

Get it at **DAW'S**

Annual  
**1/2 Price Sale**

**DESERT FLOWER**  
HAND AND BODY LOTION




Large 8 oz. 2.00 size  
**NOW! 1.00**  
PLUS TAX

The beauty event women wait for every year, to stock up and save... save... save!

It's the petal-pink lotion with the "heart" of lanolin to soften, tone and restore moisture to dry, chapped skin.

P.S. 4.00 16 oz. size plastic squeeze bottle...only 2.00

**THE PERMANENT THAT CHALLENGES THEM ALL...with patented 1/3 oil creme base!**



Millions of permanents bearing the famous Multi-Tonic name have been given in beauty salons at up to \$20. Millions more in homes!

Formulated by specialists with nearly 30 years of professional beauty salon experience!

Patented 1/3 oil creme base gives you prettier, softer curls that last and last! Waves deep down in as little as 10 minutes!

Customized for all types of hair—  
**SUPER • REGULAR  
GENTLE • BLEACHED OR  
DYED • SILVER-GRAY  
CHILDREN'S PERMANENT  
PICK-UP PERMANENT**

**Cannon Stockings**  
all nylon



Always fit beautifully!  
Always wear beautifully!  
Every skillful stitch,  
size, shade, sheerness  
must be Cannon-perfect,  
Cannon-consistent—  
to earn the trusted  
Cannon label.

**79¢**  
**99¢**

To be sure of wear, fit and beauty—  
get Cannon Stockings at

Sensational "2 for 1" Offer!

**NICE-CLEAN**  
Moist Towelettes for face and hands



Anywhere, anytime... you're daisy-fresh and breeze-cool with this folded, kerchief-size towelette saturated with a mildly fragrant, mildly astringent, remarkable skin-cleanser. Fits pocket or purse... refreshes immediately, dries instantly, leaves skin soft and smooth.

Needs No Soap, Water, Towel  
Ideal for removing dirt, grime, make-up. Perfect for picnics, cook-outs, sports, etc.

**2 for 100**  
(40 PACKETS)

the first  
**Push Button Home Permanent**

**new push button**

**Lilt**



ONLY **\$1.98** plus tax

**DAW'S DRUG STORES**

OPEN EVENINGS AND SUNDAYS



**Pastoral TV Call**

Father Gerald Appelby of Sacred Heart Cathedral will be seen on WHEC-TV, channel 10, Monday through Friday, Sept. 24 to 28, at 7:55 a.m. in a recorded "pastoral call" for your early morning inspiration. Photo shows him in front of TV cameras during recording last week.

**Father Farrell Named To Villanova Post**

Villanova, Pa. — Rev. William E. Farrell, O.S.A., a former Naval Officer and a member of the faculty for the past six years, has been named Assistant to the President for Development at Villanova University.

Father Farrell was born in Rochester. He attended St. Augustine's School and graduated from Aquinas Institute with the class of 1942.

Father Farrell's appointment to the newly created administrative post was announced today by the Very Rev. John A. Klekotka, O.S.A., University President.

GRADUATED FROM Villanova as a lay student in 1945. Father Farrell assumes direction of the University's multi-million dollar fund drive which was inaugurated in 1953.

Rev. Francis X. N. McGuire, O.S.A., former President of Villanova, launched the program which was designed as a twenty year project. Rev. Edwin E. King, O.S.A., directed the fund drive last year. Father King has been reassigned to the administration of the new Augustinian College in Miami, Florida.

Father Farrell graduated from Villanova as a Naval Midshipman with a Degree in Civil Engineering. He was commissioned a Naval Ensign in November, 1945.

Following his separation from the service, Father Farrell worked as a civil engineer for several years. In 1950 he entered the Augustinian Order to study for the priesthood. He was ordained five years later in Washington, D.C.

He was assigned to the faculty at Villanova in 1956 following graduate study in Physics at Catholic University in Washington. At Villanova Father Farrell first served as Assistant Chaplain in addition to his regular teaching duties as an instructor in civil engineering.

