AS ONE WOMAN TO ANOTHER . . .

By SUZANNE

WHITE lace set the perfect touch to your [illegible] ensemble. Gaynor's Hat Shoppe, [illegible] Ave., offers you [illegible] hats [illegible] the smart models [illegible] and sweet color in [illegible] for brides where bal[illegible] are the rule. Prices [illegible] and steals real val[illegible]

[illegible] Hale, who is [illegible] Remember Me?" at the Temple of Your First Love, Confirmation and Communion and Graduation are a photo[illegible] taken at the STUDIO of [illegible] 17 Gibbs Street. [illegible] enthusiastic [illegible] and skill of the [illegible]

[illegible] Angelica, the [illegible] known DeVer[illegible] Kensington [illegible] Rochester [illegible] Lake and Clifton [illegible] and [illegible] and nearly trimmed dresses (street length) in triple sheers and lace [illegible] to $19.95. Ask to see the good looking hosiery and millinery [illegible] moderately priced.

[illegible] Dresses, Suits and Coats [illegible] Lake and Clifton [illegible] and [illegible] and nearly trimmed dresses (street length) in triple sheers and lace [illegible] to $19.95. Ask to see the good looking hosiery and millinery [illegible] moderately priced.

FERGUSON BEAUTY SALON A good permanent is worth its weight in gold. Take the COOL-ART method at the FERGUSON Beauty Salon . . . 340 Thurston Road, for instance. The hair is left with a waave and shape that restores its former vitality. It responds to lasting deep waves and is given with no danger of burns or uncomfortable tiredness. Call Gen. 1630 for your appointment now.

W. J. DE MALLIE CO. Value conscious women will appreciate the display of summer wear at W. J. De Mallie Co. . . . 70 Main St. East. Cool Summer Prints, smartly tailored non-crushable Linens and the ever popular Silk Jerseys. The perfect all-occasion two-piece Suave-Cool Suits will intrigue your interest. Your inspection is invited.

CELIA WOLF HAT SHOPPE Versatility is a keen fashion. Your agreement will be spontaneous after seeing the exquisite GLASS bridal party HAT at the Celia Wolf Hat Shoppe . . . 67 Lake Ave. It is the charming little model shown here, which forms a vision with its lace of transparent straw, some of Celia's new and different. The attractive display of WHITE SUMMER HATS will be intriguing to models from the best New York millinery houses. $1.95 $2.95 and $3.95. Open Evenings.

ROCHESTER GAS & ELECTRIC After seeing them all you will agree with me that the ELECTROLUX REFRIGERATOR found at the Rochester Gas & Electric Corp. is a modern miracle. From a tiny flame of gas comes all the refrigeration you will need, providing you with dependable food protection and continued low operating cost year after year. No moving parts and absolute silence. Stop in and ask to see one of these models and learn why one of these in your home means convenience and comfort at a low cost. They may be purchased as low as $5 down. ROCHESTER GAS & ELECTRIC CORP. . . . 89 Gold Ave. . . . Main 3960.

SUPERFLUOUS HAIR Summer shows unwanted hair more than ever. Do you hesitate because of fear? You need not. Treatment Morris . . . 372 Culver Bldg., at 42 East Ave. removes it without the use of the electric needle, with no pain and no scars. No condition too serious for a successful treatment. Individual consultation. Terms to suit your convenience. Stone 3668.

T. H. COSTICH DRESS SHOPPE The smartest women who know the value of a smart hat by the quality of its features in her hand bag are at the dressing table. They are perfect for lunch, shopping, blending of shape and whether off cheeks call [illegible]

FITZGERALD BEAUTY SHOPPE Graduation Day is [illegible] opportunity [illegible] selection of frocks [illegible] MERRY ruffled [illegible] Dresses [illegible] 17 Rogers Ave. are [illegible] Lace and Chiffon [illegible] and [illegible] and nearly trimmed dresses (street length) in triple sheers and lace [illegible] to $19.95. Ask to see the good looking hosiery and millinery [illegible] moderately priced.

