

Parish Educational Business Bulletin

Indian Taxi Service Anxious To Please

One of the industries that has grown up with the automobile industry and is closely related to it, is the taxicab business. The taxi has rapidly replaced the horse as means of making hurried trips on short notice and has practically replaced the horse on the boulevard as means of entertaining friends or showing them points of interest about any community. Folks who use taxicabs habitually always prefer the services and courteousness of an experienced taxi service.

DeMallie Sign Company Can Help Your Business.

A catchy, snappy sign does much to attract the attention of the passer-by and influence him to enter a business place or to look up the advertiser. To make a sign effective it must have originality of expression and be presented to the attention of the onlooker in a gripping manner. There is just as much difference in the drawing power of a sign as there is in the nature of proprietors of business houses. You have seen those who attract you, and others whose very attitude is repellent and causes you quickly to desire to make your escape from their presence.

YELLOW TAXICAB CO.
Telephones
Main 6165 Stone

STORAGE
Household Merchandise
New York Central Sidings
Experienced Packers for Shipping
We Despatch Our Own Trucks
Telephone for Estimate.

COMMERCIAL TOWING
SCHOEN'S GARAGE
118-20 Genesee St.
Bell Phone Gen. 446

Pritchard Storage and Warehouse Co.

THOS. J. LEDDY
REAL ESTATE
414 Ellwanger & Barry Bldg.
Main 272

DE MALLIE-SIGNS
102 STATE STREET

B. H. KERR
42 Reynolds Arcade
Main 3714

Maccar Sales and Service
M. & R. Truck Sales Co., Inc.
Modern Repair Shop, Wash Racks and Paint Shop in Connection
61 Parsells Ave. Chase 2405

MEN WEAR
"The New Endless Belts"
No Troublesome Loops, Hidden Ends; Latest Patented Buckles At Your Haberdasher, Dry Goods Dealer or Jeweler

STERLING ELECTRIC CO.
ELECTRICAL CONTRACTORS
Motor Repairing a Specialty
Estimates Furnished
148 Platt St., Rochester, N. Y.
Night Service: Chase 2072-W
Bell Main 605 Home Stone 2404

INDIAN TAXI SERVICE
Broker
88 1/2 West Main Street
24 Hour Service Union Drivers

JORDAN'S
3 Broadway
Stone 2136 Chase 3719-W
WE HUSTLE

McGrath & Edwards Bros. Garage
1 Chili Ave.
We specialize in Dodge and Reo repair work.
T. W. Car Service at all times
Tires and accessories

Every Type of Vehicle For Baby Is Here
There are fine carriages and pullman sleepers of the latest types with all the most hygienic features. There are also innumerable models of strollers, folding go-carts and park strollers.

Cribs Play Yards
Kiddie Koops Nursery Chairs
Bassinet Rockers
Safety Gates High Chairs

Investigate baby's furniture needs here before buying

MAMMOTH ASSORTMENTS **H. B. GRAVES CO.** **WE FURNISH HOMES COMPLETE**
78 STATE ST., ROCHESTER, N.Y.

SCHOOL DAYS

Pur-ty, sint it? Um!

An Imaginary Illness

By HAZEL SMITH
(©. 1921, Western Newspaper Union.)

Mrs. Susan Roberts was a chronic invalid. She knew it herself. She had influenced the more impressive of her friends with the conviction. As to her devoted but unfortunate husband, whatever his opinion he fully realized that she was making home life about as wretched and uninviting as it could well be.

What had started well and healthy Mrs. Roberts on the downward road to despair and dissolution, was the visit to the town of a quack. This irresponsible individual scattered a pamphlet describing his nostrums and dwelling gravely upon the dangers of "wasting away." Just at that time Mrs. Roberts had lost ten pounds. It was warm weather that had reduced her flesh, and when she began to worry over her fancied ailments she lost ten more.

Young Dr. Allen was called in. At the outset he told his patient that there was nothing in the world the matter with her.

"If Lucy Day was only married off," she was wont to say lugubriously, "I would rest more easily in my grave from a sense of duty done."

Dear Lucy! the saving grace of the situation. She was pretty as a picture, and loved company and pleasure as well as any live healthy Miss of eighteen. She felt great gratitude, however, towards the aunt, who had taken care of her since she had been left an orphan. She had learned to take most of the household work on her own young willing shoulders when her aunt was well. When her fancied ailments came upon her there were added the duties of a patient, untrifling nurse.

