

# AS ONE WOMAN TO ANOTHER

By SUZANNE

ADVERTISEMENT

**IT'S Mary's Fantasy Wear and Specialty Shop**... 621 Main St. W. that is the talk of the town for the new owner and the year older. Attractive baby burnings, blankets and crib spreads, duper bags, high top shoes, bath robes, etc., change and bed spreads and adorable dresses smart toys for girls' something new in outer uniforms... Mary's price tags are kind to your budget.

**QUAINANCE Shop**, 1496 Main St. are showing a new shipment of Westernland glass. Thousands are patterns in shades, tumblers, plates and handblown glass... Delia Robinson glass was in odd pieces to appear for gifts. Another happy find... Ply Wood remounted books to serve in the soft wood cover for Bridge parties, rump clippings, etc. on it down, oval pens, household memorandum and many other uses. Most interesting... Call and order for decorative purposes. Halloween parties for an instance. Cards for all occasions.

**AT TRENDAUS** fashion are the new dress and sport a coat of fur... 110 Brook Ave. Lustrous and beautiful in the wool and crepe in the shades, so flattering too. For the assurance of being correctly dressed in these busy busy days of autumn select a coat and dress from TRENDAUS' attractive showing. At TRENDAUS, 110 Brook Ave. 9-17 for your enjoyment.

**THOMAS F. Trott**... Invaluable in the evening trends... to make a rearrangement in advance or at least from the fact about tunnel service... Trott is ever ready to be helpful in giving full details of goods and services rendered... also prices for this service. You may call Stone 974 or call at 683 Main St. E.

**MARRIOTT'S Original French Dry Cleaners** are offering their deluxe services at prices you will welcome. Takes advantage of their cash and carry prices... call Gen 710... 414 Geneva St.

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**W**HIMICAL weather, being winds that fall day make the needs of the most in body building; to the ladder... The school lunch box is a concoction without plenty of 2 weight sausage sandwiches... Q how the children love them. So why digress, no waste any on the budget to Good for breakfast, dinner and their tops for the grow-ups for the midnight snack or cocktail party. Order 2 weight sausage and meat loaves for your teachers... Joseph at Keller St. Stone 974-42.

**T**HIRILLING to the feathery heart of the udigan sisters, so delightfully... the chilly Autumn days slip on, stumpy Joe, all colors and styles... "I'm wearing pure... Ah... where?" "Awww... Cop... Mass... E... opp... Ah... Have you ever tried the hair shop when in need of blowing, dyeing, cleaning or styling your hair? Perfect work guaranteed... natural out Stone 1918.

**T**ALKING is one of the fine Arts. It is the noblest, most important and most difficult to be an interesting conversationalist is a necessary to have a fluent command of words. What are the rewards of this accomplishment? You will have the background of culture and education. (Information, Mon. 1744.)

**I**NCREASINGLY popular is the Empire Furrier Co. 407 Park Blvd. No wondermen see women who we discuss burrs or tears in our outfits... Mrs. Hennrich's deft fingers do marvelous things in giving our garments a new lease on life that accounts for the tremendous praise constantly sent to her office by satisfied customers.

**D**ARCANGELO Art Studios... Buffalo, N. Y. Inc. Rochester Branch 46 Birch Crn. Monroe 3744. Specialists in church work. Estimates invited... no obligation.

Quix Set is the speedy waving lotion that makes women sing through their home duties while it dries. Under a dryer it cuts time to a startling minimum which is so desirable during the hot, sultry days. Many beauty shop patrons bring their home bottle of Quix-Set to the hair-dresser. After a permanent wave Quix-Set and its emulsified, protective oil, softens the hair and leaves it gleaming with a high healthy gloss. It is soothing and quite often beneficial in its action on the hair and scalp.

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**LIKLY'S** 271 MAIN ST. E.

# WOMEN'S WORLD

## Diocese Pays Respects To Sister Marcella

(Continued from Page 1)

the life Academy for girls and the building of a much needed addition at the Academy. During the summer months Sister had planned the 1939-40 semesters. Life-long devotion. Practically her entire life was wrapped up in her beloved Nazareth Academy.

