

Parish Educational Business Bulletin

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Waldert Optical Company

The Waldert Optical Co. was started in August 1914 with the thought in mind that the people of Rochester and vicinity would welcome an opportunity to have their glasses made and adjusted by experts, whose entire time and energy would be concentrated upon that important work. At the present time their list of many thousand names of satisfied customers, is ample proof that their method of doing business is correct.
The service rendered by the Waldert Optical Co. 257 East Main St., is unique because, unlike all of the other local opticians, they do not prescribe glasses (they do not examine eyes) but concentrate their entire energy upon the making and adjusting of perfect fitting eye-glasses 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 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.

Permanent Waving

Miss Levenson, of the Levenson Hair Parlors, 257 East Main St., has recently returned from New York where she has been studying and perfecting herself in the art of permanent waving.
As is usual with this firm they have spared no expense in making their Everlasting wave the most perfect in Rochester. Patrons can be assured of entire satisfaction since the Levensons guarantee that the wave, when done by them, will not straighten out or break the hair. They do a permanent marcel as well as a Round and Bob Curl. Shampooing the hair before waving, aids in making the wave more perfect.
Another feature of Levenson's work which is not to be overlooked is the scalp and facial treatments as given by them. Unusual care and attention is given to each individual case as is proven by their many pleased and satisfied patrons.
A most select line of hair goods is carried also.
Either ladies or gentlemen looking for the "best" in any of these lines will make no mistake in paying a visit to the Levenson's, opposite Sibley's.



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Permanent Marcel Waving

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Applicants Plenty.
The other day an Indianapolis high-school teacher had a birthday. In some way the children had discovered that it was coming and since she was very popular many of them decided to give her presents. One of her little freshman boys came in with a huge box of candy. "Oh, Bob," she said, "why I believe I'll have to kiss you for this."
Now right behind Bob was a junior boy much larger and more glib of tongue. So immediately he spoke up, "Wait a minute, Miss T. I've got you a present, too."

Sandits Armed With Corncobs.
Our correspondent in Villa Hermosa communicated to us the capture of some inventive individuals, who, having passed themselves off as rebels, devoted themselves to robbing and attacking small towns. "It was astonishing that the captured men carried arms that were a crude imitation of 90-90 rifles, made of worthless wood; in their cartridge belts they were wearing corncobs instead of deadly bullets. For some time they fooled many and gained much booty. At last their protector, Gestas, slept and they were taken prisoners."—"El Universal," City of Mexico.

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