Always — FAMOUS DANCE ORCHESTRAS

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One of the LARGEST STOCKS of new and used Golf ... Be sure to look our stock over before buying. ... taken in trade on new ones. Try us on your next ... We use the best of silk and lamb's gut.

AVENUE ROCHESTER, N. Y.

THE ABENDPOST

... delivered directly into the homes ... of the city and suburbs. It is a HOME NEWS- ... the large German population of Roch- ...

... Results

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"As One Woman To Another"

Habit is a glorious thing if used correctly. Take the habit of grooming. No matter how plain the woman may be, the persistent habit of keeping well-groomed may lead to worlds heretofore unconquered. THE LOUCHEUR BEAUTY SALON, 300 BURKE BLDG., 5 St. Paul Street, is as it should be, a haven of intelligently directed skill in the art of permanents, facials, manicures and all other branches of beauty technique. Climb the glorious stairway that can lead you out of mediocre looks to distinctive beauty. Main 2951.

Woman's selective power is a God-given gift. Lucky is Mi-Lady who is so endowed—naturally. Yet, how true it is that knowledge of the correct dress is born with some, others acquire it, and still others inspire it. Recognition of true value will come to the woman who has the penchant for the discreetly unusual, when she enters the shoppe . . . 1249 EAST AVE. To those seeking gowns of distinction, frocks for afternoon and street wear, an invitation is extended. Reasonable alterations free of charge.

Looking forward to hours of real living, friend reader, please pause on the threshold of your home and view with clear eye the rooms where you will spend so many happy hours, treasured ones, to tuck away in your album of memory. In mental perspective visualize its accessories freshened, add the comfort of a new sofa or a deep chair, hang fresh curtains. Then settle down prepared to spend delightful days of contentment and serene evenings by the fireside, in the reflection of your favorite lamp.

Furlong Decorating Studio
Interior Decorating
Main 5759 80 East Ave.

Among the souvenirs of time, none are held more dear to the heart of us all, than a portrait of our loved ones. A likeness of the babies, now grown up, or a loved face far away, will turn the blue candle flame of lonliness into a rose colored flame of joy—through remembrance. There is a real feeling in a room that has photographs, the renewing of old memories and a sense of something shared, comes with the sight of each one, like old friends being close by. One bargains, in a way, with time.

Bader 133 Clinton Ave. So.
Smith-Curray Studio Main 5475

Paths of adventure are many and varied and strange as it may seem, some begin in our own home. When you have experienced the thrill of operating a WHITE SEWING MACHINE from E. W. EDWARDS & SON, the only authorized WHITE AGENCY, and have achieved a successful bit of sewing, your enthusiasm will know no bounds. There are six reasons why this CAN be done: All electric, simplified threading, five-speed (150 stitches to 1,000 per minute, as you desire), 950 square inches top sewing space, insured permanent perfect timing (no skipped stitches). A WHITE for satisfactory results.

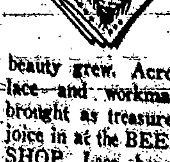
WHEN, after the concert you still wish to remain in the Metropolitan atmosphere, step across the street to the WAFFLE SHOP GIBBS STREET. Delicious midnight suppers served in a charming setting that will delight the "hungry, the beauty conscious" ones. They also specialize in luncheons, dinners and afternoon tea. Excellent service and cuisine. Inexpensive and unusual gifts, most suitable for Christmas are on display. Special arrangements for parties may be had by calling Stone 2741. A delightful Tea Room for any important occasion.

ONE WOMAN tells another many bits of intimate information . . . about who's who and what's what . . . to guide her as she goes here and there . . . shopping for this and that! Only unqualified quality . . . superlative service . . . practical prices . . . earn commendatory comment when Suzanne shares her shopping sidelights!

Suzanne

A lovely Lady soliloquizing on the subject of hosiery: "I must replenish my hosiery wardrobe. Hmm . . . "I DO want them to wear well. That means . . . 2, 3, 4, 5, thread weave, helps to determine the right ones for each occasion. The clerk will know the prevailing colors. Then I'll want ones with plenty of elasticity and reinforced heel and toe and horrors, I must watch out for rings. Now for the IMPORTANT question, where will I find hose to meet all these requirements. I believe I'll try the MERRILL HOSIERY SHOPPE, 79 Clinton Ave., So."

