

THE VICINITY POST

CIRCULATION
5500

PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI ROCHESTER, N. Y., JANUARY 12, 1933 No. 6

VICINITY MAN IS WITH EXPEDITION IN BRAZIL

Somewhere along the Amazon River in South America is a party of men, heading northwest from Rio de Janeiro on a mission, the exact nature of which has not been disclosed. Included in the party is Jess Lawrence, former movie operator at the Murray Theatre, who is listed as motion picture operator with the expedition.

Although it is claimed that the expedition is purely a scientific one for the purpose of taking pictures and getting specimens of animal life, it has also been reported in press dispatches that the party is searching for Paul Redfern, lost flyer.

Lawrence, who has many friends in The Vicinity, left Rochester after hurried preparation this fall. He stated at that time that he was sailing for Brazil, but gave no hint of the nature of his assignment. However, inasmuch as the expedition is heading for the territory in which Redfern is reported to be living with semi-civilized Indians, the belief is growing that this is a rescue attempt as well as a scientific expedition, despite denial of Rochester relatives of Redfern.

Young People Holding Social on January 20

The Young People of Holy Family will hold their seventh social of the season in the new auditorium in Jay street, Friday, January 20. Music will be furnished by Metzger's Orchestra from nine until 12 o'clock.

The following committee is in charge: Bertha Bohrer, Betty Dentinger, John Dentinger, Margaret Bartholomay, Elwood Fischer, George Heisel, Betty Ehmann, Mrs. William Warner, Frank Voelkl, Edward Meyer, Herbert Metzger, Doris Weber, Marie May, Lucille May, Dorothy Schubert, Marion Schubert, Veronica Guerinot and Raymond Schur. Miss Miriam Papineau is chairman.

Brownbilt Shoe Store Holding Annual Sale

The Brownbilt Shoe Store of 900 West Main street announces that its annual sale of footwear will come to a close Saturday night of this week. The sale is held each year at this time to move surplus stocks and to clear the shelves for new shoes which will shortly be arriving from the factory.

NEXT ISSUE JAN. 26

With this issue The Vicinity Post resumes its regular publication schedule and will appear every other Thursday. The next issue will be published on Thursday, January 26. All copy should be sent in no later than the preceding Monday, January 23, to insure publication.

Re-elect Officers of 24th Democratic Club

Election of officers by the 24th Ward Democratic Club resulted in the re-election of Michael G. Madlen as president, F. Mastarella as secretary and James Stavalone as treasurer. John Coughlin was chosen for vice-president. At the regular meeting tomorrow night in the club rooms at 916 Glide street a club leader will be chosen.

HEALTH SECRETARY IS SPEAKER AT MEETING

The P. T. A. of No. 30 School met yesterday afternoon. Miss Jessie H. Steitz, field secretary of the County Tuberculosis and Health Association, was guest speaker.

When buying, mention THE VICINITY POST

LINCOLN THEATRE

Week-end Program
Tonight—"The Sporting Age" with Jack Holt and Evelyn Knapp and "Nightmare" with Lee Tracy.
Fri.-Sat.—"Vanishing Frontier" with John Mack Brown and "Exposed" with all-star cast.

Sun.-Mon.-Tues. — "Blessed Event" with Lee Tracy and Mary Brian and Frank Buck's "Bring 'Em Back Alive."

One of the most popular nights at the Lincoln is Wednesday, for on that night each week eight big acts of amateur vaudeville are presented on the stage in addition to the regular double feature on the screen. There is no advance in price for this added attraction.

"Blessed Event"
The ways and means by which the gossip columnists of modern journalism get their information are amusingly exposed in "Blessed Event." Lee Tracy, famed Broadway star and wit, plays the role of a chatter writer which closely parallels that of a famous Broadway columnist.

The picture shows Tracy as the columnist, getting information, hints and tips from dozens of varied sources. He uses his friends and his enemies, his experience and his imagination; he relies on his luck and his intuition and not infrequently he puts two and two together and makes seven or eight.

It is generally understood that a newspaper reporter, if he is to succeed, must have a kind of sixth sense, popularly called a "nose for news." A columnist has to have that as well as an ear for gossip and an eye trained to see things as they are, and not as they seem to be.

