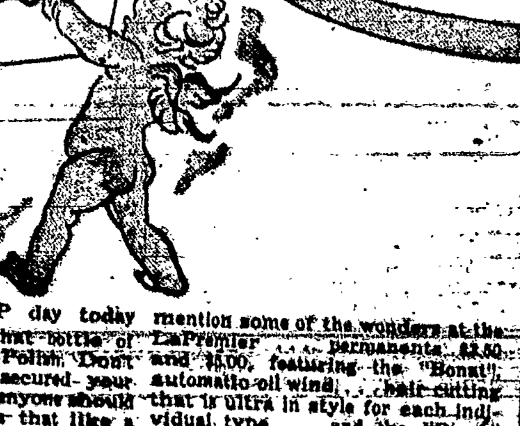
for the BRIDES of 1935



A. J.'s Tux RENTAL PARLORS
Main 6764

June Brides

LET'S begin at the beginning . . . her invitations. It is absolutely correct and proper to have them handwritten. In fact, it lends an air that is otherwise missed. Unless you are inviting everybody and his uncle you'll find that handwritten invitations ARE within your limits. Remember the wedding day is the day of days, so do not stint. To receive a handwritten invitation is something new and different . . . let's be that!! Miss Frances Huxley, is an expert at handwriting invitations, announcements, etc. Why not drop in and see her McCurdy's, Main Floor, or at her home evenings 296 Otis Street, phone Main 5500.

OF COURSE, you can buy a ready-made bridal gown, but will it be one that flatters and bespeaks your loveliness? It is much nicer to have one made to your own likeness, one that proclaims you as an individual, sweet and lovely. And your maid of honor and bridesmaid, too, will be able to carry out that note of individuality if you have your gown and theirs made to order. Mrs. E. A. Dawley dressmaker of Paris modes 64 Harvard Street, will be only too glad to discuss this with you. Monroe 6948

REMEMBER, my sweet, on the honeymoon you won't be able to spend hours fussing with your hair . . . not if you expect to keep friend husband in a loving mood. So forget about having just a finger wave . . . you had better be safe and have a permanent. Then your worries will be over. Suzanne is telling you to put your head in Ferguson's hands and the results will be very satisfying. You will be sure of having shining waves beneath that bridal veil and later beneath the moon. Ferguson's Beauty Salon, 340 Thurston Road, Genesee 1630 Make your date NOW!

IT'S an age-old custom for the bride to entertain her bridesmaids. Suzanne knows who will be a big help to the bride . . . Edith Ellis, 38 East Avenue. She has just heaps of table decorations, bridal favors prizes and in fact everything that your little heart could desire to make such an affair a success! Plan your party then, drop in at Edith Ellis and get your accessories. Main 287.

TO LOVE and to cherish . . . what a sweet, slender picture you were "that" day. But, today the picture has changed . . . now we see a matured, flabby figure. If you want to recapture that shape of yesteryear, see Emily Bushay, corsetiere, 323 Burke Bldg., 5 St. Paul St. She can do worlds for you in a reasonable way. Stone 3662.

HAND KNIT FASHIONS

They occupy a position in accord with their importance among Projansky's smart ready-to-wear apparel for wear all Summer long.

Fur Storage vaults on our premises. 2½% of your valuation.

PROJANSKY
Custom Furrier and Tailor to Gentlewomen
39 EAST AVE.

IT'S MAY

and JUNE . . . peeks away . . . Here are some of the thoughts that are rushing through the mind of the bride-to-be . . . I wonder? Invitations, should they be handwritten or printed? Gowns, ready made or made to order? Going away clothes what and where to get them? Hair should I have the usual shampoo and finger wave or a permanent? Bridesmaids? Gifts and Luncheon for the bridesmaids? Flowers? Oh . . if there were only two people! Maybe Suzanne can help . . . the has a few suggestions . . .