The beauty and warmth of the message which cold type does not convey is found in the hand written cards of FRANCES HUXLEY at McCurdy & Co. Correct social law decrees that hand written cards are very smart. Miss Huxley can very capably write certificates and diplomas for both the clergy and schools. Wedding invitations, place cards and correct calling cards, in any style desired. There is something intimate in a card written personally that weaves an aura of personality, that can not be distinctively conveyed in any other way. Miss Huxley's ability is unusual in a splended way and shows the touch of the artist.



FROM Italy, Switzerland, China and all parts of the world, out of the minds of the designer and the hands of the artist . . beauty grew. Across the miles rare lace and workmanship have been brought as treasures for you to rejoice in at the BEEBE ART LINEN SHOP. Lace, beautiful in Flat de Venice, and Pont de Melian. Luncheon sets and covers in handmade antique Mosaic, Chinese lingerie, handmade, and brocaded crepe. A home graced with the beauty of these linens grows mellow with the hint of the old world in the new. These at exclusive prices, form a compromise between beauty and price. 36 EAST AVE.

Be it ever so humble, there's no place like home. A palace or a cottage may be far apart in grandeur but they are closely connected by one common tie. Whether it ...

Is loving care or tasks imposed by duty, the burden of it becomes lighter in the use of the BUR-MER PRODUCTS. PERNET polish leaves the silver with a clean satin finish, also METAL polish for your cherished brass and copper and a FURNITURE polish of persuasive and preservative qualities. Last but by no means least, a spot remover, perfect for the cleaning of jewelry to any fabric. Others promise—Pernet performs. 183 St. Paul Street. Main 1386.

Delving into the beauty history of lovely ladies of long ago, a common law that carries the same theme throughout the many years, reads like a parable. The law of beauty is based on cleanliness, rejuvenation and preservation, these three, but the greatest of these is preservation. THE FERGUSON BEAUTY SALON . . . 340 THURSTON ROAD, derive great pleasure in helping you keep this law by serving you with permanents, facials and beauty treatments of unqualified merit. Permit them to do this for you and in so doing, beauty will take no intermission. . . Gen. 1630.

Like a haunting shadow in your hidden desires, weaves the "figure" of the woman you want to be. Take heed and remember, to-morrow may come too soon if today's figure foundation needs are neglected. The exclusive service of EMILY BUSHAY, French corsetierre, 300 BURKE BLDG., 5 St. Paul Street, retains and emphasizes the natural beauty of your figure and corrects any possible figure-faults. The beauty of a perfectly fitted figure is like a poem, it has rhythm in lines and as present fashions require inspiration, let the services of Miss Bushay be as a prelude to perfection in form. Stone 3662.

The "Open Sesame" that leads the way into Aladdin's treasure house is marked ART CRAFT SHOPPE & SALES INC. If the language of friendship and love may be translated in terms of the "GIFT BEAUTIFUL," its depths have been plumbed, in the exquisite, varied and complete display that awaits inspection. The most complete line of greeting cards in the city, the justly famous CHASE Chromium, Copper and Brass gift novelties, out-doing one's imagination, and a lending Library boasting the most recent good fiction available. A welcome as sincere as the beauty in this shoppe is here . . . for you.

980 Monroe Ave. Monroe 6208

ONE milestone in the life of a child that is marked with beauty that is akin to holiness, is the Sacrament of Confirmation. It is so important at this time that every detail of dress be perfect and in harmony with the beautiful simplicity of the occasion. CHILDREN'S HOUSE, 293 Alexander Street, a quaint place that holds the dreams of many a little lady's heart, excel in the correct Confirmation dresses for the children. The character of "Children's House" is such that it sends each little child forth with styles that bespeak of individual personality and smartness.

There is comfort in being able to spare an hour out of the busy day and relax and chat in the company of a friend. And isn't it true that this looked-for time is at the luncheon or dinner hour? In the delightful quiet and charm of the LOTUS TEA GARDEN, 48 East Ave., your hour awaits you. Delicious Chicken Chow Mein and other Chinese dishes that will appeal to the most jaded appetite. If, perhaps, you care to enjoy your Chicken Chow Mein at home, you may carry it in special containers.