Much of this material straddles the narrow line between slander and news, much of it must of necessity be hearsay, all of it is dangerous and often libelous but every line of it is interesting reading matter. It builds circulation. It irritates a few people and entertains millions of others. It gets the writer into many dangerous complications.

COMMITTEE PLANNING FOR ANNUAL SMOKER

Plans for the annual smoker at which officers for 1933 will be installed were tentatively arranged at a meeting of a committee of the Lyell Avenue Business Men's Association last night. It is expected that the smoker, as in other years, will be featured by a supper and entertainment in addition to the installation ceremonies.

James E. Shatzel, president-elect and general chairman of the smoker committee, made the following committee appointments: entertainment, Charles Meyers, chairman, Fred R. Metzinger, William H. Senz and Tom Taylor; refreshments and place, Charles Snyder, chairman, Geo. Foos, Tom Taylor, George Statt and Thomas Breakey.

The date and place have not as yet been selected, but these details will be ready for announcement in a letter to be sent to members next week.

A group of ten men from the association bowled one of the annual matches with a like number of men from Dewey avenue last week at the Eagles. Decision as to the winner was reserved until the second meeting some time next month. A team of four from Lyell, however, effectively demonstrated its superiority over four stars of Dewey avenue in a special game and thereby brought such honors as there were to The Vicinity.

Heberger Beauty Salon Moved to Lyell Avenue

Attractively remodeled, the store at Lyell avenue and Calihan park for the past several weeks has been the new home of the Bessie-Vera Heberger Beauty Salon. The Heberger shop was formerly on Otis street. The new shop has been decorated in a green color scheme and Mrs. Heberger has added some new equipment.

Pommerening Is Elected Head of Hardware Ass'n

Frank Pommerening is the new president of the Rochester Hardware Dealers' Association as a result of elections held recently. Mr. Pommerening is associated with his father in the H. C. Pommerening & Son hardware store of Lyell avenue.

Card Parties Planned By Holy Family People

A card party for the benefit of the new Holy Family School will be held next Tuesday evening, January 17, at the home of Mrs. E. J. Weber, 489 Glide street. All Vicinity people are invited. Call Gen. 6827-J.
The third in the series of block card parties will be held tomorrow (Friday) evening in Holy Family auditorium.

Retiring Firemen Given Lamps at Pumper No. 18

Electric table lamps were presented to two retiring firemen recently by their associates at Pumper No. 18 in Child street. The retiring men are Lieutenant Emanuel De-Temple, who was appointed a fireman on April 7, 1897, and Hoseman Edward Suter, who was appointed June 1, 1914.

Egg Special
We specialize in two-day old eggs, special this week at 35c doz. E. A. Keown, 589 Maple St.

PURE QUILL GASOLINE
Only the highest quality, winter-test, gasoline is sold at the Pure Quill Stations. Today's price, 10 1/2c plus tax. Pure Quill Stations, 155 Hague St., 191 Mt. Hope Ave., 280 Exchange St.

RUSSER'S

TWO BIG FOOD STORES

FRESH FOWL . . . 3 TO 3 1/2 LB. AVGE. . . 15c lb

PORK LOIN RIB END . . . 7 1/2c lb

SHANKLESS LEAN SMOKED PICNICS . . . 7 1/2c lb

TENDER SHOULDER BEEF ROASTS 12 1/2c lb

BOCKWURST . . . 22c lb

BLACKHAWK DAISY HAMS . . . 17c lb

FRESH PORK SHOULDERS 7 1/2c lb

SWIFT'S PRINT LARD . . . 7c lb

AMERICAN COLBY CHEESE . . . 19c lb

FRUITS & VEGETABLES

Large Bundle Celery Hearts 10c
New Cabbage . . . lb. 5c
Iceberg Lettuce . . . head 7c
Sweet Naval Oranges . . doz. 33c

