

# Parish Educational Business Bulletin

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Let's have a call, or visit and get acquainted.

### Convertible Bob Now Offered to Meet New Style.

The flapper is going. In New York the flapper has already gone, and her Rochester sister is doomed. The dressmaker is responsible, first of all the Paris couturier, and then in New York the imitator, with the result that women who last year seemed to have found perennial youth in shorts skirts, bobbed hair and all the appurtenances of flappery, are now slinking past in gowns that trail the ground, wearing extremely high French heeled boots, and flappy, not flapper hats.

Now, it is quite easy to go to a dressmaker and to order a suit or dress with a skirt just four inches from the ground and plentifully be-pannelled. But it is quite another thing to order bobbed hair to regain its full length, so that it may be piled up in the manner required by the new styles. For the bob is "out", according to I. J. Levenson, hair style expert. And what is the poor reformed flapper to do?

For one thing, she can wear the latest innovation in hairdressing. When the hairdressers of the nation met in a convention in St. Louis recently, they doctored the bob, and also invented something which mildly might wear when she dons her long gowns. Its name is "the convertible bob" and it not only successfully masks the short locks, but it is something quite different from any style worn in recent years.

It is said that more false hair is being worn this season than in any other year since the epoch of the coronet braid and puffs, nearly fifteen years ago. About 85 per cent. of the women under 45 bobbed their hair a year ago. Many of these are already wearing switches to make up for their slowly growing hair, and it is believed that within another three months the remainder will either have been forced to wear the convertible bob, or some other substitute for hair that has been clipped off.

### Enormous Damage by Rats.

The United States has a rat problem, and some astonishing figures are presented of the annual cost of this pest, says the Nation's Business. India suffers more. For there are large sections of that country where religious scruples prevent the killing of even a rat. Maj. J. C. C. Kunhardt of the Indian medical service has recently published the results of his survey of rat damage in India, and he puts the annual loss at £1,250,000, 000, or about one-seventh India's national income.

### Motors Drive Out Horses.

The rapidity with which automobiles are superseding horse-drawn vehicles has been proved by an experiment at a popular point of the state highway at Burlingame, California, some 10 miles from San Francisco and one of the main arteries leading into the city. Keeping check at a given point from 8 a. m. to 8 p. m., it showed that 11 horse-drawn vehicles against 19,581 motor-driven vehicles passed in the 14 hours. Last year a much greater number of horse-drawn vehicles was shown in a similar experiment.

### "Everything in Footwear"

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The selection of smart styles and qualities insures satisfaction. Let us have a visit whenever you decide to get your Fall shoes, we believe it will readily repay you, Gottlob Barrels & Son; 828 Joseph Avenue, Main 1069-J.

The new Fall styles are particularly interesting and varied. Smart effects are abundant, a good choice of materials. Prices in all instances are uncommonly reasonable.

It is with intense satisfaction and an ample degree of pride that we invite your inspection of our Fall models. We especially suggest inspection and comparison. Faultless fitting footwear delightfully distinctive and so many styles so fitting to every need and occasion. So trim, so graceful, so faultlessly correct, so comfortably wearable and shapely through all their months of service. Shoe repairing neatly done in our own shop.

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