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AND RECOMMENDATIONS... TO ALERT SHOPPERS

Everyone loves a good brush—for clothes, for hair or for
makeup. This week we found a powder brush that looks
like a modern work of art. It's a real beauty. The handle
is made of the finest wood and the bristles are the best
and the color you're used to your face. They are found
in the best cosmetic counters everywhere.

For the man in your life, husband or best friend, why not
start shopping right now for Christmas. There are found
instead of the usual "stocking" brush. It's a real beauty.
The handle is made of the finest wood and the bristles are
the best and the color you're used to your face. They are
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them at 50c each. It's a real
beauty. The handle is made of
the finest wood and the bristles
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found in the best cosmetic
counters everywhere.

**National NFCCS Aide
Speaks At College**
At the Student Hour this afternoon, the student body of Nazareth College heard J. Patrick Cotter of Caritas College, Buffalo, National Chairman of the Fund Raising Campaign of the National Federation of Catholic College Students talk on the "Overseas Service program of the NFCCS."
Nazareth College is an active member of NFCCS and during the past few years has made substantial gifts of money, clothing and books through this organization to students in foreign countries.
The national organization is planning an intensive campaign this winter - to furnish aid to their fellow students abroad in a spirit of Christian charity.

AT OUR HOUSE

The annual drive is on for subscriptions to the diocesan Catholic paper way at our house a day every other Catholic home.
When Eileen, Marie and I from school, they grabbed apples and cookies and were on their way to spread the Catholic press up and down our street. While they were gone, the door bell rang and a freckle-faced ten year old stood on our front stoop.
"Good afternoon, ma'am," he beamed. "Isn't this lovely weather?"
"Yes, indeed," I answered. "It certainly is."
"You look like the sort of person who is fond of children."
"Yes, I am."
"And I imagine you enjoy good reading too. Don't you, ma'am?"
"Yes," I said again. "And is there something I could do for you?"
"Now that you mention it," he spoke in breathless, headlong fashion, "there is. It is not only for me but for yourself and your whole family and since you are fond of good literature I am sure you will be interested in subscribing to this fine paper that will give you hours of good reading every week for an entire year and that will save you money at the same time since it saves you more than two dollars a year when you take it by the year instead of buying single copies and you would be sure of having it delivered promptly and you could use that

Daily Dally While Jimmy Makes Sales

two-dollars for anything you want for two dollars extra and you can pay by cash or you can make a check and I have the receipt right here in my old hat and you'll be all set. O.K."
At last he paused for breath and grinned up at me with that contagious semi-toothless smile.
"I'm sorry, sonny," I explained, "but my own little girls are selling the same paper. Good luck to you anyway... and by the way, where did you learn to talk so well and so fast?"
"I studied it," he said seriously. "My big brother has a book on Salesmanship. It says get the prospect to say 'yes' three times and your sale is almost made. Then you give 'em the business and don't let 'em get in a word till you come to the end. By that time they're used to saying yes - and you've got 'em! See?"
"Your book was a good one," I said. "You almost had me - and if it hadn't been for my children, it would have been a sale."
"Well, thank you anyway for letting me practice on you."
HE WAS SUCH a cute little fellow I watched him go across the street and call on a Jewish family. He stood in the doorway. I watched Mrs. Goldstein nod yes and smile, saw her nod yes again and beam that would be the one about children, then nod yes again... Two minutes later Mrs. Goldstein was opening her pocketbook and little freckle-face was writing out a receipt and on his way to the next house - also non-Catholic.

Frank Leahy Sees Marriage As Vocation

Notre Dame, Ind. - (NC) - Frank Leahy, famed football coach at the University of Notre Dame, told students attending a weekly institute on Christian Marriage as the university to "start working to improve yourself right now to receive the great sacrament of Matrimony."
Speaking on the topic "Christian Marriage, a Providential Vocation," Mr. Leahy said the word "vocation" is the most misunderstood in the English language. "Everyone has a calling from God to do some good in the world, but we do not think enough about it," he said. He also emphasized the importance of forming proper habits, saying "there is no more valuable human being than one who has nothing habitual other than indecision."

Youth Parade Doff That Periwig, Old Girl

You fellows and gals better beware, because all "Little Devils' Day is only a few feet long. It's only a few feet long, but it's a long time to be a devil. The boys of soap and paring knives that have been magically vanishing your pantry drawers will soon be wielding by a masked horde of pint-sized devils like your younger brothers and sisters.
Most of us would be adults have wistfully given up the treat you'll be sorry for, but we can still clown up and go to parties as Marie Antoinette before the guillotine or King Kong.
The only thing we have to tuck into our costume pocket is a calendar to remind us that, when Halloween's over, the pretending's over so off with the false faces.
IT'S STRANGE how so many people do fall hopelessly in love with masquerading and long after the pumpkins have been made into pies, are still trying to be what they aren't. False faces are great for Halloween and they certainly do look funny, but when we try to do them as permanent fixtures, they begin to fray at the edges and hairline cracks form around the eyes.
The most wonderful thing any of us could ever try to be, we already are - our own individual selves, just as God made us. When you're you, and I'm me and we're we, none of us need to worry about when the show goes on. People like us any way as long as it's natural and genuine.
If you're the bubbling brook,

School Equipment

Dyersville, Iowa. (NC) - The new \$350,000 St. Francis Xavier School now under construction here will have installations for television and audio-visual education among its up-to-the-minute equipment it has been announced. The school is to be ready for use next September.

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Nazareth Sets Cap And Gown Rite

Investiture of the Freshman Class in Cap and Gown will take place Friday afternoon, Oct. 28 at 2 o'clock in the college auditorium.
The Most Reverend James E. Kearney, D.D., Bishop of Rochester, will be present for the ceremonies and members of the religious and lay faculty will join in the procession of the student body and will occupy places on the stage.
Caps will be presented to the Freshmen by Sister Rose Angela, dean, and Lois Griner, president of the Undergraduate Association, reads the names.
The traditional ceremony will close with a talk by Bishop Kearney on the significance of the cap and gown in university tradition.
The student body will sing several numbers as part of the program, including the Te Deum and each class will sing its Class Song. The College String Ensemble will play the processional and recessional, as well as several other numbers.
Oppose Mercy Deaths
Denver (RNS) Protest ant. Roman Catholic and Jewish leaders here voiced opposition to a proposal urging "mercy deaths" for mentally defective persons. The proposal was made by Milt Andrus of Pueblo, a member of the Colorado State Planning Commission.

Mercy Sister To Aid State Regents Board

Sister Mary Beatrice of Our Lady of Mercy High School has been appointed to a New York State Education Department committee by the Board of Regents, she learned this week.
Sister Beatrice who is head of the history and social studies department of the Blossom Road girls' school will assist the State Education Department in preparing examinations for January, 1950.

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