

I. S. LEEVY Department Store

BIG LINE OF CLOTHING FOR

Men, Women & Children. Boys Suits
A Specialty. Shoes, Millinery, Dress-
making and Tailoring. Large Assort-
ment to select from and the Best Quality
at the Lowest Prices.

Connected with our Store Is

First Class Barber Shop for Men and
A Beauty Parlor for Women

I. S. LEEVY Department Store

1131 WASHINGTON ST., PHONE 7567

COLUMBIA, S. C.

The Lady Beautiful

By Kathryn Wilson

Author and Publisher of The Successful Hairdresser. Questions pertaining to Beauty anywhere, if of general interest and not too long, will be answered by Miss Wilson in this column, when space will not permit and the subject is not suitable, letters will be personally answered subject to proper limitations, and when a stamped envelope is enclosed. Questions for her should be addressed to Mme. Katherine Wilson, 521 N. 33rd St., Omaha, Neb. This column is released by The Associated Negro Press.

Mrs. M. D.—Medical science has been baffled for many years by the white spots which appear on the face and body without any cause or serious result.

This condition is not limited to any particular racial group, but in the white and lighter skinned people they simply do

not show up plainly. These spots are very noticeable among the darker persons of our race because of the great contrast. Quite often you can read in our daily papers of a case where a Negro of dark skin has turned white.

I do not know of any cure for this condition which is known as loss or destruction of the skin pigment. The albinos present a case of complete loss of pigment which cannot be artificially restored. There are no harmful results accompanying this condition with the exception of the damage done to one's appearance.

Annette—There is no need to be alarmed or humiliated because you have a few lice in your hair. These little parasites are liable to find refuge in the hair of the rich as well as

the poor, or even the dainty debutante.

This condition, generally known as pediculosis, can be acquired in a hotel, Pullman car, or at a petting party.

Should there be a few in number and you discover the attack immediately after the exposure, a cupful of vinegar in a quart of hot water poured over the head, will eradicate them. However, if they are quite numerous and nits have begun to develop, I would advise saturating the hair with a solution made of equal parts of Ether and Larkspur. Allow this solution to remain on the hair for one hour and then give a vigorous shampoo.

Alice—There is nothing on the market that will make hair which is partially gray entirely gray.

Since you insist that something must be done to aid you and rendering assistance to our readers is my particular pleasure, permit me to make the following suggestion, with the understanding that you are not to be offended:

Procure yourself a youthful sweetheart, preferably a boy in his teens. At the end of one year's time the attendant duties and worry attached to his bringing up, should bring about the result desired.

Miss Seventeen—Your friends say that you are beautiful and you are worried for fear that some day you might lose this wonderful asset.

Sophisticated beauty is not beauty; merely attraction. You must always remember that to remain beautiful, one must be morally and spiritually beautiful, as well.

Obey the Ten Commandments, observe strict rules of living, diet, and exercise, obtain the proper rest, and read good

books. Harbor no jealousy and develop a sweetness of character and disposition. When you are old, gray and wrinkled, you will still be beautiful.

Genevieve—Clay packs act as a bleach, a toner of muscles and to increase the blood supply in the face, but they cannot be used on all skins.

Will be very glad to send you a formula if you will send self-addressed and stamped envelope, being very careful to describe the exact nature of your skin.

Clay packs have a tendency to draw the skin and if it is already parched or dry, harmful results will follow.

Miss J. R. H.—Our hair is naturally more dry than the hair of the Caucasian or Mongolian. This dryness is caused by its peculiar construction.

The hair of the Caucasian is round, of the Mongolian oval, while the hair of the true Negro type is flat or ribbon like. The oil which is forced along the shaft of the round and oval shaped hair, runs down its entire length and furnishes the glossy and silken appearance.

On account of its flatness, the Negro's hair forms into spirals or loops and the natural oil fails to run the length of the hair; for this reason, our scalps require much more massaging and attention than the scalp and hair of the Caucasian or Mongolian.

