



For the BRIDES of 1935



A J's Tux Rental Parlor
115 Exchange Bldg.
Main 8764

June Brides

LET'S begin at the beginning of 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. It's 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 298 Olive Street, phone Main 5500.

IT'S MAY and JUNE... of the thoughts that are rushing through the mind of the bride-to-be... should they be handwritten or printed?... made or made in order?...

"COURTESY and Service" await you at the Polyanth Shoppe, where it is a real treat to receive a comfortable "NESTLE" permanent of the hair... Ryan it is important to know that the Nestle permanent revitalizes and retains the health of the hair...



AS ONE WOMAN TO ANOTHER
BY SUZANNE
GET OUT and look under a decorative... 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...

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 different shades. Values as low as \$12.75 await you. These solve the three in one dress problem cool, practical and swank.

LET'S DRESS UP the windows for summer and we suggest that before you do the dressing stop in at Wagg's Department Store and see their display of curtains, dress curtains, \$1.49 and \$2.95... Wagg's has lovely lingerie Wagg's at Wagg's Corner (Lake at Ridge)

OF COURSE you can buy a ready-made bridal gown, but will it be one that flatters and bespeaks your love? It is much more 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 Street, will be only too glad to discuss this with you. Monroe 6948

LOVELY to look at and delightful to keep will be that wedding day photograph Rogers Studio, 130 Clinton Avenue, South. We 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 Communionists and members of the firmation Classes Let Rogers Studio mark this important milestone for you with a photograph of the finest workmanship Main 3750

SUPERFLUOUS HAIR AN embarrassing nuisance that need be endured no longer removal of excess hair by a series of scientific treatments, destroying the life of the hair cells without pain, scars or use of electric needles. For individual consultation call Stone 3688 Charlotte White, Suite 222, Cutler Bldg

TOO BAD! TOO BAD! Suzanne cannot picture here the smart sportswear dresses she saw at Claire's Dress Shoppe, 638 Dewey Avenue. A veritable Gladstone Summer wardrobe, washable summer shades and best of all, half-sizes. Don't forget the story of the early bird and shop early! Claire's, 838 Dewey Avenue

AT FITZGERALD'S Dress Shoppe you'll find cottons galore, smart enough to wear anywhere, \$1.95 and \$2.95. New junior frocks, sizes 12 to 17, at \$5.00. 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.

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

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 your little sister, then don't go near the Sunshine Shoppe... because once sister sees them she is GOING to want them. 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.

WHAT are silhouette's? 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.

STUDIO OF INTERIOR DECORATION "CHARM of personality" is like a rare jewel... a setting... interior decoration, 42 East Avenue (Cutler Bldg.) offer you their experienced advice, that they 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, has "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

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, bringing that your little heart could desire to make such an affair a success! Plant your party then, drop in at Edith Ellis and get your accessories. Main 287.

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

WOULDN'T IT be worth it to drop in at Vogt's Dry Goods Store and get one of their white purses at \$5.00, all styles and designs. Also some at \$3.95... adds the final "touch" to your costume. Mesh gloves with organdie cuffs, in brown, navy blue and white. See Vogt's, 908 Clinton Avenue. No.

SWEET LITTLE SHE beneath the brim of the floppy white hat... a real picture she'll be on Decoration Day... drop in at the Griffin Hat Shoppe, 164 Sher-

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 yesterday, see Emily Bushay, corsetier, 323 Burke Bldg., 5 St. Paul St. She can do wonders for you in a reasonable way. Stone 3662.

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 colors at the low price of \$10.00. RUTH'S HAT SHOPPE, 2 Owen Street, around the corner from Lake Avenue, across from the Library.

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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. 2 1/2% of your valuation. PROJANSKY Custom Furrier and Tailor to Gentlewomen 39 EAST AVE.

ARE YOU going Shopping? If so, you'll have to park that car in a parking station... or else you'll 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.

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-waxes Smart Haircuts 50c



"COME IN AND SEE ME SOMETIME" I am the New Royal Portable with TOUCH CONTROL. Instantly adjustable to everyone'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

mention some of the wonders at the... Peenat Liquid Silver Polish... tell me you haven't secured your... good housewife you hurry down... should be without it. Manufactured by Ber-Mer Co. and available at their office, 183 St. Paul St. (Beesley Bldg.). If you want to do friend-husband a big favor get him a bottle of Bur-Mer's Amber Polish. You'll appreciate it. 183 St. Paul St.

LET YOUR Spring permanent key your personally. There's a particular wave for every type... for the demure, the sophisticated and the daring. Elizabeth Van Dorn, 215 Winton Road, No. 2, specializes in Vera Kurl permanent. 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 Artistic Oil. Make your appointment now. Oliver 2443.

WE TELEGRAPH FLOWERS ANYWHERE J.B. KELLER Sons Inc. 25 Clinton Ave. N. Stone 484

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

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