Lucy therefore had little time to think of beaux or parties. As to love, her practical life banished romance. It was true she had flushed and her heart beat a trifle faster when, in assisting Dr. Allen to prepare a bandage for her aunt, their hands met and he gave her a kindly smile. Later he had invited her to a local entertainment.

HAVE NO SLEEVES

Gowns Without Arm Covering Most Noticeable Fashion.

Style Applies to Majority of Garments From Bathing Suit to Outer Wrap.

Activities at country clubs and summer resorts have brought to light all of the warm weather fashions. The dresses of the summer season repeat very much the ideas of the preceding season. The materials are different, that is all.

In the trade fashion world, states a fashion correspondent, we are beginning to be confronted with styles for fall, while women have only just begun to bring out their summer clothes and while they are still feeling a trifle chilly without their outer wraps. It is a whirling world that shoves a new idea along before the old one has been exhausted, but then there is nothing so awfully new under the sun if one stops to take the trouble to dissolve it into its elements.

Perhaps the most noticeably prevalent fashion is that of the sleeveless gown. From the bathing suit to the outer wrap things are made without sleeves. Sometimes short sleeves protrude from the wide-net armholes and sometimes they do not. This is all governed by the occasion for which the costume is worn. But the women seem to like the sleeveless gowns and, for this reason they are eminently good and satisfactory.

They are made of finely woven jerseys, of rattles, of flannel, of linen, in fact of any material that has enough body to be depended upon to keep its shape through all adversities. And this is something which women have learned in recent years—that, if they are to have wearable and satisfactory summer clothes, they will in some way manage to have the materials of the sort that will not crush. It is all right around home to wear frocks that have to visit the pressing table repeatedly, but if one has a penchant for flitting about the country or indulging in sports of any sort, then the harder and more resistant materials must be brought into play.

There are frocks and sweaters and sleeveless coats made of these heavy jerseys and flannels and knitted materials. They are of the simplest of lines, but their great attractiveness lies in the fact that they are most brilliantly colored.

FRILLY AND DAINTY BLOUSE



This frilly and dainty blouse is of georgette crepe with frills of lace Venice, and is one of the recent warm-weather creations.

TINTED EYEBROWS NEW IDEA

Decoration Is Coming Into Vogue With New Coiffures; Plucker Will Be Taboo.

Tinted eyebrows are coming into vogue with the new coiffures. Of course, they'll not be, but, according to a beautifier, m'lady will not have to resort to her eyebrow plucker so often.

"The eyebrows will be permitted to grow as bushy and shaggy as of old," the beauty doctor said, "but they will be trained with pomade to present a silky thick line over the eyes. Instead of retaining the natural color of m'lady's hair the eyebrows will be tinted slightly with colored preparations. Probably faddists will resort to extreme measures and appear in public with vermilion or pea green eyebrows and coal black coiffures but m'lady who would be chic—oh, la, la!

"She will tint only the lower portion of her eyebrows with a faint hue matching the color of her eyes. A blue-eyed girl with a hair line of blue under her eyebrows would have eyes that would rival those of any movie queen. The tinted eyebrow accentuates the color and shape of the eye without coloring the upper lid as they do on the stage."

THE COOL AND NIFTY FROCK



This attractive chemise frock of Spanish influence is of white crepe de chine with heavy white fringe.

FLAT EFFECT JET GIRDLES

Little Things That Often Give Touch of Individuality in M'lady's Coattoms.

Interesting indeed are the jet girdles this season which are made in flat effects as well as in the popular rope form. If you should choose one of these girdles you can also have bracelets and chains to match.

If you wish to wear the former in the latest manner you will select a long chain, wind it once about your neck, and then allow the pendant to dangle down your back. Of course, if your taste is more conservative, there is no law to forbid your wearing the pendant in front as you naturally would.

Should you prefer to wear a sash instead of a girdle, and there are some gorgeous sashes being worn nowadays, you should get a rhinestone studded pin and pierce it through the silk to hold your sash in position.