### Sister's Reply To Teachers

In response to the message of "good wishes and fervent prayers" sent by the Diocesan Teachers' Institute to the late Sister Marcella on Friday night the answer given by the Rev. John Duffy, superintendent, Catholic Schools, Diocese of Rochester, who presided at the Institute. Sister Marcella dictated the reply to Nazareth Academy convent, 165 East Ave. on Friday, Sept. 13. Her letter stated:

Dear Father Duffy: I am deeply grateful for the good wishes and fervent prayers of the teachers of the thirty-sixth Diocesan Conference. There were only two from which I was absent. I would send them all my love and grateful appreciation of their goodness to me when I had responsibility in it and their kind and cordial friendships since. To Bishop Kelly and to you I am deeply grateful and send you my loving greeting. I hope that this conference, so beneficial to the teachers, will continue through all the years to come. Sincerely yours, SISTER M. MARCELLA

**ROCHESTER DIOCESAN COUNCIL**  
National Council of Catholic Women  
Office: 536 Columbus Civic Centre, 50 Chestnut Street

The fall meeting of the Rochester Diocesan Council, National Council of Catholic Women, was held at Columbus Civic Centre Friday, Sept. 13. Reports were heard on help given during the summer to the work of Religious Vacation Schools, to the National Organization for Decent Literature, and on various summer activities of our affiliated organizations. Mrs. Willard Wakefield was elected to the office of Assistant Treasurer of the Diocesan Council. A special appeal was made to our members for their interest in the Catholic Conference on Industrial Problems, which immediately precedes our own Diocesan Convention. The Conference is sponsored by our beloved Bishop, who has directed it as "A Traveling School of Social Thought." We must realize that any program of the National Catholic Welfare Conference is our program. The Conference takes place Sept. 23 and 24, and will bring to Rochester outstanding leaders of Catholic social thought. Read about it in today's COURIER. Our own Diocesan Convention, which is our tenth, will be held at Hotel Americana on Wednesday, Sept. 25. Reports of our Diocesan and Diocesan Presidents and of our affiliated organizations will shed light on Catholic activities in the diocese, and it is hoped, encourage us to greater effort. During the morning meeting we shall hear reports from Miss Frances O'Brien, the young girl we sent to our Women Workers' School in Washington this summer—an achievement in which we take great pride. At the afternoon luncheon at 12:15 we will have greetings from Deans and District Presidents, followed by a message from the National Council Headquarters given by Miss Lina E. Braxette, Field Secretary of the Department of Social Action, N. C. W. C. The address by His Excellency, our Most Reverend Bishop, will be an incentive to greater interest in Catholic action during the coming year. At the afternoon meeting, reports of Credentials, Nominating and Resolutions Committees will be given. Election to the Board of Directors of a delegate-at-large from the following organizations will follow: Parent-Teacher Associations, Catholic Women's Union, Daughters of the Most Holy Family, St. Vincent de Paul Society and Ladies' Catholic Benevolent Association. Singing of the Te Deum will close the Convention proper. The Board of Directors will meet immediately after this to elect Directors.

### ONE PATTERN

By Lucia Mallory

It did not fall, she simply passed with average grades. Joyce was contented in school until her mother began to nag her and urge her to do better work. The child was kept in from play and made to study after school. She was scolded because she brought home report cards with grades 3 instead of the 1's her mother thought she should be able to attain. Every one could see that the little girl was losing her happy disposition and becoming conscious of inferiority.

### Foman's Remodel Fashion Shops

Foman's Remodel Fashion Shops today announced its opening tomorrow of its remodelled second floor fashion shops. Described by the head of the store as a "forward step in modernization in line with a program begun a year ago." The shops, which include a new accessories department, a new coat shop, new shop for moderate priced dress, new hat and sports clothes shop, are the culmination of a month of intensive planning and effort Mr. Foman said. Cost of the remodeling project was not disclosed. Rochester labor was employed almost exclusively. The remodelled fashion floor provides a steady in harmonious contrasts. Almost-hidden lighting gives a daylight effect without glare. New features include an exclusive millinery shop, an accessories shop and fitting rooms. Although a consulting architect was employed to supervise technical details in the new layout, most of the ideas for design and arrangement were furnished by Foman employees. After months of study, a store official said.

