

New Suits
New Coats
New Dresses

LuNette SHOP
For Women

New Blouses
New Corsets
New Skirts

Little Fashion Openings so Early

The cool days have spurred us to have shipments made earlier than usual. You will find hundreds of new fall garments here now, where you would expect a scattering few so early.

The New Tailored Suits
In charming fabrics and colors, \$15.00 to \$45.00.

The New Motor and Sport Coats
Decidedly pretty and made from soft fabrics that are warm but not heavy; \$8.50 to \$27.50.

New Dresses of Serges and Combinations
Silks, plaids or plain; cloths, serge or broad-cloth, make dresses that look the part; \$13.50 to \$29.50.

The New Blouses of Silk and Voile
Are here in sufficient quantities to speak of them; beautiful and tasteful. Silks \$3.98 to \$5.50. Voiles \$1.00 to \$5.98.

The New Corsets
Show the new silhouette correctly; the new Lunette in particular; \$1.00 to \$12.00.

LuNette Shop for Women
Thirty-five East Avenue

A COOL HERALD.

A New Model For the First "Colder" Day.



A LUXURIOUS COAT.

With warm weather and vacations still with us it seems surprising to bring in our furs. But furs and more of them are the coming note, and this handsome design of black seal, in rippling fullness and edged with skunk, suggests a new design. Please observe the smallish size of the muff.

New Towel Ends.

The ends of the newest embroidered towels are surely trying to emulate the latest of dress fashions, for they are showing every variety of scallops. Where once was once content to hem-stitch the ends of a back towel and place a simple embroidered letter in the middle of one end, to be strictly up to date one must now slash the towel into some new cut of scalloping. There are square scallops, pointed ones, wide and shallow and deep rounded scallops and scallops within scallops. And they are embroidered in colors, often with a finish of a second buttonholing of another color or a crocheted pick edge. Fillet crochet inserts are quite the thing now for towel ends; sometimes one sees a piece of fillet insertion with three initials of the intended owner crocheted in the mesh. Cutwork initials or solid initials with an oval background of cutwork are very effective and are not difficult when one considers the results obtained. The plain woven ends of Turkish towels are now being embroidered, most often with a squared border of darned work or French knots.

THE CORRECT JUVENILE.

A Serviceable Suit For School and Athletics.



CORDUROY, covert or serge will develop well this practical suit for the outdoor girl. Strong bone buttons, belt and sensible pockets are its only garnishings. Please note how every accessory—boots, gloves, tie and hat—carries out the idea.


Proper Lighting.

Add immensely to the attractiveness of your home by diffusing the lights instead of focusing them on one point. Eye strain will be relieved and shadows and outlines will be softened, especially when amber lights are used. The new indirect lighting fixtures are replacing old-fashioned ones, making the lighting problem more artistic and less expensive.

Much the same effect may be produced with less expense by frosted bulbs and globes, gelatin films and glass diffusing plates. There are various types of this indirect lighting suitable for all rooms, from the kitchen to the parlor, and it is to be recommended as a blessing for the busy eyes and the tense nerves of today.

Up!!

We rise to your needs for the Horse Show. Rush orders accepted.



FOR the reason of our persistent efforts in maintaining a high standard of work, we have the confidence of every patron which results in commending others to bring their garments for cleaning or dyeing to our establishment.

The "Riding Habit" to the Evening Gown after a dry cleaning by our "Advanced Process" becomes enhancing to the wearer. Many have come to realize that dry cleaning by the proper method prolongs the life of the garment, and from a sanitary standpoint it becomes imperative that every outer garment should be dry cleaned frequently.

Household draperies and upholstered furniture of all styles and description cleaned. Auto slip covers and robes cleaned.

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EVENING GOWN.

A Simple, Tasty Frock For Fall Dances.




A GIRLISH DESIGN.

This simple frock is developed with white net or chiffon over pale pink. Its shortish skirt is finished with a wreath of roses, which also completes the unique sleeves, while two rose clusters finish the corsage and belt line.

A CHARMING HAT.

One That Admirably Fits In Between Seasons.



FORBIDDEN FOR AFTERNOON.

With all the gaily coolness demanded by warm weather, this hat nevertheless suggests fall with its fur edged brim and bright colored flower on the front of the crown. It is both elegant and simple.

THE ROCHESTER CONSERVATORY OF MUSIC

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For tickets, time of train and all information, call at New York Central Station, or at City Ticket Office, 25 State Street, Rochester.
Telephone: Bell, Main 983; Home, Stone 888

Concerning Women on Juries.

"Do women have to sit on juries if they vote?" Dr. Anna Howard Shaw, president of the National American Woman Suffrage association, was recently asked.

"Not necessarily," said Dr. Shaw; "but I have seen a lot of juries which needed to have some one sit on them, and I have known women who have had to stand up at most difficult and disagreeable employments who would be glad to sit on juries and receive about double the price they can get by standing. And these men and women who prey upon the virtue of girlhood and boyhood would rather face Satan himself than a jury of mothers. Yes, we need women on some juries."

Activities of Women.

Philadelphia has a woman barber who has a lucrative business.

The British war department now recognizes women to the extent of giving them rank as noncommissioned officers in the army.

Women have so far supplanted men in some of the large industries of Germany that there are now 7,000 doing the ordinary work of their husbands and brothers. Out of this total 6,000 are in the "front" work and have to do what customarily considered too heavy for women.

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