Their Activities -:- OUR CATHOLIC WOMEN -:- Their Interests

AS ONE WOMAN TO ANOTHER . . .

By

It's hard to believe that cold weather is just around the corner and that we must be thinking of winter apparel. It does appear at first to be quite a task. Yet on second thought, try sitting in a cozy corner with Seventeen and after making your notes, the task will not only seem easy but a pleasant adventure.

DO not permit your hair to become unruly when the FRANCES BEAUTY SALON at 81 CLINTON AVE. So will give you a splendid OIL WAVE that will remain soft and pliable for an article. Main 3087.

WAVE back in King Solomon's days, pomaded the hair of Roman women in the time of Julius Caesar, and today the vogue for permanent waves is greater than ever. Let us show you what a neat job we can do with a clever product of the Flow of the Genesee. Whether it be long or short, we can give you a wave that will last. Call Stone 3014 for appointment.

FINE BATHS . . . for Beauty . . . Health . . . and days of pep. JANET JERGEN, at 42 East Ave., Suite 16a. Appointments . . . Open evenings by appointment.

WHEN making the Preserves and Jellies for the winter, it is a good idea to store some away in unusual containers. The idea being, a favorite fruit spread in fine type of container makes a very nice gift package.

NEWPORT HOUSE on Irondequoit Bay, will provide the place to drive to and the place to dine from. Excellent Steak and Fish dinners, with music and entertainment every night in the week. Reservations may be had for any number. Stone 3864.

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 cools the scalp during waving. Gen. 1830.

POINT PLEASANT on Irondequoit Bay . . . is the place where you may spend a truly pleasant evening. Steak and fish dinners, followed by dancing and a floor show every night in the week. You owe it to yourself to spend an evening here. Please call Cal. 370 for reservations.

THE next time you wish to serve pork sausage, why not try adding a dish of Apple Butter. It will do something to the sausage that will make it taste better than usual.

PERFECTLY satisfied you will be with a permanent from the HAYES BEAUTY SHOPPE at 41 Roth Street. Often times when the right touch is needed to complete your appearance, a GOOD permanent will do the trick. So this trick is very capably turned in the hands of Mrs. Hayes. Call Main 3014, please.

SPECIAL . . . at BELL'S HOME BAKERY, 500 THURSTON ROAD, you will find TARTS . . . SIX for 25c; from PRUNE KUCHEN . . . for 20c; homemade milk bread . . . 10c a loaf. Doesn't this sound good? Better ask Gen. 3604 and have yours saved for you.

DO . . . try a hair tint. It lights up one's face as if by magic. The MARIE BEAUTY SALON at 27 CLINTON AVE. So. specialize in hair bleaching, dyeing and tinting. Stone 3907 . . . 102 PRESENT BLDG.

SUPERFLUOUS HAIR Unwanted hair is so unsightly. It is not merely a case of endurance. When treatments from CHARLOTTE WHITE will remove it without pain, scars or use of the electric needle. Stone 3064, Suite 322, Cutler Bldg.

Fashion

NOW . . . is the time to select your new Fall Frocks for school. BETTY'S APPAREL SHOPPE at 504 No. Goodman Street, have MANY smart Fall frocks in Wools, Velvets and Crepes. And . . . hats too. All very reasonable.

A FEW crumbs of advice on the choice of your wools may not be amiss. You should brush your wool garments frequently, lay the nap in the right direction. Another way to take out wrinkles is to hang your wool garments on hangers over the tub and fill the tub with very hot water. If you have them in the right room for fifteen or twenty minutes, all the wrinkles will fall out.

FITZGERALD DRESS SHOP . . . 77 Gibbs St. . . . announces the arrival of new Fall dresses in Wools and Velvets. Prices are very reasonable.

BE . . . smart in a new Fall hat from GRIFFIN'S HAT SHOPPE, 154 SHERMAN STREET, off Lyell Ave. All the latest styles . . . particularly off-the-face type. Black, Brown, Navy, Vatican Purple and Rust. Felt and velvets . . . $1.45 and $2.95.

IF you are particular . . . go to the ANN CULHANE DRESS SHOPPE at 871 Lake Ave. and your special needs will be met with in smart new wool Frocks for Fall. Angora wools, plain or plaids. Velveteens, too. PERFECT . . . for the back to school wardrobe.

THIRTY days hath 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 brown and white check, trimmed with white grosgrain buttons and belt. It would be lovely too, in plain navy serial . . . a very good note would be two pleats in the skirt that assure plenty of walking room.

TREAT your new tailored suit to one of the classic sports shirts with long sleeves, full above the pointed cuff, and a button collar to match. A monogram on the pocket is a smart touch. It may be worn as a tuck-in or an outsider.

Crying In The Dark

Mu Eileen Leary

Chatter
I hate
And blasphemy;
Synthetic laughter
And mimicry;
But carpenters
Hammering all day long
Children
Crying
And the old school gong;
Bother me not
Or if, at all,
As a raindrop
On my garden wall.
Only a rude
Harsh thought
Unspoken
Has power
To leave
My soul's wall
Broken.

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, he fact remains that we do care. Mrs. W. W.'s letter reminds me.

Dear Eileen Leary,....

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.

This year the newly elected president is a woman who feels her social importance. She doesn't always bother to speak to everyone. I have watched her look away when she knew that I was coming near her. It rankles within my heart so much so that I have thought of resigning. I can't give loyalty to a club she runs.

What would you do if you were I?

Mrs. W. W.