# EDUCATOR LAUDED N.C.W. CONVENTION

## Oldest U. S. City Celebrates



Participating in the celebration of the 50th anniversary of the founding of St. Augustine, Fla., the nation's oldest city, were left the night Mrs. John W. McCollum Gainesville, Fla., national president of the National Council of Catholic Women, Francis P. Mackey, C.M.B.A., Supreme Knight of the Knights of Columbus and Agnes C. Regan, Washington executive secretary of the N. C. W. A pontifical high mass was celebrated September 8, by the Papal delegate, Archbishop Amleto Giovanni Cicognani. (N.C.W.C.)

### Tributes To Sr. Marcella

Among the many sincere tributes expressed following the death of Sister M. Marcella, distinguished principal of Nazareth Academy were the following:

From His Eminence, Bishop Keeney: In the death of Sister M. Marcella, the Diocese of Rochester lost one of its great personalities. Sister Marcella has given her life for over half a century to the development of fine Christian womanhood. She has created the Nazareth Academy, the finest of its kind in the United States. A great statement once said, "give me the training of a nation's mothers and I care not who makes its laws." Sister Marcella lived and worked to give the world a generation of noble women. The world is richer for her presence, and her departure is a serious loss to all of us. God rest her noble soul.

### College Dean In Tribute To Sister Marcella

By SISTER M. TERESA MARIN, Dean of Nazareth College

One of the greatest gifts of the handiwork of God is a strong, admirable personality. Such a personality was Sister Marcella, who on Tuesday closed a long life of service as an educator and builder of human character. Sister Marcella was born and reared in Auburn, N. Y. She entered the Community of the Sisters of St. Joseph at a very early age and has ever since been identified with the progressive work and the strong moral and spiritual influence of the sisterhood in the City of Rochester and far beyond it. Whatever the thousands of women whom her influence touched have made her home or established business or professional relations, the mark of her spirit and character is reflected. Sister Marcella was a great educator for she had a great soul and she had the peculiar gift of coming close to the hearts and lives of people. She had clear insight and a sure mind. She was sensitive to human values and stood for things that were wholesome and worth while. Her ready understanding of situations and conditions gave her a remarkable power of satisfying while she corrected and made the proper adjustments. She will be remembered by her treatment of quality of justice. An Able Educator. The office of principal of Nazareth Academy was held by Sister Marcella for over fifty years, during which time she directed the growth and progress of that institution. She saw it expand from its small beginnings on Jay Street to the fine establishment on Lake Avenue recently completed under her direction, now serving fully the educational needs of a thousand girls. Her competence as an educator is fully attested by the wide reputation which Nazareth Academy has always enjoyed for its high standards of intellectual and moral training and its ready adaptation to the educational, social and spiritual needs of our changing times. Through her close and friendly relations with the State Education Department from the beginning of her professional career, and through the prominent place she held in the educational world, Sister Marcella was a well known figure in the educational life of New York State. She was deeply interested in new movements and trends and was ready to modify methods or procedures as recommended by further efficiency and richer promise. True American. Sister Marcella always maintained a vital interest in the life of the Community and in civic matters generally. Her own understanding and appreciation of the blessings of our great democracy impressed itself upon the thousands of students under her care and kindled the same devotion and loyalty to the great principles of the American way. Sister Marcella was an impressive person. No one meeting her, easily forgot her. She had broad interests and her personality was always impressive and was sometimes misleading. There was a fine simplicity in her whole way of life, and it was easy to arouse her interest, especially in people. She was delightful company, and could be exceedingly gracious. She loved integrity and nobility, and matched both in her own soul. She was high spirited and had a fine pride, which was most apparent in what concerned her students and alumnae. Her fine feelings, easily provoked, equalled her delightful courtesy, as every one of her girls will long remember. Her great respect for her students from first to last was always apparent, especially when she addressed them in public or in private. Sister Marcella was, with all a great teacher and a great Christian gentleman. Her fine instincts and the rich fruit of her life work will be long remembered. May she rest sweetly in the light of God's presence.

### 6,000 Attend Quebec Catholic Action Meet

QUEBEC—Six thousand young people—2,000 youths and 3,000 young women of 65 parishes and 3,000 of the National Council of Catholic Women, attended the annual congress held here. Cardinal Villeneuve was a speaker at a rally held in the arena.

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