LOVELY to look at and delightful to keep will be that wedding day photograph. Rogers Studio, 130 Clinton Avenue, South, will do a beautiful picture of your bridal party; one that will grace your wall or mantel. SO best wishes to the bride and groom and to First Communicants and members of the Confirmation Classes. Let Rogers Studio mark this important milestone for you with a photograph of the finest workmanship. Main 3760

PLAY TIME in the "Sunshine Shoppe" for little sister! Mother if you don't intend to buy one of these gay little play suits or dresses for sister then, don't go near the Sunshine Shoppe . . . because once sister sees them she is GOING to want one. They are gay, washable and durable, in fact they are the thing for little girls in summer time. Also lingerie for children. Sunshine Shoppe, 222 Winton Road No.

"WHERE DID you get those gloves?" Why from the Smart Fit Glove Company, Gloversville N. Y. I had them made to order. Just call E. B. Lehman, the Rochester representative, and make an appointment to have him call at YOUR home. He will show you their newest creation; measure your hand and send in the order for delivery of the gloves when YOU say. You can call Mr. Lehman at Stone 2492 or write Room 425, 100 Gibbs Street.

DID YOU take advantage of those just around the corner-from-Lake-Avenue bargains in hats? If not, you still have time. In addition, you'll find stunning new Summer models, in white and the pastel shades for miss and matron . . . $1.85. Purses, too, in all colors at the low price of $1.00. RUTH'S HAT SHOPPE, 2 Owen Street, around the corner from Lake Avenue, across from the Library.

ARE YOU going Shopping? If so, you'll have to park that car in a parking station . . . or else . . . you'll pay AND pay! The Civic Centre Parking Station is in the center of what is known as "downtown." Park there and you will be sure of prompt and courteous service, low rates. CIVIC CENTRE STATION, corner of James and Chestnut Streets.

"When Summer Returning," reminds you of the need of a new hat, The Mattern Hat Shoppe at 877 Clinton Ave., North awaits you with "Hats A-plenty." Here they are . . . leghorns, crepes, white straws and white felts, with pleasing prices of $1.95 and $2.85. Hats for the miss and matron.

"COURTESY and Service" await you at the Pollyanna Shoppe, where it is a real treat to receive a comfortable "NESTLE" permanent at the capable hands of Sadie P. Ryan. It is important to know that the Nestle permanent revitalizes and retains the health of the hair. A mark of genuine quality. It's a Beauty Salon you can drop into from anywhere because it's just around the corner from everything. 14 Franklin Street, Temple Bldg., Room 615, phone Stone 2223.

"THE WHOLE TOWN'S TALKING" about the most exciting boucle knitted sports dresses found at the Monroe Knitting Mills, 613 Clinton Ave. North. Sizes for the difficult to fit are featured in all pastel shades. Values as low as $12.75 await you. These solve the three in one dress problem cool, practical and swank.

SUPERFLUOUS HAIR

AN embarrassing annoyance that need be endured no longer. Yet, to secure safe and permanent removal requires expert counsel. We give you lifelong results with a series of scientific treatments, destroying the life of the hair cell, without pain, scars or use of the electric needle. For individual consultation call Stone 3668. Charlotte White, Suite 222, Cutler Bldg.

"COMING events cast their shadows before them." Vacation days are play days. Hence, an extensive wardrobe. Children House at 293 Alexander Street holds all your needs. Dresses, fresh from their workrooms, ultra in style and excellent in material, at exceptional prices. "Outfit your girl from head to toes, then she will be happy wherever she goes." Main 8077

WHAT are silhouette's? I make them . . . a visit to Theresa Hartell's Reducing Parlors at 720 Temple Bldg will convince you. After one of my health inspiring baths you will feel relieved and restful and you will wonder WHY you carried that excess weight So long. Call Main 6598 for your appointment and reduce safely.

"WOULDN'T IT be worth it" . . . to drop in at Vogt's Dry Goods Store and get one of their white purses at 95c, all styles and designs. Also some at 59c . . . and Suzanne insists that a purse adds the final "touch" to your costume. Mesh gloves with organdie cuffs, in brown, navy blue and white 65c. Vogt's, 969 Clinton Avenue, No.

As One Woman To Another

—Advertisement

By SUZANNE

GET OUT and get under a devastating permanent today. Now is the time to accent that well-groomed look by having a NEW WELLA permanent wave of European origin, with various solutions for the different textures of hair. Particularly good for white hair. Ringlets guaranteed. And don't forget to ask Chris Gumbrecht about "Kotestral" the preparation for reconditioning the hair. Call Monroe 372 for detailed information about that perfect permanent for $7.00. Chris Gumbrecht, 367 Park Ave.