BEST GRADE A

EGGS
36c doz

Campbell's Pork & Beans . . can 5c

Heinz Ketchup . . . Lg. Bottle 17c

VAN VEX DAISY . . . 5 LB. SACK

Pastry Flour 11c

White Lily Peaches No. 2 1/2 can 10c

BUELL'S BRIGHTON BLEND COFFEE . . . lb 24 1/2c

VAN CAMP'S MILK . . . TALL CAN . . 3 for 17c

Shredded Wheat . . . pkg. 10c

Nobb Coffee lb. 19c

DEL MONTE NO. 2 CAN Golden Bantam Corn . . . 10c

Camay Soap 4 bars 19c

Selox Large Pkg. 10c

OCTOGON SOAP CHIPS 2 for 17c

Breast of Chicken Tuna . . can 15c

Ivanhoe Mayonnaise . . . qt. 53c

MONDAY SPECIAL

P. & G. SOAP . . . Bar 3c

GOLD MEDAL FLOUR . . . 5 lb. sack 17c

Ames Street cor. Maple

THE VICINITY POST

F. R. METZINGER, Editor and Publisher

DOWNTOWN OFFICE
25 South Water Street
Main 5412

VICINITY OFFICE
517 Lyell Avenue
Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.



Let's Start the Year Right!

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Signal Radio & Electric Service Notes

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell Avenue and Orchard

Why is it that 90 per cent of the people owning radio sets are of the opinion that their sets should last a lifetime without causing any trouble other than an occasional tube burning out? Does an automobile, washing machine, vacuum cleaner or any other similar apparatus in the home last a lifetime without repairs? Of course not.

The main reason why people have this opinion of their radio set is because it has very few mechanical parts, therefore has nothing to wear out. It is difficult for them to understand that anything conducting or consuming an electrical current is doing work. Parts doing this work are subjected to a terrific strain or stress from handling this electrical energy and any part doing work whether mechanical or electrical will in time wear out and require repairs or replacing.

Your flat iron is an excellent example—no moving parts whatever, yet in time it becomes necessary to replace the element therein due to its gradual deterioration because of having to pass electrical energy. Yet, you do not find fault with the iron.

So don't blame your radio or the manufacturers if trouble does exist in your set, providing of course that it does not occur too often.

The new year finds business good with the broadcasting companies. Here are a few of the leading programs contracted for this month: Carnation Milk Company with WEAF for 26 weeks; Bayer Aspirin Company with WEAF 13 weeks; Blackstone Cigar Company and Cities Service with WEAF for one year, this being the latter's fifth year; Standard Oil company and its Socony land sketches with WEAF for 13 weeks; and Sloan's Liniment with WJZ for 12 weeks starting January 22, featuring a script program called "Warden Lewis E. Lawes in 20,000 years in Sing Sing."

CBS has re-signed Barbasol featuring Singin' Sam. Gracie Allen and George Burns and the Jocular program with Harry Rose and Abe Lyman's Orchestra have also been re-signed.

Fleischmann Yeast is not going to permit Rudy Vallee to go to Hollywood. They want him in New York to continue the present variety program idea.

The Marx Brothers left for the coast Monday for a rest. They will broadcast the remainder of their Standard Oil programs from there.

The Boston Symphony Orchestra has begun a series of one hour Saturday night broadcasts, over the NBC, lasting for 10 weeks.

Many a person wearing glasses today can lay claim to having poor vision from only one cause—working, reading or studying beneath poor illumination either in the home or at the factory. Noted optometrists say that inadequate or glaring lighting will cause the eyes to be brought nearer the work and greater effort for convergence is required; glare produces greater contraction of the pupil, and compels continuous contraction of the ciliary muscle for accommodation to this poor lighting. These effects all summed up cause a greater expenditure of nervous energy and in the end develop into headaches, blurring vision, vertigo, digestive disturbances and many others. If we could have only been taught or had brought to our attention years past the value of sufficient and proper lighting many of us today would not be compelled to spend the money and suffer the trials connected with the wearing of glasses.

DEPRESSION TOURNAMENT

AT HENCHEN'S JANUARY 21

A "depression" bowling tournament will be held at the Henchen Bowling Alleys in Jay street on Saturday, January 21. It will be a Class B tournament for bowlers averaging less than 180. Entry fee will be one dollar including bowling. High of \$35 is guaranteed.

PURE QUILL GASOLINE

Pure Quill Gasoline will stand the test of winter temperatures. The price 10½c plus tax is made possible by our tank car siding. Pure Quill Stations, 155 Hague St., 191 Mt. Hope Ave., 280 Exchange St.

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Better Hats for Less

FINAL CLEARANCE
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GOLD MEDAL, BIG B and HECKER'S (24½ lb. sack)		FLOUR . 69c	
QUICK OATS (REG. 9c)		pkg 5c	
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January Clearance Sale

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Grace Presbyterian Church

Sunday morning at 11, the regular worship service will be built around the theme of missions, joining in a nation-wide movement of the Presbyterian Church to present the cause of Christian missions to the people of this country.

