

345 Main Street East  
30 East Avenue  
Rochester, N. Y.



**ELLA L. GUENTHER**  
ART AND GIFT SHOP

Bridge Prizes Greeting Cards  
Knitting Glasses

729 MONROE AVENUE.



**Easter Special**

COMBINATION  
PERMANENT WAVE **\$3.50**

With Beautiful Straight-Ends

Excellent for  
Bleached or Gray Hair

Francis Permanent Wave,  
Complete \$2.95

Finger Waves, 25c  
Fri. & Sat. 35c

**FRANCES**  
Beauty Salon

31 Clinton Ave. S. Main-6397

**THIS Spring**  
TREAT YOURSELF  
TO A  
PUTNAM PERMANENT

AMAZINGLY LOW PRICES  
FOR REAL ARTISTIC  
DESIGNING and CREATIVENESS.

DeLuxe Permanents  
\$3.50 - \$5 - \$7.50

A Putnam permanent will be like no other hair dress you ever had—fringed and created for you, and you only, will produce an unusual and alluring effect that will be the envy of your friends.

Also beautiful marcelling and finger waving, expert hair drying and styling—beautifying facials and exquisite manures.

Rochester's outstandingly distinctive beauty salons

**ZOE LOUISE PUTNAM**  
BEAUTY SALONS  
HOTEL SENECA ARCADE MAIN  
ESTABLISHED 1924 6947-6948



Get Ready for a Happy  
**E A S T E R**

**EASTER FOOTWEAR**  
FOR ALL THE FAMILY

**Buster Browns** for the **Boy and Girl**

**Brownbilt Shoes** for the **Man and Woman**

Visit your nearest dealer for these remarkable shoes

All shoes fitted by the Modern X-RAY Fitter

Schmank's Shoe Store  
1188 Depey Ave.


Brownbilt Shoe Store  
300 W. MAIN ST.

Culver Brownbilt Shoe Store  
1334 Culver Rd.

G. Bareis & Son  
426 Joseph Ave. Near Ave. D  
All Stores Open Evenings



**GIFTS AND GREETINGS for EASTER**



Easter greeting cards and folders, all new designs. Special greetings for the girls and boys.

Prayer Books, Hymnals and Devotional Books particularly appropriate to Easter.

The favorite standards and classics in gift editions, and many good modern, recent and new books.

Pictures, new Pottery, gift boxes of Stationery, Fountain Pen and Pencil Sets.

Lots of bunnies, Easter playthings, books and summer playthings for the little folks.

**SCRANTOM'S**

**EASTER GIFTS**  
OF RELIGIOUS ARTICLES  
ROSARIES OF GOLD OR SILVER  
Prayer Books—Bibles—Latest Missals 50c up

**EASTER GREETING CARDS**  
CANDLESTICKS—HOLY WATER FONTS  
First Communion Goods

**E. TRANT**  
96 CLINTON AVE. NO. 715 FRANKLIN ST.

Ready-to-Wear Dresses, Sportswear, and Hand Knitwear now share the Spring spot-light with Projansky Custom Creations.

**PROJANSKY**  
Custom Fitter and Tailor to Gentlemen  
39 EAST AVENUE

Quality for Quality the Cost is No More

**Call Ball** 24-hr. Call for and Delivery

MAIN 895 and Have Footwear Ready for EASTER

31 CLINTON AVE. NORTH

**PORTRAITS of QUALITY**

Are An Asset To Your Personality

They Are A Real Gift

**STUDIO UNEXCELLED PORTRAITURES**

Our Umbertone Portrait Has No Equal

328 Main St. E.—Stone 4020

**MALONEY & MORRISON**  
118 East Ave. opp. Christ Church

Presents a Distinctive Collection of **SUITS and COATS**  
Prices \$15.00 to \$39.95


**DRESSES**  
Street Afternoon Evening

Individual touches that make them outstandingly different—Size 11 to 20

**A BIT OF SPRING**  
To Go With Your Easter Bonnet

beautiful bouquets of many fronds and different combinations that add that certain touch to your Easter party and fresh blooming plants of course.

**COLLATO'S BROS.**  
NEW AND LARGER STORE  
45 EAST AVE. STONE 329



**EASTER FLOWERS FROM KELLER'S**

Assure you fresh, fragrant blossoms. Distinctive bouquets, budding plants, beautiful Easter fillets that will delight your heart.

**J. B. KELLER'S SONS, Inc.**  
25 Clinton No. — Stone 484

as you swing along . . .

In these on Easter Sunday your shoes will be an important adjunct to your spring ensemble. Our dainty new models in blue, brown and black will delight you with their beauty of line and color. Perfect fit is assured through the use of the X-Ray fitting method.

**Phelan's**  
MAIN ST. at Franklin



Try Our **SUPERIOR Dry Cleaning**

MEN'S and WOMEN'S HATS (bound-rebound) 50c

MEN'S SUITS Economy Method 55c

LADIES PLAIN DRESSES

**SPEEDY'S**  
212-216 COURT ST.  
We Call and Deliver, M.A.E.N. 6194

Superior **BAND-BOX** Dry Cleaning \$1.00

COME IN NOW and Choose Your **EASTER CANDIES**

ALL KINDS AND SIZES **CHOCOLATE FIGURES**  
Made with Our Delicious Chocolate

FILLED MARSHMALLOW SPECIAL 24c lb.

Small Easter Boxes, Tasty Broken CASH ENDS

**ROCHESTER NUT SHOP**  
330 WEST MAIN ST.  
Open Every Evening, Including Sundays

**FRANK H. DENNIS STORES, Inc.**  
WHOLESALE CANDY

152 STATE STREET ROCHESTER, N. Y.

5c BARS—PENNY GOODS—BULK GOODS

LARGE Assortment Easter Candies

SPECIAL PRICES TO CHURCHES AND SCHOOLS

PHONE—MAIN 64