"TOO BAD! TOO BAD! Suzanne cannot picture here the smart sportswear dresses she saw at Claire's Dress Shoppe, 838 Dewey Avenue. A veritable Glad News Summer wardrobe, washable satins n'everything. All the new Summer shades and, best of all, half-sizes, too. Don't forget the story of the early bird and shop early! Claire's, 838 Dewey Avenue

CENTRAL Travel Bureau reports unusual interest in the third annual Diocesan Pilgrimage to Lourdes, Rome and Padua, conducted by Rev. Benedict Ehmann. Every detail of the complete 43-day tour will be arranged for you at the low price of $495. Complete information may be had by calling Main 5090, or by clipping the advertisement that appears on page 7 of this issue.

STUDIO OF INTERIOR DECORATION

"CHARM of personality" is like a rare jewel, it needs only a setting. Idavail and Mercella R. Iven at the Studio of Interior Decoration, 42 East Avenue (Cutler Bldg.) offer you their experienced advice, that they may serve as a medium through which you can express your personality in the home. A visit to their Studio will reveal a wealth of furnishings complete in every detail. Phone Main 5337 for appointment.

FOR A DECORATION DAY of tennis, golf, or horsebacking, you must have the right apparel and correct accessories. Genesee Knitting Mills, 44 St. Paul Street have "buys" in all sports apparel and sports accessories. And while you're there, don't forget to look at their smart stock of sports sweaters and polo shirts at a price that is "low-down." 44 St. Paul Street

SWEET, ISN'T SHE 'neath the brim of the flappy white hat . . . a real picture she'll be on Decoration Day . . . so girl-like. You, too, can present just such a picture . . . drop in at the Griffin Hat Shoppe, 154 Sherman Street, off Lyell Avenue, and let Miss Griffin show you her new line of Summer hats, crepe, pique, felt, linen and straw in white and in the pastel shades. Who could ask for more?

LIKE the opening of a beautiful flower . . . so opens the new Beauty Salon of Louchaur, 308 Burke Bldg., grace and dignity carry you into this Salon, where beauty is made, not born. The memory of a visit to this place of delightful achievement will linger with you and in lingering, call you back again. Our number is Main 2951.

LET'S DRESS UP the windows for summer . . . and we suggest that before you do the dressing you stop in at Wagg's Department Store and see their display of curtains. Cottage Sets—$1.19 and $1.50; dress curtains, $1.49 and $2.95 a pair. Ah! a happy thought, while you're at Wagg's get that Graduation gift . . . Wagg's have lovely lingerie. Wagg's at Wagg's Corners (Lake at Ridge)

AT FITZGERALD'S Dress Shoppe you'll find cottons galore, smart enough to wear anywhere, $1.95 and $2.95. New junior frocks, sizes 11 to 17, at $5.50. A new line of prints and chiffons. Here's a break . . . remaining suits at $6.95 and $8.95. Don't fail to see Fitzgerald's special rack. 177 Brooks Avenue.

"She flies up the street with the swiftest of feet" . . . for fear she'll miss the bargains at Marie Young's Hat Shoppe, 339 Monroe Ave, 2nd floor. It is wonderful isn't it, to find "THE" hat you are looking for, better as to quality, yet for less? Style without expense. Prices . . ? Only $1.85 and $2.25.

LISTEN, my dears, you have just a week to plan and get that Decoration Day costume. Have you thought about the "hat"? Why not top your costume with a hat from the St. Paul Millinery, 1358 St. Paul Street, four doors from Driving Park bridge and Avenue E. All hats are $1.95. A special group at 59c. Knitted suits, $3.98 in all pastel shades. Also clever bags and hosiery.

IT'S POLISHIN' UP day today . . . so out with that bottle of Pernet Liquid Silver Polish. Don't tell me you haven't secured your bottle? Then, before anyone should see, Suzanne suggests that like a good housewife you hurry down and get your bottle. No household should be without it. Manufactured by Ber-Mer Co. and on sale at that office, 183 St. Paul St. (Searle Bldg.). If you want to do friend-husband a big favor get him a bottle of Bur-Mer's Auto Polish . . . he'll appreciate it. 183 St. Paul St.

