

# Parish Educational Business Bulletin

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No one needs lose his hair. Everyone's hair can be stopped from falling out. Everyone's hair can be made to grow. A broad statement, nevertheless true. In 1894 I began seriously the study of hair diseases, the cause of baldness and of course, what would stop it. I was then in a business that furnished an excellent opportunity to watch the different phases of these troubles. Among my patrons were many physicians from whom I obtained publications of the most widely known hair and skin specialists, and after many years of diligent study and hard work following the standardized treatment as recommended by these specialists, I realized that I was experiencing only moderate success; the study of hair, independently and from a standpoint exactly opposite to the methods I had hitherto pursued I still clung, however, tenaciously to many of the German drugs without which, I like others who use them, thought I could not get along. In 1914 the war came. In 1915 German drugs became very scarce. In 1916 their price was so high that I could no longer use them in the hair tonics profitably, so I began to experiment with American made drugs, with great success. Further research and study in a field formerly but little touched, convinced me that I had found the right track and the past five years have elaborated and solidified a system of hair-treating, so that I can now safely announce that I will stop any head of hair from falling out within ten days; that anyone's hair can be made to grow again, and that no one needs lose his hair.

**Waldert Optical Co.**

In Rochester, the service rendered by the Waldert Optical Co., 257 East Main Street, is unique, because, unlike all of the other local opticians, they do not prescribe glasses, but concentrate their entire energy upon the making and adjusting of perfect fitting eyeglasses and spectacles. They are the only opticians in the city who make this work their exclusive specialty, although in such cities as New York, Philadelphia, Chicago, Boston, Washington, etc. the largest and best optical houses do not examine eyes. Examining the eyes and fitting frames are considered by many to be two distinct and separate sciences and in the more than seven years that the Waldert Optical Co. has been serving Rochester as exclusive Dispensing Opticians, they have built up a clientele of over fourteen thousand satisfied customers who believe that their method of treating eyes and supplying glasses is the correct one.

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Etc.  
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This Ad. is Worth One Dollar on Purchase of \$10.00 or Over  
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All our sweetest hours fly fastest.—Virgil.  
A flatterer, a hypocrite.—German proverb.  
Big mouthfuls often choke.—Italian proverb.  
Duty is usually too plain to be attractive.  
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