I open a book to a page from "Tudor Sunset," a novel by Mrs. Wilfrid Ward. In the story a lovely lady-in-waiting to Queen Elizabeth is protesting to her friend, Lady Arundel. "Can it be my duty to fawn and smile and kneel to one who butchers saints of God and spills the blood of any of her subjects so lightly?" Lady Arundel replies in part, "The Queen is your rightful mistress, forget the woman—see only the queen." I close the book—see only the queen." I close the lic organization a Queen where we may forget the woman? I begin my letter.

Dear Mrs. W. W.,

What would I do if Madame President passed me by on the street? I would bow and speak. The story of "Aunt Nell" is a true and recent one. Coming home from morning Mass she walks rapidly and she talks rapidly. To each neighbor she says a cheery "Good morning." One day a woman with her exclaimed, "Why do you continue to speak to the Bartlett girls? They havent spoken to you in a month."

"Haven't they?" Aunt Nell replied in a surprised voice. "That's funny. I hadn't noticed it."

That, my friend, is Christian blindness.

Organization needs leaders. Some capable energetic women who work wonders with committees and programs (and profits) haven't an ounce of tact. Ofttimes a gracious and charming leader gets a trifle bewildered by her social status and her social recognition and she forgets the beauty of the virtue, humility. Someday she will awaken to the need for this missing jewel in her crown of leadership. Then, and then only, will she be all that a Catholic woman leader should be.

Until that golden day, Mrs. W. W., I would "see only the Queen." Catholic organizations are doing splendid work in spiritual, educational, and philanthropic fields. Enter into some or all of these with the thoughts of Smiles in your heart. It is written about man; it also applies to woman:

"Nor will the wise man expect too much from those about him. If he would live at peace with others he will bear and forbear. And, even the best have often foibles of character which have to be endured, sympathized with and perhaps pitied. Who is perfect? Who does not suffer from some thorn in the flesh? Who does not stand in need of toleration? — Of forbearance and forgiveness?"

Do not resign. Get a new member. A new member is not merely one more hand to be counted in votes or one more money contributer of dues; a new member is one more heart to beat in the stirring march of Catholic Action. The hearts are not on worldly parade. To them "their names in print" in papers is not the goal. To them their glory is to be in the pages of Eternity where names of those who serve their neighbor will blaze in charity's splendor before God.

God watches over the individual acts of charity as well as those acts done in the group of Catholic club members.

"Charity begins at home"—the girl or woman who has time for Catholic organizations should also have time to be cheerful and helpful at the tasks about the house. What merit would a Sodalist gain, for example, if she wanted only to serve on benefit bridge party committees and never wanted to help in drying the dishes for mother? No glory in dish drying—so she thinks. Perhaps she forgets that unseen secretary of God, the guardian angel taking notes.

Charity extends to the neighbors across the street and up the block. Why didn't Mrs. Waters ever stop to see old Uncle Tom who was cripple? There he sits on his porch in the rocking chair, day after day, as she drives by to the meeting of the club. His married daughter and her husband with whom he lives pay little attention to him. Visiting near there at one time I happened to call. He asked "Will you address these penny cards for me? I want to send for some seed catalogues. I like to look at them." He seemed so pathetic that I felt as though the charity in the world had shrunk to nothingness.

Oh, charity should extend all over the city and town. Any 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.

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 once; 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."

There is much good that you may do by continuing as a member in your Catholic organization. I know that you will do that. A happy and "rich in merit" year to you, Mrs. W. W.

"All the beauty of the king's daughters comes from within."

BEAUTIFUL
VOGUE DRY CLEANING
FROM 55c up
STORE & PLANT 527 MAIN E. — PHONE MAIN 800

Sodalists 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.

Bridge, five hundred and pinochle will be played. A prize will be awarded at each table. Refreshments will be served.

Arrangements for the party are being completed by Miss Sadie Fratis, Prefect, assisted by other Sodalists.

NEW M'CURDY 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 $150,000 and took six weeks of intensive work.

An open house was held Tuesday evening with a style show and inspection of the revamped store "Truly metropolitan . . . so friendly in appearance . . . representative of progressive Rochester," were the typical comments of the many visitors who thronged the store.

Realizing that tangled and crowded store traffic can keep shoppers from thier 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.

Counters between these cross aisles are low so that the entire length of the store is visible from the Main Street entrance. Walls are a pale yellow and the floor light stone composition, making the whole interior brighter. Indirect lighting and departmental signs in silhouette carry out the modernistic note.

Re-arrangement of counters permits grouping of allied departments. A novelty is the matched accessory counter which offers combinations of garments and the necessary accessories. A new budget millinery department featuring low price quality hats has been placed on the main floor.

Outstanding is the specially designed "perfume 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.

Coincident with the opening, the new display windows on Main Street were presented. Backgrounds in brown, tan and white point to the Fall trend of coloring in both men's and women's clothing.

St. Bede Is Declared Meteorology Founder

London (NCWC) — The current issue of Quarterly Journal of the Royal Meteorological Society contains an article by Cicely 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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NAZARETH ACADEMY UNIFORMS
Correct in all details, fine materials . . . 4 sets collars and cuffs.
$8.95

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

NEW

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

Chosen by the Sacred Heart Convent!
Eastwood's
CONVENT OXFORDS
They take all honors in value and smartness for school wear . . . or for grown-ups, too. Moccasin type oxfords in two tone brown leathers with solid leather heel and sturdy flexible sole.
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