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AT OUR HOUSE

By MARY TENLEY DALY

There has been a change in the telephone service at our house—a change for the better, of course. Because that is the only way it could go.

For a long time there have been long, loud complaints—maybe you have the same thing at your house. Somebody would call for the head of the House. "Sorry, he's not in," one of our so-called secretaries would say. "But I'll be glad to take a message for him."

That politeness was a decoy, leading the unsuspecting caller to believe he was dealing with a responsible person on the other end of the line. Not so. The man would carefully spell out his name and give his telephone number. . . . Three days later he would call again and get the head of the House this time.

"Say, what's the matter with you? Why didn't you return my call?" the man would ask. "I left word with one of your secretaries."

So the head of the House had had to come across with profuse apologies. He has missed business appointments. Pat has missed dates and lost out on baby-sitting assignments. And I've undoubtedly lost friends and alienated people.

THE GIRLS ARE always filled with remorse, of course, and firm purposes of amendment—until the next time. Oh, they would write down the messages, all right, with good intentions—but the paper would be mislaid or turn up in the washing machine when the particular blouse they were wearing went to the wash.

One such faded-out message read: "Smith, Tom, Friday."—in Markie's handwriting.

"Yeah, I told her you'd come, Mom," she said. It was then Monday noon.

"Last Friday or next?" I asked. "And what Smith?"

"Gee, I don't know. How many Mr. Smiths do you know?"

I knew a good many—and none well enough to ask, "Did you invite me to your house?"

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Holdup Experts Take Over Phone Service

By MARY TENLEY DALY

for tea on Friday, and which Friday?"

So it went until Johnny began putting on an intensive campaign for magazine subscriptions. Every telephone call meant a possible sale, and every sale a commission.

The old efficiency expert didn't rely on appeals to reason and consideration for others, as the rest of us had done, or in mechanical aids, like tied-on pencils. His approach was as modern as tomorrow, as old as human nature: he showed them what they could get out of it.

"THERE'S A dime for every message that results in a sale," he stated simply. "And when they ask for Mister Daly don't take chances—they might mean me, so take down the number, just in case."

From that moment on our telephone troubles were over. Business booms, calls pour in and the girls are piling up dimes at a great rate—seeing to it that their employer not only gets the message but that he follows it up and makes the sale.

Markie even got a sale on a wrong number. The man at the other end found that he had dialed the wrong exchange, apologized and was about to hang up—but Markie kept him talking.

"I thought you wanted to buy a magazine subscription from my brother," she said. "He sells 'em and we take the orders."

"Well, now, what does he sell?" the man asked.

"All magazines," Markie promptly replied. "Suppose I have him call you?"

The man bought a magazine and Markie got her dime—.

Even 4-year-old Virginia wants to work for Johnny Moneybags.

"I'll watch for Billy Evers every morning and tell you when he honks, Johnny," she offered, "and you can give me a money."

But that, the efficiency expert decided, was carrying the hold-up game a little too far.

2 Casts Chosen For 'Jane Eyre'

"Jane Eyre," a romantic drama of the mid-nineteenth century, will be presented by the senior class of Our Lady of Mercy High School Nov. 2 and 3 in the school auditorium. Carol Kesselring and Shirley Lorenz will portray Jane on alternate nights, heading a large double cast.

Aquinas students will fill the five male roles, with Charles Swabach as "Mr. Rochester," Betty Brauch and Virginia Carfuto will portray "Mrs. Fairfax," the housekeeper of Northfield Hall.

"Adele Varens," ward of Mr Rochester will be enacted by Joan Walsh and Ann Salemi. Patricia Hedges and Elizabeth Langie will play "Lady Ingram," a dowager, whose daughter, "Lady Mary" will be seen in the persons of Joan French and Jacquelyn Smith.

Others of the cast include Carol LaDue and Anne Gaver as "Lady Blanche," Joan McCormack and Mary Kennedy as "Nora," an Irish maid, and Eileen Doyle and Gertrude Hynes as "Grace Poole." Another servant.