Madam Detroit—The Hairdressers' legislation law has not been passed in your state. However, it will only be a matter of a short time before this law becomes universal. You no doubt know that this law became effective in Illinois and Missouri on the first day of October of this year.

The rigidity of the requirements varies in the different

Hair Bobbing and Facial Massaging Popular at PORO BEAUTY SHOP

I. S. LEEVY'S DEPARTMENT STORE.

Our Beauty Shop is filling a long felt need among our people in Columbia and vicinity, under the expert supervision of Mmes. Addie Lyles and Geneva Houston, both graduates of the Poro College, St. Louis Mo.

Mmes. Lyles and Houston are first-class ladies' barbers who know how to bob hair in any style. "You need not worry about your hair at all" says Mmes. Lyles and Houston. Just enlist in our army of customers and get the best and most courteous service the Poro System has to offer.

Price for bobbing is only 35c. Facial massaging 50c to \$1.00. Hair pressing and shampooing, regular Poro price by all agents. Manicuring 35c and 50c.

While visiting and shopping in Columbia, we want our women to take advantage of this Beauty Shop, especially equipped for your convenience and comfort. Rest room and lavatory connected. The Shop is always open for your service. Phone for your appointments.

Mmes. Addie Lyle & Geneva Houston

PORO SYSTEM USED AND TAUGHT

I. S. LEEVY'S DEPARTMENT STORE.

1131 WASHINGTON ST. Columbia, S. C. PHONE 7567

states and there will be some exemptions in cases where the operator is a graduate of accredited schools or has been active in the profession for a certain period of time.

It behooves everyone in the profession and those who are planning beauty culture as their life's work to study everything available on the subject, not only to fit themselves to answer questions likely to be asked in the examinations but to keep their own businesses up-to-date and efficient.

More than 8,000 persons visit the New York public library every day.

TO WHOM IT MAY CONCERN:

This is to advise that Mr. J. B. Buchanan is no longer an authorized representative of the National Benefit Life Insurance Company, with Home Office in Washington, D. C. National Benefit Ins. Co., By W. D. Prince, Manager Ordinary Dept.

Out of 2215 brakes tested in Kansas City recently in one day, 1415 were found inefficient.

Sea gulls feed upon clams by carrying the shells to a high altitude and then breaking them by breaking them on the rocks.

STOP!

LOOK!

LISTEN!

Meet Me At The

Richland County Colored Fair's Gala Week

NOVEMBER 11-12-13 State Fair Grounds

COLUMBIA, SOUTH CAROLINA

Foot Ball

Thursday, Nov. 12--Benedict College vs Morris College at 1:00 P. M. o'clock sharp

Friday, November 13--State College vs Johnson C. Smith (Biddle University), Charlotte, N. C., at 1:00 P. M. o'clock

RESERVED SEATS FOR WHITE PEOPLE

We have received thousands of letters from all parts of the State asking about these Games, and requesting reserved seats. So buy your tickets early if you expect a good seat. Tickets will be on sale at the following places: Imperial Drug Store, Regal Drug Store, Benedict College and at 1118-12 Washington Street, Room No. 2.

Thursday November 12 has also been set apart as RURAL SCHOOL DAY. Crane Creek Club will challenge Fairwold in a Dodge-Ball Game at 11 o'clock sharp

Come and Meet Your Friends

Attractions by West's World's Wonder Shows

which will bring an unsurpassed, clean, Carnival. This Carnival is the largest ever shown at any Negro Fair in South Carolina, and comes well recommended by many white Fairs of other States. The Midway will be opened day and night with 50 Concessions, 4 rides and 10 shows. Something new for A Colored Fair in South Carolina.

Come And Bring Exhibits

Premiums will be paid Saturday Morning Nov. 14, on the Fair Grounds

L. C. SCOTT, President

J. E. DICKSON, Secretary