BARNARD, PORTER & REMINGTON You can work miracles when you paint your porch furniture and use QUICK-DRYING ENAMELS. [illegible] are easy to apply and dries in four hours [illegible] from Barnard, Porter & Remington [illegible] Water Street. Many delightful combinations can be developed to meet individual taste. Stop in and select your [illegible]

MATTERN'S HAT SHOPPE Take unto yourself a new hat from the summer display at the MATTERN HAT SHOPPE . . . 877 Clifton Arcade North, and wear it with sparkle and verve. There is every late model that you may desire featured in Taffeta, Felts and the ever popular large brimmed Leghorns. All models that are flattering and moderately priced at . . . $1.95 and up.

BROCKHAUS [illegible] call for [illegible] Dainty [illegible] our modes in [illegible] MANY enthusiastic comments have been [illegible] the new shipment of [illegible] Leghorns received [illegible] at the [illegible] Hat Shoppe. [illegible] Gerhardt, who is and select [illegible] this summer with a little [illegible] for all occasions.

MOST of the year we consider [illegible] a place to get REST. In summer it becomes a haven, a refuge and the more we have to leave the greater our peace of body and soul. Have you garmented in your favorite bath salts, oils and powders? Your purchases will declare much bigger dividends if you go just a bit wild and buy a really good brand and please let the scent of all be blended [illegible]

HAIR is noticeably a little longer and very, very sleek. Worn up and away from the face it lends an air of delightful freshness and vim to the coiffure.

HAIRTRUDE SHOPPE SALON at the Clarendon Arcade [illegible] Hair [illegible] Permanent Waves [illegible] 1100 [illegible] Gen. 1100 [illegible]

CULVER BEAUTY SALON An announcement from the CULVER BEAUTY SALON . . . 1356 Culver Road . . . beginning May 1st and continuing to June 1st there will be a special on permanents ranging in price $2.00 to $10.00. Your choice lies in some of the best permanents found in every budget. Call Culver 2981 and arrange for your appointment now.

LA PREMIER BEAUTY SALON Permanents of distinction depend on the artistry of your hair stylist. Why not arrange for an appointment at the La Premier Beauty Salon . . . 1310 Dewey Ave. and have your hair individually styled. Make your selection from JAMAL or ZOTOS (the perfect machine-less waves) or from machine waves ranging in price . . . $3.00 to $7.50. Call Gen. 4101 for your appointment.

KEEP your hair scrupulously clean. Hair frequently shampooed, brushed and combed, has more elasticity than untouched hair. With a little guidance from finger tips and comb, it will spring back into place. It goes without saying that brush and comb should be washed as often as the hair is shampooed. And don't forget the comb in your hand bag.

ELMA H. COSTICH DRESS SHOPPE New clothes act as a splendid stimulant and the selection that you make at the ELMA H. COSTICH DRESS SHOPPE . . . 1377 Culver Road, will do just that for you. Featured here are chic looking Romaine sheer crepe SUITS and one piece dresses in Powder Blue, Beige, Navy and Black. Also lovely printed Bemberg and chiffons, sizes 12 to 46. Ask to see the Lace Knit SUITS . . . $14.95. Quality merchandise at reasonable prices.

SMITH BEAUTY SALON Obtain your holiday beauty start by having a new permanent from the SMITH BEAUTY SALON . . . 6 Trenton St., off Plymouth Ave. South. Permanents featured here are of the best to be had with expert service and an excellent range of prices. The Croquignole permanents at $3.50 and $5.00. Also machineless at $6.00. Main 4902.

CART wheels are what you want to wear for daytime this summer and especially the natural straw ones. Tones are what you want to wear for late summer afternoons and informal dinners. Chiffon ones are particularly appealing, due no doubt to their softening influence on the profile.

EMBREY PRINTING CO. Wedding plans have a way of creeping up on you before you know it. Have you arranged for your wedding invitations? Call Culver 3257 and ask for a representative from the Embrey Printing Co. to call at your home and consult with you. The finest of workmanship and reasonable prices. Each order of 100 invitations with double envelopes . . . $4.50. Open evenings.

GLOVES are becoming more and more important because of the growing vogue for formality and elegance in our clothes. They are, next to hats perhaps, the most feminine gesture in our costume. So consider them carefully.

