AT SUMMER SCHOOL

Story hour will be held every Wednesday evening at 7 o'clock during the summer school at L. S. U., in front of Garig hall on the parade ground. The programs will be under the direction of the Public Speaking department of the University.

Following was the interesting program last Wednesday:

"The Last Leaf," (O'Henry)—Miss Lilburne Daspit.
Uncle Remus Story (Harris)—Miss Bessie Harp.

Story (selected)—Miss Nell Richardson.
"How the Camel Got His Hump" (Kipling)—Miss Juliet Kipling.

The story telling was enjoyed by a large number of summer school students as well as people from out in town, and was very much appreciated.

A KEEP CLEAN VERSUS A MAKE CLEAN

Weary with housecleaning, we are ready now to listen to some suggestions about how to avoid the semi-annual tear-up. Here are a few:

Keep dirt out of the house by cleaning porches and walks, etc., often, and close up the house when you see a wind-storm heading your way.

Insist that muddy coats and shoes be left outside.

Have the family use a door-mat. Rid the house of dust-catchers, fancy moldings, carved furnishings, drapes, rough-finish walls, upholstery and bric-a-brac.

Remove the dirt when you clean. Do not fit it about when sweeping or dusting. The vacuum cleaner is useful here.

Do a little heavy or special cleaning each week and avoid its piling up.

Have the necessary tools to make cleaning easy and keep them together in a convenient place.

Use water and cleaning agents sparingly or they will spoil finishes and weaken glue, paste or cement.

If pests of any kind appear, get rid of them promptly before they have time to do much damage or to multiply.

Induce all the family to help as much as possible to keep the home clean. The co-operative spirit makes

for "home, sweet home" and if all bear it in mind, each will appreciate more what it means to have a clean home, and the effort it takes to keep it so. Each one should, at least, put away in good condition the things he

gets out of place and should leave it in neat order and the spot and appliances he has just used.

Where There's a Will.

So many splendid things to be had

in life: Art, Literature, Music, Nature, Friendship, Love!

Oh no, of course we'll never "find" time for these, we must "take" time, in lieu of finding it. Where the heart is, there the time is spent.

Housewives--Take Notice
Compare These Prices

The following is an itemized list of a family's washing we actually finish in our plant complete, ready to wear. We call this Plan No. 4.

What It Would Have Cost in a Commercial Laundry.

6 Shirts	\$0.90
3 Union Suits45
15 Handkerchiefs30
1 Tie05
1 Jacket15
3 Pants60
3 Pants60
1 Overall Pants20
1 Union Overalls40

What It Did Cost in Our Plant. Plan No. 4.

Total Weight 30 lbs.	4-lbs. Flat W. 4-lbs. W. App. Min. Service Chg....	\$1 20
Flat Work 8 lbs.	Excess 4 lbs. at 5c per lb....	20
Wearing Apparel 22 lbs.	Excess 18 lbs. at 15c per lb.	2 70
TOTAL.....		\$4 10

Ladies' List

4 Dresses	2.50
2 Waists60
2 Skirts50
1 Underskirt40
9 Teddies	1.35
1 Night Gown15
2 Corset Covers20
2 Middy Blouses50
1 Table Cloth10
1 Apron15
2 Napkins04
2 Brassiers30
2 Sheets10
7 Towels14
11 Flannel Napkins22
5 Pillow Cases15
1 Wash Rag01
87 Pes.	\$10.46

Our plan No. 2 is proving to be very popular, known as Dry-Wash.

PLAN No. 2—DRY WASH	Washed and Extracted Flat Work Ironed Ready for Use. Wearing Apparel Dried.	
Pin No.	17-lbs. Minimum service charge	\$1 05
Weight 30 lbs.	13 Excess lbs. at 6c....	78
TOTAL.....		\$1 83

Ask Us About Our Discount Rates. Let Us Do All Your Washing in a Sanitary Manner.

Flexible Laundry Co.

Telephone 131

1827 Convention St.

\$2.25 Values \$1.89

36 inch Tub Silk Crepe de Chine, in neat colorful stripes and rose bud design. Special a yard \$1.89.

