

# AUTUMN

## Opening Exhibit, New Fall Silks

We offer for your inspection the largest and most complete line of fall silks it has yet been our privilege to show. Every new weave, both plain and fancy, is here represented in an almost endless variety of designs and colorings, from the small effects for street wear to the most elaborate patterns for dinner and dress costumes.

## Fall Styles in Sorosis Shoes

This famous shoe for women stands pre-eminent as the best it is possible to produce and sell for the popular price of -

**\$3.50**

In every essential and detail Sorosis Shoes will compare favorably with the shoes that sell regularly for \$5.00

The new arrivals include plain and patent vici kid, welt and turn soles, Cuban, Military, Louis XV, and low Common Sense heels.

Every pair will fit the feet perfectly and hold their shape to the last.

There is comfort from the start no "breaking in" process necessary. There's character, tone and individuality in every pair of "SOROSIS SHOES."

Sold in Rochester exclusively at the McCurdy Store.

## Autumn 1914-Advanced Styles-Winter 1915

### Opening Display of Laces, Neckwear, Ribbons

At this display you'll see the newest laces, insertions, galloons, in the following fashionable makes: Oriental, Chiffon, Net Top, Chantilly, Seel, Duchesse, Duchesse and Point Gaze-Lace Robes in white and black.

### Also

A complete line of Women's Neckwear, all styles, in silk and handmade, the most of them made especially for the McCurdy store, or are controlled for Rochester by us.

### In Ribbons

We show the very latest and most desirable weaves, patterns and colorings, plain and fancy all silk ribbons of both foreign and domestic manufacture.

## Formal Opening--Art Goods Exposition

Beauty in art assortments that are matchless, qualities that are superb, and prices much in your favor to make our art department one of the most sought after in our store.

The new things are marvels of beauty and magnificence, nothing really desirable in this class of merchandise for home beautifying will be found absent from this galaxy of beauty.

Come and see the display, worked novelties that are treasures selected from the best art masterpieces.

As you view the various pieces, the exquisite designs, the touches of colorings, the general excellence of the needlework, you will be impressed with this fact, that we have the finest, most elaborate show in the city.

What's to be seen  
Hand Embroidered Pieces, Pillows, Center Pieces,  
Cluny Laces, Drawn Work,  
Embroidered Fancy Novelties, Etc.  
See the Window Display

# WEAR FOR MY LADY

## Formal

## Fall Opening at McCurdy's

These are reception days--with the store arrayed in holiday attire, with a stock imposing and magnificent, we will be "at home" to the public.

All our energy and all our efforts will be directed toward making the time you spend with us pleasant, enjoyable and profitable.

The supreme test of this store's usefulness lies in the completeness of the various stocks at this early stage of the new fall season.

Proven style and quality supremacy justifies--not only our hope for the people's continued patronage--but the very existence of this store as an institution.

The array of styles, qualities and values with which each department teems at this time is in itself--an exposition of the best the world produces--in their representative lines.

Look the exhibit over at your convenience, you can't put your time to a better purpose.

## Millinery Beauty Exemplified as Never Before

With pardonable pride we invite the women of Rochester and vicinity to view our

### Superb Gathering of Fall and Winter Millinery

In variety, extent and character it is pre-eminently superior to any of our former presentations.

Imported pattern hats and faithful copies are displayed--masterpieces of the genius and skill of Paris and New York originators. The fashion authorities of both hemispheres could hardly be more thoroughly represented.

A feature of this collection is the many exquisite and tasteful conceptions of our own milliners.

Whether a prospective buyer or merely an observer you are cordially invited to visit this department--many new creations have been added to take the place of the large number of hats sold during the preliminary opening of last week, so even if you were here another visit will be as interesting.

## New Silk Petticoats

The most beautiful yet. The newest and most effective styles in silk petticoats, made by the best manufacturers. Tuckings, ruffles, pleatings, cording, rose quilting, hemstitching, applique, etc.--applied in every imaginable way--all colors and black.

We have more styles and a greater assortment this fall than ever before.

## Fall Showing of Wool Dress Fabrics

The new wool dress materials represent the best quality, style and finish.

You will find here many exclusive novelties, also complete lines of staple styles and fabrics.

A good many are from abroad--European knacks of novelty and beauty--some splendid American clothes, too--we show them side by side--altogether the choicest collection we have yet shown.

## Superb Gathering of Women's Apparel

New Costumes      New Tailored Suits      New Skirts  
New Waists      New Coats

Elegant but inexpensive is the thought which occurs to the observer of the well selected lines in the garment section. Comprising the latest ideas embodied in choice and desirable materials. No matter where you go--or what you may pay--more graceful, more original and finer tailored work cannot be found. While the price is a very important factor in the selection of garments, there are other elements deserving consideration. Quality, fit, material, workmanship and style are pre-eminently important.

In choosing from our assortment you have the assurance of absolute perfection in all these things. The name "McCurdy" guarantees this.

Come and see the new--

Vested Blouse Velvet Suits

Demi-Tailored Suits of Novelty Cloths

The Paquin Models

The Directoire Style

Cheviot Coat Suit with Separate Broadcloth Vest

Semi-Fitted Mannish Coat with Single-Breasted Vest

Rain Coat Suits

Pleated and Shirred Blouse Coats Suits

Three-Quarter Tourist Coat Suit

Hip Length Fitted Coat Suit

Short Coat Suit

## Dress Trimmings

All the latest fancies that are to mark a great season in dress trimmings are now ready for inspection. A charming assortment in black, white and colored silk appliques in the newest separable patterns. Spangled trimmings in bands and Godet for bertha and sleeve finish. Persian trimmings in straight and broken bands. The new Boutache ring braids and a choice line of narrow finishing braids in all the season's new shades.