VAN HOUTEN'S Selecting wallpaper from the glamorous variety at VAN HOUTEN'S . . . 41 St. Paul Street, is a pleasure duty. Drawing in inspiration from Oriental, Old Colonial or the rarest of modern designs. Here is wallpaper whatever your taste may be. Step in and make your selection.

FASHIONS trend toward beach clothes shows an interesting departure. To be chic . . . be pictorial. Get some of the salty tang of the fishing villages into them. Tie over your bathing suit an enormous peasant skirt, ankle length. Or a fish wife's apron, knee length. Top your slacks with a big balloon blouse (tied tight at the waist with a draw string). Top it all with a huge colored straw hat.

OLDE HOMESTEAD Warm days of spring bring flagging appetites to every meal. The clever housewife knows the value of something different to serve. OLDE HOMESTEAD MARMALADE has a certain piquant flavor which attracts interest. Try it on hot breads, waffles, toast or use as cake fillings. Ask for a jar the next time you order at your neighborhood grocers.

YOUR handkerchief is as vital as your nosegay. The brilliant shades of color are cheerfully present. They are now to be complemented with the well accepted accent of a dainty colored linen dress or skirt, lively flashy with the all black linen [illegible]

Rochester Diocesan Council N. C. C. W.
536 Columbus Civic Center

Welcome and best wishes to the Catholic Press Convention!

• • •

"As Catholics, we say we must be prepared to meet this or that issue. This is true; yet if our purpose and our vision be thus limited we forget, or rather we never see, the great, pre-eminent truth, the deep-set, divine foundation. Whether we ever had any external work to do or not; whether we ever had any enemy or issue to meet or not, it would still be demanded by our Catholic faith that we be bound together by the bonds of Christian charity whereby we live with one another. We ought to be united; we ought to stand as one body, magnificent in our corporate unity, splendid in our united will, giving and receiving help and inspiration from one another, all animated by the one purpose."

Rt. Rev. Msgr. John J. Burke, C.S.P.

• • •

The quarterly meeting of the Board of Directors of the Rochester Diocesan Council will be held in Rochester, on Saturday, May 22, at 10:15 a. m., in Parlor A, Columbus Civic Center, Chestnut Street.

Following the Directors' meeting, a luncheon at 12:15, open to all, will be held at the Colonial Tavern, Chestnut Street, opposite Columbus Civic Centre. Rev. Leo C. Mooney and Rev. John M Duffy will address the meeting.

The afternoon meeting will immediately follow the luncheon, and is open to all who wish to attend.

Tickets for the luncheon are seventy-five cents, and may be procured from Mrs. Agnes Sedewick, executive secretary of the Rochester Diocesan Council, 500 Columbus Civic Centre; telephone Stone 1492; from Miss Ella Leary, 426 Hayward Avenue, or from the Deanery Presidents.

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The following are members of the Board of Directors:

President, Miss Cecilia M. Yawman, Rochester.

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Young Ladies' Sorralities, Mrs. Edmund B. Maloney, Elmira.

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Orphans Aid Societies, Mrs. Chas. L. Gerstner, Rochester.

Hospital Aid, Mrs. Henry E. Norton, Rochester.

Sacred Heart Leagues, Miss Mary G. McCormick, Ithaca.

Auxiliaries, Knights of St. John, Mrs. Margaret Kalb, Rochester.

Catholic Daughters of America, Miss Helen Dannahe, Canandaigua.

Rosary and Scapular Societies, Mrs. J. B. Sneehe, Elmira.

Altar Societies, Miss Mary O'Leary, Elmira.

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The monthly meeting of Rochester Deanery Council, which is regularly held on the fourth Tuesday, will be omitted this month.

To Mark Bishop's Jubilee At Wisconsin C.D.A. Meet

LA CROSSE, WIS.—The eighth biennial convention of the Wisconsin Catholic Daughters of America, to be held here May 8 and 9, will honor the fiftieth sacerdotal anniversary of the Most Rev. Alexander J. McGavick, Bishop of La Crosse. The theme of the convention will be "Today's Challenge to Catholic Women." Miss Mary C. Duffy, Supreme Regent of the C. D. of A., will be a guest and speaker.

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