For the past two years he has been faculty advisor to the Villanova Alumni Association and last year served as Dean of Student Activities.

His appointment as Assistant



FATHER FARRELL

to the President for Development places Father Farrell in one of the University's most challenging assignments.

Villanova's enrollment following World War II has risen sharply and continues to grow. This year more than 1200 freshmen were admitted providing the institution with a record undergraduate enrollment and its largest first year class.

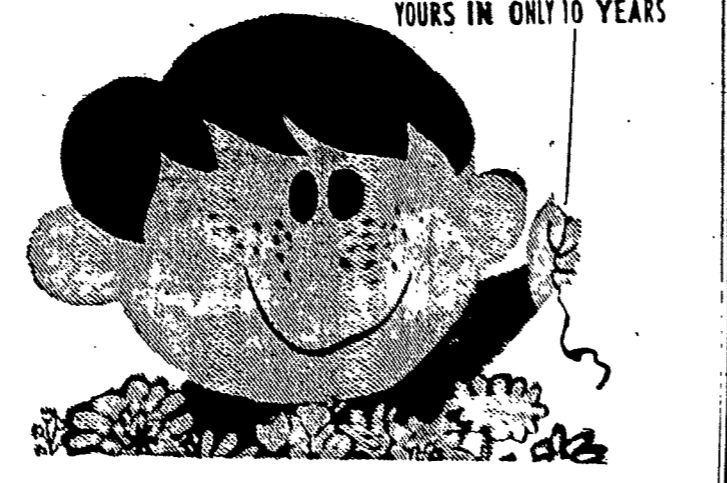
To accommodate this steady increase in its student body Villanova has had to expand. Ten new buildings have been added to the campus since 1947 at a cost of nearly fourteen million dollars and still others are planned.

**Star Watch Parties**

Star Watch parties will continue on Fridays from 8 to 10 p.m. at Rochester Museum of Arts and Sciences through Oct. 28. If skies are not clear on these dates there will be an indoor program.

**MONEY ALSO CAN GROW**

**\$3155.85**  
YOURS IN ONLY 10 YEARS



\$3155.85—that's what only \$5 will grow to, when you deposit it weekly at COMMUNITY, where 3 3/4% per year dividends are compounded and paid quarterly. Five offices, free parking, convenient hours and even banking by mail make regular deposits so easy. Other amounts, of course, grow in proportion—so set your sights on a goal for later years and start saving at COMMUNITY this week.

**Community SAVINGS BANK**

COR. MAIN & CLINTON • COR. EXCHANGE  
ABROAD • 300 WARING RD. • 424 RIDGE  
ROAD WEST • COR. SOUTH MAIN &  
CHURCH, PITTSFORD, N. Y.

Member Federal Deposit Insurance Corporation

**Geneva CDA To Stage Benefit Fashion Show**

Geneva—Court Annunciation, Catholic Daughters of America, will stage a fashion show Wednesday, Sept. 26, in Club 86. Mrs. Barbara Deane will be chairman of the show. Miss Genevieve Hastings and Mrs. Mary Ann Baumgartner are co-chairmen. Fashions will be provided by J. W. Smith Dry-Goods Store.

PLANS FOR THE fashion show were discussed at the opening fall meeting Wednesday in St. Stephen's School hall. Tickets for the event may be obtained from any CDA member.

Fitting dates were announced for the models in the show.

The court will support the Maryknoll Sisters of New York annual card party. The mission organization will mark its golden jubilee this year.

The court has been invited to attend the workshop of Ontario-Seneca-Yates Deanery, Sept. 22, at Nazareth College.

**Aquinas Grads Plan Reunion**

Twenty-fifth reunion of the class of 1937 of Aquinas Institute will be held on Saturday, Sept. 22 at the Nine Mile Point Hotel in Webster, beginning at 6:30 p.m. All graduates and their wives are invited to attend.

The Rev. Donald Lux, pastor, will urge laity of the parish to spread the "good news" and accompany some Non-Catholic neighbor to the Monday evening classes.

