

Activities

OUR CATHOLIC WOMEN

Their Interests

AS ONE WOMAN TO ANOTHER...

By

When you have had a permanent from the FERGUSON BEAUTY SALON at 148 THURSTON ROAD, satisfaction will be yours. The COOL-ART method eliminates all danger to scalp and hair, caused by heat radiation, by a device that keeps the scalp during waving, Gen. 188.

Who has not cried over indifference, the "rude harsh word unspoken"? Perhaps we humans should not care whether or not another human speaks to us or recognizes us, the fact remains that we do care. Mrs. W. W.'s letter reminds me.

DO not permit your hair to become overgrown when you visit the FRANCES BEAUTY SALON at 148 THURSTON ROAD. We will give you a special price for a permanent. It will do something to the masses that will make it talk better than usual.

Dear Mrs. W. W.: I belong to a Catholic woman's organization. I am not the leader type but I am always willing to help in any way that I can. The majority of members are like I am.

WHEN making the Prioresse, the hair is set in the hair. It is in unusual containers. The idea being a favorite fruit spread in this type of container makes a very nice gift package.

DO... try a hair tint. It lights up one's face as if by magic. The MARI BEAUTY SALON at 27 CLINTON AVE. So, specialists in hair, hair dressing, dyeing and tinting. Stone 9907... 102 PRESENT BLDG.

NEWPORT HOUSE on Irondequoit Bay will provide the place to dine in this season. Beautiful meals and fine service. Reservations may be had for any number. Stone 992.

SUPERFLUOUS (Unwanted hair) HAIR. It is not merely a case of endurance. When treatments from CHARLOTTE WHITE will remove it without pain, scars or use of the electric blade. Stone 9908, Suite 22, Cutler Bldg.

BE... smart in a new Fall hat from GRIP-FIN'S HAT SHOPPE, 104 BISHOP STREET, off Loyal Ave. All the latest styles, particularly off-the-face type. Black, Brown, Navy, Italian Purple and Rust. Felt and velvets. \$1.95 and \$2.95.

IF you are particular, go to the ANN CULHANE DRESS SHOPPE at 511 Lake Ave. and your special needs will be met with in smart new wool frocks for Fall. Angora wools, plain or plaids. Velvets, too. PERFECT for the back to school wardrobe.

THIRTY days back September. Thirty nice days to wear your favorite new wool dress. Now that I come to think about it, there is no reason that you may not wear this dress all winter, especially if it is made of light weight wool. A nice combination is a small bodice and white, black, trimmed with orange green buttons and belt. It would be lovely too, in plain material. Good news, would you have seen the "Miss" that I have shown of walking room.

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Crying In The Dark

Chatter I have And blasphemy: Synthetic laughter And mimicry: But carpenter hammering all day long Children Crying And the old school song: Bothers me not Or if, at all, As a raindrop On my garden wall. Only a rede-Harb thought Unspoken Has power To leave My soul's wall broken.

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What was said to me some years ago by a spiritual director of a Catholic organization might well be said about Catholic organizations. "You have done much; you could do more." With Carlyle we may say "I shall pass through this world but not touch it; therefore any good thing that I may do, or any kindness that I may show, let me do it now; let me not neglect it, as I shall not pass this way again."

BEAUTIFUL VOGUE DAY CLEANING FROM 55c up STORE & PLANT PHONE 527 MAIN E. MAIN 908

Socialists Autumn Series Of Card Parties to Start At Cathedral, Sept. 12

First of a series of fall card parties and socials to be conducted for the benefit of St. Patrick's Cathedral under the auspices of the Young Ladies Sodality will be held Thursday evening, September 12, in Cathedral Hall, Plymouth Avenue North at Brown Street.

Who would live at peace with others he will bear and forbear. And even the best have often foibles of character which have to be forgiven and forgiven? Do I resign? Get? New member. A new member is not merely one more hand to be counted in votes or one more money contribution of dues; a new member is one whose heart is beat in the stirring march of Catholic Action. The hearts are not on worldly parade.

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NEW McCURDY STORE MARKS ADVANCEMENT

With an eye toward civic advancement and easy shopping, McCurdy's opened a completely redesigned and redecorated street floor Tuesday. The rebuilding project, which was begun to aid employment and give Rochester its most modern department store, cost \$500,000 and took six weeks of intensive work.

Realizing that tangled and crowded store traffic can keep shoppers from their wants, the main floor was redesigned after a survey by a traffic expert. A system of cross aisles leading to the elevators was installed, giving twice as much counter space and making departments more accessible.

Outstanding is the specially designed "performs bar" built under the new mezzanine lounge. Unique in its appointments, the bar is in the new streamline mode. The mezzanine lounge off the first floor is for the convenience of McCurdy shoppers and their friends. Modern fixtures, rich carpeting are its features.

Oh, charity should extend all over the city and town; individual who serves under Catholic banners that furl Heavenwards has double duty to be the one who loves his fellowman. Personally, I have always felt that the Catholic girl or woman should be outstanding for charm, graciousness and usefulness to Society.

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St. Bede Is Declared Meteorology Founder

London (NCWC) - The current issue of Quarterly Journal of the Royal Meteorological Society contains an article by Cleary M. Botley, "A Founder of English Meteorology," which gives this distinction to St. Bede who died in the Monastery of Jarrow on Ascension Eve, May 27, 735.

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LADIES' COATS

Tailored in our own shop, which guarantees finest woolsens, heavily interlined with Lambs wool and trimmed with the season's popular furs. At \$21.50 up BELFOR'S 551 Joseph Ave. Rochester Main 1711 Open Evenings

Following Our Policy Adopted Last Year - There Will Be NO PRICE ADVANCE On Any Graeser FUR COAT During September. This will be welcome news to women who have been out of town during August. We need not elaborate on the importance of this statement. Every indication from the fur market points to much higher prices later in the season! We would like you to investigate Graeser Values! We know you will be favorably impressed and if you purchase, you will make a most profitable investment! Wm. V. Graeser Co. Manufacturing Furriers 38-40-42 Clinton Ave. North



AS A STREAMLINE TRAIN and as efficient Like modern transportation, McCurdy's Street Floor has been designed to do its job efficiently to serve your shopping needs with a minimum of friction and a maximum of speed and convenience. McCURDY'S NEW STREET FLOOR

Fashion

NOW... is the time to select your new Fall frocks for school. BETTIE'S APPAREL SHOPPE at 504 No. Goodman Street, has such smart Fall frocks in stock. Make your selection now. All very reasonable.

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Chosen by the Sacred Heart Convent! Eastwood's CONVENT OXFORDS \$5 EASTWOOD'S 29 EAST AVENUE