

Ruth goes Shopping



Truly a Charm School!

OF VITAL interest to discriminating mothers of Atlanta is the announcement of the reopening of the Potter-Spiker School on September 8th. The thoughtful mother realizes the importance of time in the study of the arts, and she knows that the cultured atmosphere and thorough training of the Potter-Spiker School is the kind that will develop beautiful character and develop physical perfection. This

school is recognized, moreover, as a superior school for training in the professional arts of speaking, acting and dancing.

It is the endeavor of Mrs. Potter-Spiker, the director of this fine school, to bring out in the young girl those latent qualities that make for cultured, well-rounded womanhood. Exquisite manners and social charm as well as physical grace in carrying the graceful result after the thorough and complete training at this school. This is exemplified by the long list of prominent young Atlantans which is easily accessible to its existence—the names on the school register indeed reveal the social position of its patronage. They are the traits that make for greater self-respect in social circles and their graciousness and charm of personality and we can easily guess that the training of the Potter-Spiker School was largely responsible for this—proof enough that it is a "charm school" in every sense of the word.

This school is ideally located at 382 West Peachtree, in one of Atlanta's most beautiful residential sections which is easily accessible from all parts of the city. For information concerning classes call H. H. H. 0576.



For Youth Of Every Age.

GAY youth demands smart clothes for school or college, for here is set the standard of good style for young America. Here the boy acquires a keener interest in what he wears and a stronger desire to appear well dressed—he knows that as the man himself. Consequently when correct, that is the height of everything "good in Boys' Clothes"—in style, in fabric and in workmanship—he will feel more manly and will act accordingly. For clothes serve as an incentive and a challenge to the boy and develop in him the traits that make for greater responsibility and manhood. At Muse's you will find such models—for they are in close touch with school and college circles and are prepared to give the youth the modern, neatly tailored clothes that he desires.

Here at Muse's on the third floor you will see one of the most complete Boys' Departments imaginable—the proper styles for your boy are here, regardless of whether he be the one who is bent on starting his very first day of school in just the right way, or if he is called "like Dad," they will be long, but for school the short trousers are deemed more practical and just as fashionable. Or for early fall he may select work suits or one of tropical

materials from grade to grade he will find in his own particular section the desired style. The newest for him is the golf knicker trousers—again it is an exact replica of Dad's. And for the youths from Junior High and High School there is a special section at Muse's. The High School Boy will like the sport sweaters, too, in Jaquard designs that are decidedly collegiate in their many dashing colors.

When we come to the College Department at Muse's—which has been literally adopted by the Southern Universities as "the source of correct college style." The suit for every phase of college life is here—the clever sport trousers of flannel which may be worn with a sweater or an old coat; and the formal suit which the well-dressed college man will wear to the prom and the brilliant fraternity affairs. Muse is showing the smart top coats, too—to be worn by the young savant for windy days on campus or an chilly football days in stands or sidelines—come his team to victory.

Close to Muse's tomorrow—the earliest selections are the wisest.

For the Alert Business Woman.

The successful woman in business world today is the one who is neatly and attractively dressed. She is as alert concerning the proper dress as she is keen and efficient in handling her business problems. Still she cannot devote too much time to dress—she needs something inconspicuous, yet smart—something practical in which she will always appear properly and charmingly attired.

There is just one solution. It is the Bradley All-Purpose Knitted Frock, made by the Bradley company famed for their bathing suits and sweaters.

The Bradley Frock means comfort—for it fits with the perfect ease that only its soft silk and wool knitted material permits.

It means service, its material will practically never wear out and it will not muss. If the business girl plays golf, she may go directly from the links to the downtown district and will look as fresh and crisp as when she first slipped into the frock.

It means style—slender and smart is the silhouette when this is the chosen frock, for its long lines are extremely becoming to all figures.

And Bradley means more than this to the business woman. The neck arrangement which permits a change of voice often means entire change in the general appearance—it might be a jaunty Peter Pan collar with tiny buttons marching down the front, or the vest, or it might be a bit of soft lace, that is, captivatively feminine.

Ever in the public eye she is sure to receive its recognition if she is gowned in the Bradley, for the correctly gowned business woman plays a winning game. The Bradley Frock is on sale exclusively at Rogers' store, where she may secure it in the shades of powder blue, pearl, ocean, navy, tan, Indian, blue and brown, in combination with buff.

And more than the sheer friendliness of the Rogers store is the quality of the "Rogers" merchandise found there. There was a time when it required much experimenting on the part of the housewife to secure

location before she discovered which store carried the quality of groceries she desired. Now, with the greater expansion of the L. W. Rogers Company there are to be one of these stores near her no matter where she has moved. Her favorite brand of flour and butter and other groceries will be found here just the same as she found them at the other Rogers store. The sanitary Purity Market, housed in the Rogers store and which saved her many weary steps, is likewise to be found in this new Rogers store and she may purchase the same high-grade, characteristic all-Purity Markets. Rogers' bread and rolls fresh every day is another service in the Rogers store and which the housewife can appreciate.

And she will find a special purpose in going to the Rogers store upon moving into the new home for moving linens, house cleaning, and at Rogers you will find household needs other than groceries supplied. They have a special service, Bon Ami and Dutch Cleanser for scouring in kitchen and bathroom. There are innumerable washing powders only soap, too—an expense for a speck of dirt when there is sure to be a Rogers store close by. And there is Draino among this large stock of household necessities. It is especially prepared for opening and cleaning pipes.