2 Casts Chosen For 'Jane Eyre'

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A Princess



Arriving for enrollment in the post graduate school of the National Catholic School of Social Service, at Catholic University of America, on University scholarship, is Princess Eleonore von Bayern, grand daughter of the late King Ludwig, III, last king of Bavaria. She served with the Hungarian Red Cross in a field hospital during World War II.

Catholic-Backed Party Leads Austria Vote

Vienna -- (RNS) — Communists got only four per cent of the total vote in Austria's parliamentary elections, which saw the Catholic-backed conservative People's Party win about 46 per cent of the ballots.

The unofficial final popular vote was: People's Party — 1,044,649; Socialists — 1,620,508; League of Independents — 487,783; Communists — 174,257.

The election results underscored the fact that less than a month ago Austria's Roman Catholic hierarchy issued a decree declaring it was "mandatory for all believers to vote as Catholics against an anti-Church leftist dictatorship." By implication, the decree ordered Catholics to vote for Chancellor Leopold Figl's People's Party.

At that time, the bishops emphasized the importance of the elections by saying "the decision is either democracy and freedom of religion or an anti-Church leftist dictatorship."

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Youth Parade Big Bench for Your Blues

By MARY SULLIVAN

Did you know that . . . if you inhale steadily for 15 minutes without exhaling once, your head will touch the floor behind you?

Or if you are accused of holding a baby as if it were a golf bag, you can always redeem yourself with the excuse that you are only giving the child exercise so that he'll develop symmetrically?

Well fancy that! Why I never would have guessed! Yesterday and every word of it's true—as true as anything can be that falls from the giggle-provoking pen of the late Robert Benchley.

BENCHLEY was one of those delightfully happy fellows whose vocal cords impulsively wanted to yodel "Ha-ha" every time they were caught in a draught.

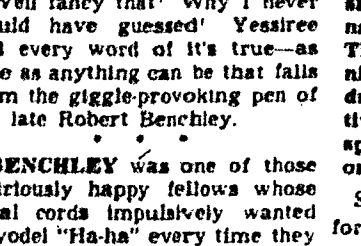
Probably figuring that he'd look rather pitiful walking down the street tittering convulsively to himself, the Big Bench sat down and wrote off one crazy essay after another until pretty soon he was laughing, and what was best, the whole world was clutching its sides and laughing with him.

Humorist Benchley chuckled his way off this mortal earth about four years ago but he left us all with the amazingly simple commission to become Masters of Mirth. Making people happy was his Big Business and he considered his role as the man behind the "laugh" as the real privilege it was.

THERE ISN'T a soul living who wouldn't rather let go with a good hearty horse laugh once in a while than be seen secluding it around with a face as long as a horse. And certainly everyone prefers using his sleeve to hide a few giggles than to blot a few tears.

If you're the proud parent of a chronic disposition, either buy a crib or a compass so that there will be no danger of your getting out on the wrong side come morning.

Once out of bed, you can either play the part of the lively soul who acts as if she got up and did the family wash before breakfast or of some straggly old rag



that was in the wash and never quite made the clothesline.

TOOTHPICKERS are indispensable when it comes to giving your eyelids that awning effect. And speaking of lifts, let's never underestimate the power of our voices to be human elevators for those we meet.

Nor are all the moons and groans residing quietly "six feet under" at the local tombstone parade grounds. You never know when you're going to come within sounding distance of one of those professional martyrs who are eternally "feeling mighty low." They let the atomic bomb annihilate them before it's even dropped and they feel positively undressed if they aren't sporting a fashionable worry or two.

So maybe we didn't know before but we all do know now that . . . you don't need Jack Benny's violin music or Bing Crosby's nags to put mankind on a "merry" go-round. . . . All we have to do is unbend, let go with a little warm cheer and reach for the most rewarding blessing there is—the inner satisfaction of reproducing a glow in someone else.