One of the prettiest hatpins for the summer hat is topped with a tiny basket of flowers which are cunningly wrought from small scintillating stones. It is these little things that often give a touch of individuality to the costume and are eagerly sought after by discriminating women.

HINTS ABOUT CLOTHES

Frocks of crepe de chine feature ooped panels.

Armbands of ostrich are worn with evening costumes.

Mushroom-shaped hats have long ribbon streamers.

Gold latticework is effective on a rock of brown tulle.

Baroque pearls worn on a milken cord are the latest fancy.

Allover embroidery jackets are worn with plain skirts, giving a two-fabric effect.

White veiling is having a tremendous vogue and usually it is dotted with various colored chenille.

Coiffure bands coming down over the forehead and fastening under the hair at the sides have been seen lately.

Lace has invaded even the realm of the purse—the outside this time! Adornment bags, pouch shape, are often fashioned of it.

White silk skirts laid in accordion pleats are combined with colorful jackets in duvety or canton crepe. Crepe de chine grounds figured with satin in a brocade effect are making their appearance. Georgettes and chiffons are also worn.

Just now there is a decided tendency toward featuring the taffeta frock in navy or black. On every hand one hears that this is to be a white summer, and judging by the alluring frocks and silken sports costumes this is apt to be true.

Many hip-length models in exclusive blouses are to be seen. Wool embroidery, bead decorations and fancy stitching in silk and chenille are the trimmings most in evidence. The tie-on blouse is still in high favor, the blouses that tuck into the skirt being generally of the lingerie order and of wash materials.

SIMPLE IDEA FOR CALENDAR

Verecord Man Tells of Arrangement by Which It Is Easy to Find Date Wanted.

The following simple method of finding the day of the week for any date in a month, when the first day of January is known, has been handed down among us for two centuries. Supposing that the new year begins on Wednesday, we place that day opposite the letter A, with the following days opposite the next six letters, and with Tuesday opposite Q. The first days of the 12 months are opposite the initials of this sentence: "At Dover dwell George Brown, the good Carlos Finch and David Smith."

For the ordinary year the first days of the months, as above, would be: Wednesday, Saturday, Tuesday, Thursday, Sunday, Tuesday, Friday, Monday, Wednesday, Saturday, and Monday.

As the first eighth, thirteenth, twentieth and twenty-sixth days of each month are on the same day of the week, it follows that the 1st and 8th of December and the 15th and 22nd of the 21st on A. The first and last days of each year, excepting leap years, are on the same day of the week. Thus leap year use the seven letters beginning A with the week day that stood originally for B on New Year's day.—Miriam H. Williams Jr., Westerville, Va., in New York Herald.

WORTH ONE'S BAIT

The phrase "not worth his salt" dates back to the time when salt was regularly doled out to the soldier on a scale of his pay, and our rank was determined by his place at the table in preference to the position of the salt-licker of the family and banquet guests being placed above the salt, while waiters and servants sat below. The Arab considers as sacred the person who has partaken of his salt, and it is said that a man who has eaten salt in Africa is guaranteed a safe journey home, and a man who has eaten salt in the East is guaranteed a safe journey home.

Hints From Gladstone

Gladstone was once asked to give some suggestions for platform speakers and it is said that he was unwilling to these rules which in some degree accounted for Gladstone's success in "swaying audiences":

Study plainness of language, always preferring the simpler word.

Shortness of sentences.

Distinctness of articulation.

Test and question your own arguments beforehand.

Seek a thorough digestion of familiarity with your subject, and mainly on these to prevent the "stuttering" words.

Remember that if you display being at intervals, it is ten or eleven years.

It is better that the greater had been made correspond with the truest of cream of spots on the face.

Northern Lights

The name "Aurora Borealis" first used by Cassini, who first observed one in France and gave a description of it. The name "Northern Lights" is its most popular name, and less marked observations of it have been made in other parts of the world.

It is the greater had been made correspond with the truest of cream of spots on the face.

Printed Chiffon Good

Printed chiffon is very much favored now and fashions many "dressy" summer frocks. They come in a great many varieties of vivid colorings and quaint designs. Usually the printed chiffon is combined with plain chiffon either in exactly the same shade or else in quite contrasting tones.

Defense of Nero

Howitt—Nero fiddled while Rome was burning.

Jewett—You put the burden in the wrong place; Rome burned while Nero was fiddling.