The Rev. Daniel Tormey, assistant pastor, will conduct the course using as the text the book "Life in Christ." The course will be designed not only to present the teachings of Christ, but the Person of Christ Himself through the scripture and the liturgical life of the church.

**Geneva CDA To Stage Benefit Fashion Show**

Geneva—Court Annunciation, Catholic Daughters of America, will stage a fashion show Wednesday, Sept. 26, in Club 86. Mrs. Barbara Deane will be chairman of the show. Miss Genevieve Hastings and Mrs. Mary Ann Baumgartner are co-chairmen. Fashions will be provided by J. W. Smith Dry-Goods Store.

PLANS FOR THE fashion show were discussed at the opening fall meeting Wednesday in St. Stephen's School hall. Tickets for the event may be obtained from any CDA member.

Fitting dates were announced for the models in the show.

The court will support the Maryknoll Sisters of New York annual card party. The mission organization will mark its golden jubilee this year.

The court has been invited to attend the workshop of Ontario-Seneca-Yates Deanery, Sept. 22, at Nazareth College.

**Aquinas Grads Plan Reunion**

Twenty-fifth reunion of the class of 1937 of Aquinas Institute will be held on Saturday, Sept. 22 at the Nine Mile Point Hotel in Webster, beginning at 6:30 p.m. All graduates and their wives are invited to attend.

The Rev. Donald Lux, pastor, will urge laity of the parish to spread the "good news" and accompany some Non-Catholic neighbor to the Monday evening classes.

The Rev. Daniel Tormey, assistant pastor, will conduct the course using as the text the book "Life in Christ." The course will be designed not only to present the teachings of Christ, but the Person of Christ Himself through the scripture and the liturgical life of the church.