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AND RECOMMENDATIONS . . . TO ALERT SHOPPERS!

With the first leaves fluttering to the ground ladies' fancies turn to the new fall fashions. From the best Rochester shops we hear that the new fall trends favor taupe blue, autumn brown, classic tweeds and rusty reds. Tailored models for the career girl are here again. Jackets are made extra long or waist-hugging with a poppin. Trim skirts are widely gored.

For the "just right" shoes to add that certain something to the autumn ensemble there are lovely foot fashions in calf-skin. Smooth or tweedy, these shoes are born and bred for woods.

Revived in the 1930s cloche hat. It's head-hugging comfort is just the thing to accompany that camelhair coat.

VAL MATES, SCHOOL OF DANCING, 62 East Avenue, offers private and class instruction in accord with artistically modern methods from elementary to professional grades.

For that diamond of life-long remembrance see D. E. COVILL, 9 Seneca Arcade. Gleaming diamonds set in platinum or white or yellow gold to suit any taste are priced from \$50.00 to \$5,000.00.

Featured in the Bulb of the Month Club's Introductory Membership offer are five professional Lily of the Valley bulbs. Denmark imports these bulbs and guarantees to blossom within 3 weeks. With the bulbs comes a handsome folder of Copper Colored Styrene and an ample supply of potting moss. For further information write SHOPPER'S COLUMN, COURIER-JOURNAL, AL, 35 SCIO STREET.

The latest word from MAD-ELON FURS of East Avenue is that now is the time to purchase that beaver, mink or let out muskrat coat. Skins are up in price but present values will continue until stock on hand is exhausted. For the jacket of your choice or that luxury look coat see MAD-ELON FURS — NOW!

Hats — hats — hats!!! The individual styling of the originals at BEATRICE HITTLES, INC., 144 East Avenue, give any fall costume that "topping" of perfection. Millinery made expressly for you is a promise to always add that chic touch whatever the occasion. See BEATRICE HITTLES for hats for tea or town.

It's ALVERA SARSON, SCHOOL OF DANCING, 19A Main Street E., for ballet, tap, toe and Spanish with castanets. Earle Lynne, formerly of New York, Chicago and made expressly for you is the Hollywood instructress in the latest ballroom steps while Wayne Van Buskirk expertly directs tumbling and unicycling.

Mosaics are little known in America. While browsing through the shops we found precious mosaic scatter pins — hats are just the thing according to the pocketbook. These lovely little pins are the work of the master craftsmen of Florence and the intricate patterns are worked out in tiny glittering pieces assembled by hand.

CLARA PALMER OLIVER, 45 Clinton Avenue N., is the shop at which to have your hair styled. The new short cuts are just the thing according to the experts. Why not phone today for an appointment and give yourself that long deserved lift. Remember it's CLARA PALMER OLIVER for the styling that will be personally "you."

We always know it's fall when we see the first lot of jewel-tone cranberries in the market. Try them for dessert with cling peaches in yummy "Peach Dumplings with Cranberry Sauce."

2 lb. for 32c. For those after school and bedtime snacks it's Nestle's Milk Cocos for delicious hot chocolate. 2 lb. bag, 88c; 5-1 oz. packages, 10c.

For your spices, nuts and provisions visit the ATLANTIC SUPPLY HOUSE, 300 Main E. This week it's nutritious rice for those family favorite recipes. Fancy long grains, 2 lb. for 31c; plumb short grains, 2 lb. for 27c; and the ever vitamin packed natural brown rice priced at

Cabbage, apple and raisins are well-known favorites for salads these fall days. For special accents add a little thinly sliced green onion and some chopped almonds. If you're pressed for time, toss the ingredients for "Dutch Salad" with your favorite store-bought mayonnaise instead of cooked dressing.

For further information on food suggestions address requests to SHOPPER'S COLUMN, COURIER-JOURNAL, 35 SCIO STREET, ROCHESTER, NEW YORK.

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