## New Fall Infant's Apparel

We are firm in the belief that our showing of infants' appare could not be bettered. We have certainly done all that time, money and judgment could accomplish.

At a glance you will recognize the faultless character of the little dresses, slips, coats, and scores of other little dainties and credit them with having reached the highest plain of excellence in baby's wear.

Nor is this all--there is a price modesty which must surely appeal to mothers, for the values were never before so attractive on new garments since this department was organized.

## Fall Opening Exhibit of Dressing Sacques, Flannel Gowns'

Outing Flannel Robes, Kimonas, Etc.

All previous efforts in this direction have been outdone. We present on our third floor an array of these practical and beautiful garments, the like of which you'll not see elsewhere. All made of the most beautiful materials of their kind--the very newest effects and colorings.

ALL ARE INVITED

# McCURDY &

# NORWELL

# COMPANY

### Our Agent.

Mr. A. Herman will call on subscribers in Newark, Lyons, and Auburn, next week.

Kindly have amount ready when he calls as we cannot afford to carry subscribers longer than a year.

### GENEVA.

Mrs. Aggie Roach and Julia Meehan spent Sunday in Geneva, the guest of Mrs. F.D. Rogers.

After the summer vacation, the semi-monthly sessions of the Knights of Columbus began Tuesday evening. The attendance was good and a large amount of business was disposed of.

Monday afternoon at the driving picnic, a picnic was given the children of the parochial schools by Very Rev. W. A. McDonald.

Ex-mayor John P. Hopkins, who has been visiting relatives here for several days, has returned to his home in Chicago.

Miss Lucy Nevins has returned to Nazareth Academy, Rochester.

Mrs. Frank Dwyer and son are at the St. Louis Exposition.

M. J. Keilty is in New York on a business trip.

The popular theatrical manager W. A. Brady of New York, was in town last week and witnessed "Taps" at the Smith.

Miss Pauline and Katherine Belle of Main St., have returned to Holy Angels Academy, Buffalo.

Misses Nellie and Fannie Carney of Exchange St., are visiting in New York.

Abraham Hawkins, Michael Groden and Patrick Corcoran have returned to St. Andrew's Seminary in Rochester.

### ITHACA.

The celebration of the twenty fifth anniversary of the Rev. A. J. Evans' pastorate at the Immaculate Conception church took place at the church last Tuesday morning at ten o'clock.

Rev. A. J. Evans celebrated solemn high mass, while Rev. Dr. Nolan, chancellor of the diocese, acted as deacon. Rev. Father J. J. Gibbons, of Newark, as sub-deacon, and Father J. W. E. Kelly, of Spencerport, as first, and Father E. Rawlinson, of Rochester, as second master of ceremonies. In the sanctuary were present Very Reverend Father Thomas Hickey, pastor of Saint Patrick's cathedral, and vicar-general of the diocese; Father Fitzsimmons, of Lima, N. Y., a class-mate of Rev. Father Evans; Father Crowley, of Sonyea, Craig Colony, a former assistant here; and Father McCabe of Ithaca. Very Rev. Father Hickey delivered a sermon

on the holy priesthood. In the evening a reception was given Father Evans in Parish Hall. The programme was as follows--

Chorus--"Sweet Evening Bells--School Choir; Cornet Solo--"Good Night Beloved, Good night"--Oliver. Master Harry Brissette; Contralto Solo--"The Quest"--Eleanor Smith. Mrs. Frank Cunningham; Address. Vocal Solo--"God Bless You"--Mary Rogers; Violin Solo--Rhapsodie Hungarise--Hauser. H. K. Barcum; Miss Iva Lowe at the piano; Baritone Solo--"Border Ballad." Cowen; Chorus--Praise Ye the Father--Gounod. Alumni Presentation Address--P. F. McAllister.

Rev. Father Evans was presented with a beautiful silver chalice by the people of the parish to show their love and esteem for the twenty-five years he labored among them.

### COOK OPERA HOUSE.

The bill of vaudeville announced for Oct. 3d at the Cook Opera House will be headed by Mabel McKinley, the famous singer and composer of Anona. She absolutely refuses to have her relationship to the late President advertised, preferring to stand on her own merits. Herrmann, the great, will head the vaudeville bill announced for next week at the Cook Opera House. He is the third of the great family of magicians and it is said that his tricks and illusions are novel and splendidly done. The Seven Reed Birds will present a one-act comedy sketch called "Dodging the Dodges." Kelly and Ashby, acrobats, will turn somersaults from an elastic billiard table; John and Bertha Gleason will give dancing and singing, assisted by Fred Houlihan; George H. Wood will deliver a monologue; Bailey and Fletcher colored comedians, will sing dance and

make merry; the kinetograph and another act, not yet booked will be presented. Matinee every day.

### NATIONAL THEATRE.

The most delightful and picturesque of New England home plays, "Shore Acres," continues to grow in popularity from year to year, and the profits gained through this single work have brought independence to Mr. Hennes family. It has no villain, no wronged woman, no hero, nobody is killed, and yet the play has achieved a remarkable success. It will be produced at the National Theatre next Monday, Tuesday and Wednesday, with matinees Tuesday and Wednesday.

There is no more popular attraction visiting here than Keller, the celebrated magician, who will be seen at the National Theatre next Thursday, Friday and Saturday, with matinees Thursday and Saturday.

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