Sunday School will meet at ten preceding the church service. The Junior C. E. group meets at 5:30 p. m. The Senior C. E. group will meet at six. Miss Edith Lyon will lead the discussion period.

The Senior Christian Endeavor Society held its annual election meeting last Sunday evening with the following officers chosen to lead the society for the coming year: Miss Ruth Freese, president; Miss Ruth Nobles, vice-president; Miss Kathryn Bergman, secretary; and Harry Lyon, treasurer.

On Sunday, January 22, the pastor will preach the first of a series of sermons on the general theme, "The Mind of Jesus," using as a foundation the beatitudes.

Pinochle Club Holds Two Holiday Parties

Miss Elbertine Burnett of Sunset street entertained the Snappy Eight Pinochle Club at a Christmas party at her home on December 20. Cards were played and refreshments served. Each member received a Christmas gift and prizes were won by Mrs. Laura Wehbring, Mrs. Lydia Thompson and Mrs. Grace Deavenport.

Mrs. Wehbring entertained the club at a New Year's party on December 30, at which husbands and friends of the members were guests. Cards were played and refreshments served. Prizes were won by Leo Alquire, Robert Mac-Adams, Mrs. Gertrude Hondorf and Mrs. Lydia Thompson.

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HIGH GRADE 15¢ qt.

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SUNDAYS . . . 20c
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SUNDAY — MONDAY — TUESDAY (JAN. 15-16-17)
LEE TRACY and MARY BRIAN in "BLESSED EVENT"
and Frank Buck's "BRING 'EM BACK ALIVE"



Ever Notice the Back of Your Neck?

Chirotonsor Advice

(Continued from last issue)
A Seborrheic condition is brought on by an active infection of the glands of the skin and is caused by the same micro-organisms that bring about the condition of dandruff on the scalp. The face, neck and shoulders do not form dandruff to the same extent that the scalp does, because there is no hair present to retain the scales and cause them to heap up. Occasionally in eyebrows you will find dandruff.
The scales wash away or fall off from the face, neck and shoulders, so that about all that remains in the area is the redness and itchiness. However, occasionally there will be considerable scaling present and in certain areas, where concentrated, the scale can be scratched off with the finger nail, just as on the scalp. You will find when this condition is prevalent, the mouths of the oil glands are rather dilated and patulous. This is especially true in the oily type of Seborrhea.

(To be continued)
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Keep your children in healthy condition by patronizing an expert chirotonsor.

LADIES' & GENTS' HAIRCUTTING 35c
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Elsie Beauty Shop
MARCELLING SHAMPOOING . ea. 25c
FINGER WAVING 35c
500 LYELL AVE. GLEN. 4880

Lyell Ave. Baptist Church

Morning service, 10:30; Junior Endeavor, 11:15; Sunday School at 12; Intermediate Endeavor at 6 p. m.

Mrs. Gordon Wright of Sunset street entertained the Ladies' Aid Society on Thursday evening.

At the close of morning service last Sunday the Prudential Committee met and received candidates for baptism. The Trustees held their regular business meeting in the church Monday evening.

At the Wednesday mid-week meeting the pastor will take as his subject the Book of Obadiah. His theme for the coming Sunday will be "Honesty in Religion."

The young men will play basketball in the gymnasium tonight. Lillian Davenport will entertain the Light Bringers Class tomorrow evening at a bowling party.

Mrs. Otto Ludwig will be hostess to the Woman's Missionary Circle on January 19. The World Wide Guild will meet with Miss Kathryn Arva on Friday, January 20.

Mr. and Mrs. Byron Hizer of the Colgate-Rochester Divinity School have returned after spending the holidays in Ohio. Mr. Hizer is assisting with the work in the Sunday School of the church.

Trinity Evangelical Church

Next Sunday, January 15, Miss Elsie Goepfard, missionary of San Pedro, Sula, Honduras, will speak in the morning worship at 10:50. Sunday School is at 9:45, with classes for all ages.

On Wednesday, January 18, the Trinity Bible Class will have its regular meeting.

The Mission Study Class will meet on Thursday, January 19, at 2:30, at the parsonage. All members and friends are invited to attend.