Farrnbacher Dry Goods Co.

PHONE 1900—WE GIVE AN OVERLAND AUTO AWAY FREE AUGUST 15—700 MAIN ST.

\$6.00 Bags \$2.98

Just received 100 ladies' Hand Bags, purchased by our New York buyers at a saving of one half price.

Our store will remain closed all day Tuesday, July 4th as this day should be one of rejoicing to all good, loyal American citizens, and in order to show due appreciation for the many considerations shown us in the past we have endeavored to offer for the remaining four days of this week values which we feel will interest almost everyone of which we have a few of the many listed below.

Jiffon Morning and Porch Dresses at 2.69

Regularly priced \$3.98

Dresses you are sure to like. Finest quality Gingham, French Crepe, colors absolutely guaranteed. There's a variety of style to choose from; some are self trimmed, others with a bit of contrasting piping and embroidery. Clever collars are cuffs, pockets, etc. They come in plaids and checks, all sizes.

Bathing Suits 3.95

Values to \$6.75

A splendid collection of sample suits of all pure wool Jersey, assorted, plain and color combinations in a variety of styles and sizes.

Bathing Caps Special at 25c and 50c

Beautiful collection of colors and color combinations, pure rubber, the best quality only.

Dress Trunks to \$18--- Special 10.95

—a collection of just ten Dress Trunks, splendidly built, fibre covers and metal cornered, well ironed, have good locks, neatly lined; in sizes 34, 36 and 38 inch; month-end sale price, to clean up at \$10.95.

For Summer Travelers---

Here's a Splendid Sale of

Mendel Trunks, Bags and Suit Cases

\$60 Wardrobes 49.75

—a handsome full size wardrobe, exterior of an azure blue fibre with brass molding about the top lift, with brass framing, clasps and lock. Interior in blue Morie grained fabric leather; shoe box and laundry bag, a locking bar for all drawers and hat compartment—it's a great value at 49.75.

\$37.50 Steamer Wardrobe 31.95

—a full size Steamer Wardrobe, exterior of black fibre, brown trimmed, brass molding around lift-head, heavily brass ironed and best spring lock; interior linen lined, shoe holders and laundry bag, four drawers and hat compartment—a fine trunk for the light traveler.

\$25 Steamer 19.95

—a full size Steamer Trunk, exterior of black fibre, brown trimmed, heavily brass ironed, has excellent spring lock. Interior is real linen lined—it's very strong and durable—and an extra value at 19.95.

\$47.50 Wardrobes 39.95

—a full size wardrobe (also three-quarter)—exterior of black fibre, brown trimmed, brass molding around top lift, heavy brass ironing clasps and excellent spring lock. Interior of cretonne in neat pattern, four drawers and hat compartment with horizontal locking bar, very special value at 39.95.

A Special Lot of \$15 Real Leather Suit Cases and Handbags for 10.95

—a special assortment of just fifteen—every one of real leather with a good steel frame, splendidly ironed, excellent locks, linen kid and cretonne lined—choice of black, brown and tans—regularly priced at \$15—this week, 10.95.

Dust Proof



Warp Proof

An Overland Free

—on August 15th we will give an Overland Four Automobile away free. We give you a ticket with every dollar purchase.

25 Men's Splendid Mohair Suits Special at 15.00

—just here, a fresh shipment of those splendid Mohair suits we sold so quickly last week. Could only get 25 more, and if you'll get in on this special purchase, we'll advise your coming early Monday. They're splendidly tailored, silk finished seams, etc., in blacks and blues, with invisible and neat striped patterns. You'll say they're great values at \$15—better see them.

Need a Fresh Straw Hat? See Those \$3.50 Ones at 2.95

—a collection of splendid yacht styles of Sennets and plain Splits, with heavy black and brown gros-grain silk bands, a Saturday special at \$2.95.

Boys' Cool Palm Beach, Linen and Seersucker Suits 7.45

—make these summer days more livable for the boy by buying him one of these cool, practical, Wash Suits; buy two, especially at this low price. These are splendidly tailored and finished throughout, belted models, they come in solid colors, neat checks and stripes, all sizes; special for Saturday at \$7.45.