Of course there are mops and brooms and brushes of various sizes from the smallest to the largest to clean every nook and cranny of the new home. Polishes of all kinds will make quite bright and shine your furniture, woodwork, stoves and silverware. You are sure to find your preferred brand of wax at Rogers' store—to protect and enhance the beauty of the floors and furniture.

And these are just suggestions—just a partial list of the things with which you must be armed in order to make your home spotlessly clean and bright. Rogers will be delighted to make your acquaintance at this first opportunity of being of service to you in your new home. Not only will Rogers be a most helpful first acquaintance in your new location, but they want to be your lasting friends, and they extend their cordial welcome to the community.

You will find their store a unit of efficient, well-organized, well-managed organization, where Georgia's own well-known, for the L. W. Rogers Company is an institution that has earned a public better quality at lower prices.



Furniture That Makes the Ideal Home

SUMMER days will soon be a thing of the past and we again turn our attention to the indoors. The rugs and furniture that we all but forgot during the warm outdoor months look more inviting with the thoughts of cooler weather, and in place of summer pastimes we find satisfaction in the comforts of the home.

At the foundation of the perfect home is the selection of the proper furniture. The type that is distinctive as well as an expression of the artistry and distinction of Duffre-Freeman's. Here is "Furniture of Character" in every sense of the word. Their seemingly endless assortment of all that is good in furniture assures you of the opportunity of finding the beautiful things for the home that are especially suited to your own individual taste.

Art and permanence characterize the distinctive styles. I found at Duffre-Freeman's. The smaller console table or the most elaborate dining room suite reveals faultless design and construction and elegant workmanship. What especially delighted me was the varied array of bedroom suites—colors and designs conducive to repose, both mental and physical.

Decorative detail is featured in the majority of this furniture, and panels of different woods add variety and distinction to the designs. Decidedly quaint are the Colonial designs that appeal foremost in mahogany and maple. But even furniture is not so content with the natural woods, as she takes the bright colors of Fashion's frocks and makes them—there is a yellow

too, and misty gray, and rose-pink and powder blue. You will be delighted with these soft shades in the exquisite designs so characteristic of Duffre-Freeman's styles.

Your furniture determines the atmosphere of your home. Make it beautiful and hospitable with "Furniture of Character" from Duffre-Freeman's—located on the corner of Broad and Hunter streets.



The Latest Innovation For Atlanta

"WHERE shall I park my car?" you ask yourself as you search frantically for a parking place while you shop or go to the theater. And after a desperate hunt you might eventually find a place at least three blocks or more from where you wanted to park—and after much maneuvering you succeed in safely harboring it in the awkward space without entirely ruining nearby cars and your own, too. But that isn't all. By the time you want your car again, you have probably forgotten where you parked—and when you do finally remember, and you eventually find it—that is, if you find it at all—it will be all probably scratched or bumped by other cars nearby, and it is sure to be dusty and dirty.

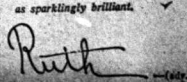
You know this unpleasant experience as well as I. But now with the Ivy Street Garage, which has been recently completed, you can eliminate all this. When I mention "garage" I know you have visions of a greasy, oily place which was never meant to be a garage. But the Ivy Street Garage is something quite different—it is a modern automobile hotel built for the expert purpose of storing your car—light, airy and absolutely clean. Here in every detail of equipment, every provision for service that any car owner could wish. This six-story building just completed and representing an investment of nearly a million dollars, covers a larger floor area than any modern garage in Atlanta. It has a full capacity of 1,100 cars, still leaves 50 feet of aisles in front of every row of automobiles, thus giving easy access to your car at all times. It will never be moved about in order to extricate other cars as is the case in the ordinary garage, thus eliminating this wear and tear in the shop.

The entire building has been planned with an eye for your convenience. When you enter this garage, so conveniently located at 22-23 Ivy Street, just two blocks from "Five Points," an attendant is at the entrance to take your car to its place of storage. Or if you wish no one to handle your car, you may take it there yourself, for the modern system of inclined runways affords quick and easy access to any floor. A passenger elevator will quickly carry you back to the first floor, and you may leave with perfect peace of mind, knowing that your car is in safe and dependable hands.

A comfortable and inviting reception room near the entrance provides a convenient place where you may rest. In the tastefully furnished ladies' room the woman tourist will enjoy the opportunity to freshen up while she is there. A special service is maintained by the garage which takes care of your purchases of the day and they will be delivered to your car at your request, when you wish to leave for home.

The Ivy Street Garage renders a service that is indeed unique and the management will be delighted to show you through this new and modern institution and the attendants are there to serve you at all times.

Evening gowns prefer metal cloth and metal lace these days, and they are softly supple as well as sparklingly brilliant.



As your son grows older and is



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you ask yourself as you search frantically for a parking place while you shop or go to the theater. And after a desperate hunt you might eventually find a place at least three blocks or more from where you wanted to park—and after much maneuvering you succeed in safely harboring it in the aforesaid space without entirely ruining nearby cars and your own, too. But that isn't all. By the time you want your car again, you have probably forgotten where you parked—and when you do finally remember, and you eventually find it—that is, if you find it at all—it will in all probability be scratched or bumped by other cars nearby, and it is sure to be dusty and dirty.

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Ruth —(adv.)