**Anderson's**  
GINGER ALE  
Foremost in Quality

ASSORTED POPULAR FLAVORS  
FULL QUARTS

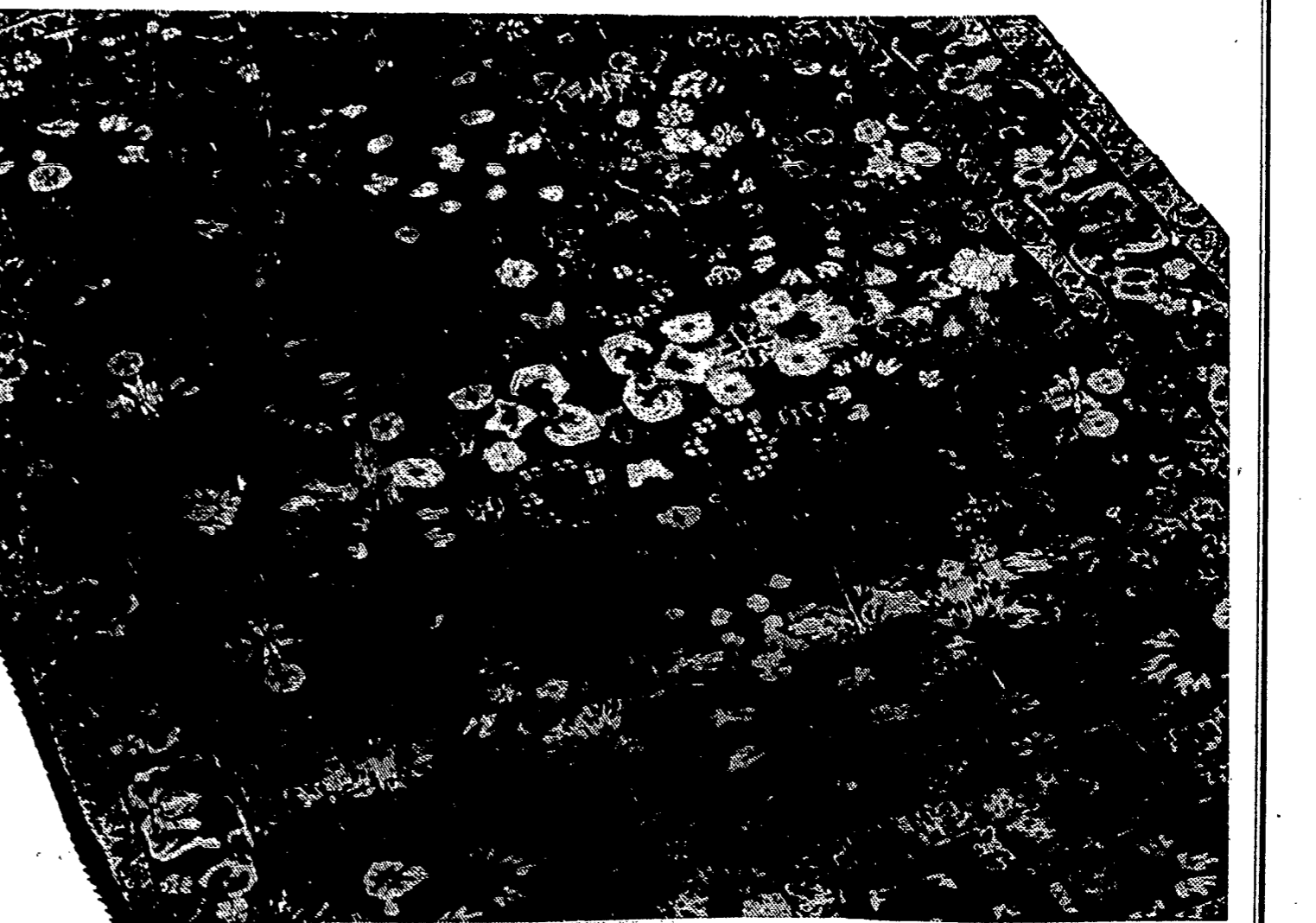
**IT'S A SILLY WIFE**  
Who WILL COOK AT HOME DAY  
After DAY Denying Herself The PLEASURE OF Dining At The **CRESCENT BEACH HOTEL**  
Where The Lovely Lighting Effects In The Summer Garden, The Easy Roll of The Waves of Lake Ontario Making Music To AWAKEN The ROMANTIC Spirit Of EARLIER DAYS And The Delicious Food And Cocktails That Are Served At Sensible Prices Will Be An Added Thrill. Lunch, Dinner, Banquets Or Parties Served Everyday. Clambake, Parties, Call Your Friends, And Make Up A Party, For Our Annual Clambake — Sun., Sept. 23rd. Serving Time — 1 To 8:30 P.M. Enjoy Bernie George At Call NO 3-5775 for Reservations  
The Organ Nitely, Dance To Sam Stiles Band On Fri. Or Sat. Nites  
Your Hosts — LORRAINE & PAY GEIS

**McCurdy's**

OPEN TILL 9 Mondays through Fridays  
Saturdays till 5:45 . . . Midtown, Northgate, Geneva

**EXTRAORDINARY SALE!**  
**ORIENTAL RUGS**

2 COURTESY DAYS for readers of this newspaper: Fri. and Sat. Sept. 21 & 22



Amazing values! Authentic orientals, hand-woven in the traditional manner by rug-makers of the Middle East. By far the finest collection we have ever had. Hundreds of rugs, from scatter to extra large sizes. We are pleased to offer you TWO advance days in which to choose first from this selection . . . orientals that you will treasure for a lifetime. Shop for them at your leisure Friday till 9, Saturday till 5:45 in McCurdy's Third Floor Community Center.

Here are typical values:

Size 2'x3' Karajas for only	12.98	Size 5'5"x8'8" Kazvins for only	298.00
Size 2.9'x14' Hamadans for only	189.00	Size 10.3'x13.5' Herex for only	639.00
		Other sizes up to	1,389.00

**NO DOWN PAYMENT and months to pay for most of these rugs.**

**FREE** You may win a 2x4 Sarouk worth 59.98. Just fill out a coupon (no purchase necessary) Drawing Oct. 4th