"FIRST PICNIC of the Season" Decoration Day—Make it a success, and stop at Aunt Jennie's Bake Shoppe, at 816 Monroe Ave. No trouble or fuss, just carry a Picnic Box away with you. It is so convenient for the busy housewife to stock up on the delicious homemade cookies at only 20c a dozen. Or perhaps friend husband prefers ones filled with nuts, for a mere 24c per dozen.

LET YOUR Spring permanent key your personality! There's a particular wave for every type . . . for the demure, the sophisticated and the darling. Elizabeth Van Dorn, 215 Winton Road, No., specializes in Vira Kurl permanents at $7.00. The Blud Rub treatment is highly recommended for faulty scalp conditions. And as you know, grey hair calls for something very special . . . at Elizabeth Van Dorn's it Arlette Oil. Make your appointment now . . . Culver 2483.

I'LL NEVER say, "never again" . . . because Suzanne thoroughly enjoyed and profited by her visit to the La Premier Beauty Shoppe, 1310 Dewey Avenue. Let Suzanne mention some of the wonders at the LaPremier . . . permanents $3.50 and $5.00, featuring the "Bonat" automatic oil wind . . . hair cutting that is ultra in style for each individual type . . . and the "Breck" preparation for beautiful hair. Seeing is believeing, so drop in at 1310 Dewey Avenue and Walter Rowley will do the shoppe and it's offerings with you. Glenwood 6101.

SHOES . . . Of Style and Comfort
LECKINGER'S
43 Clinton Ave. No.

Flowers FOR THE BRIDE
"Say It With Flowers" . . . KELLER'S and all that can be said is told in the loveliest manner.
WE TELEGRAPH FLOWERS ANYWHERE
J. B. KELLER Sons Inc.
25 Clinton Ave. N. Stone 484
"The Finest in Flowers for Over [illegible] Years"

SUPER-CURLINE
VAPOR-OIL PERMANENT
for Brides, Bridesmaids and all Women who desire the ultimate in coiffure charm and loveliness!
$4 complete
Murray's BEAUTY SALON
237 Main St. E.
Main 3644
Manicures
Finger-waves
Smart Haircuts
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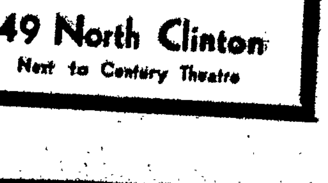
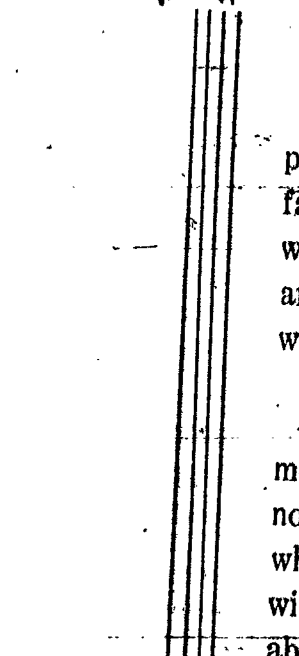
"COME IN AND SEE ME SOMETIME"
"I am the New Royal Portable with TOUCH CONTROL. Instantly adjustable to every-one's finger pressure. The perfect home-sized typewriter for young and old. Many exclusive features. Made and guaranteed by the Royal Typewriter Company, Inc.
AS LITTLE AS $1 A WEEK



OFFICE APPLIANCE SHOP
49 North Clinton
Next to Century Theatre



Starting Life on a Shoestring

Some Would Say, But . . .

Year after year young married people depositors in this bank are facing the future unafraid and unworried, their habit of saving a small amount regularly having proved its worth many times.

Perhaps you have wanted ready money? Why not start an account now with this mutual savings bank where accrued dividends (interest) will help you accumulate a comfortable balance in a short time.

EAST SIDE SAVINGS BANK OF ROCHESTER
Corner Main & Clinton Streets