The Martha Society is planning to present a play entitled "Sophronia's Wedding," to be given on a date to be announced later. Members and friends of Trinity are invited.

When buying, mention THE VICINITY POST

The Church of The Holy Apostles

The Holy Name Societies of the Diocese of Rochester celebrated the five hundredth anniversary of the founding of the society last Sunday. About four hundred men from Holy Apostles Church joined with the members of Holy Rosary at the latter church to take part in the celebration.

The Holy Name Society had its beginning in a time of affliction as a thank-offering for the delivery of the city of Lisbon from the dread plague that attacked it in the year 1432.

At Holy Rosary Church prayers were said by Father McDonnell. The sermon was preached by Father Connell, who stressed the point of living real, practical, Catholic lives. Father Foery gave the Holy Name pledge of faith and then benediction of the Blessed Sacrament was given with Father Golding as celebrant, Father Naughton, deacon, Father Curley, sub-deacon and Father McKay, assistant deacon.

The Holy Name Society is planning a smoker and boxing exhibition for early February.

The Altar Society will hold a card party and social February 7.

Ladies' Auxiliary, Knights of St. John held their annual Christmas party and December meeting December 21, at the school hall. Mrs. Gertrude Collins was chairman. Mrs. Hanna Cooper acted as Santa Claus and distributed gifts to all those present. Fathers Golding, McKay and Connell were guests.

At the meeting the following officers were elected: past president, Mrs. Anna Weis; president, Mrs. Catherine Specksgoor; 1st vice-president, Mrs. Leona Gifford; 2nd vice-president, Mrs. Estelle Hemmer; recording secretary, Mrs. Mary Dalton; financial secretary, Mrs. Frances Kabe; treasurer, Mrs. Anna Johnson.

Messenger, Mrs. Gertrude Collins; sentinel, Mrs. Lillian Miller; guard, Mrs. Rose Moore; Bagrd of Trustees, Mrs. Mae Dunham, Miss Margaret Attridge and Mrs. Margaret Dengel.

District representatives, Mrs. Anna Weis and Mrs. Hanna Cooper; medical examiner, Dr. L. L. Elliott; spiritual adviser, Rev. Philip Golding.

Installation of officers will take place at the January meeting.

Sodality of Our Lady will have its monthly meeting tomorrow (Friday) evening at 7:30. A social hour will follow in the school hall. Father Wm. B. Connell will continue his talks on "Friendship."

Orioles Add Players

The 24th Ward Oriole baseball team meets Sunday at seven o'clock. Several new players have been added, including "Pep" Wilson, "Rip" Seitzinger, J. Heberlies and Mike Rizzo. Seitzinger and Wilson, it is reported, will be given tryouts next June by the semi-pro champs of Elmira.

ANNUAL SALE of FOOTWEAR

Ends Saturday Night (Jan. 14)

This regular yearly event offers you excellent opportunity to get shoes at greatly reduced prices. Hurry! Only 3 days left!



Women's Tread Straight Arch Shoes
\$1.99 to \$3.99



Novelties \$1.99-\$2.99



CHILDREN'S SHOES . . . 99c up



Men's Shoes \$1.99 up

Men's Tread-Straights
formerly \$5 and \$6 \$3.99

Brownbilt Shoe Store

Store Open Evenings
900 W. Main St. (opp. St. Mary's Hospital)

Not too late to enroll

CHRISTMAS CLUB

The ideal way to accumulate funds for:

XMAS GIFTS TAXES INSURANCE COAL BILLS

Memberships accepted all this month

20th Ward Co-operative Savings & Loan Association

764 Jay St. Genesee 1639

Office Hours:

Monday, 9 A. M. to 5 P. M. Thursday, 9 A. M. to 5 P. M.
Tuesday, 9 A. M. to 9 P. M. Friday, 9 A. M. to 5 P. M.
Wednesday, 9 A. M. to 12 M. Saturday, 9 A. M. to 12 M.

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9 to 12:30—1:30 to 8
Evenings by Appointment
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GUARANTEED Rebuilt Vacuum Cleaners as low as \$8. Variety Vacuum Cleaner Co. 254 Lyell Ave. Glen. 4141.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

PAPERHANGING—\$6.00 per room, including paper. Floor refinishing. House painting. F. Bender, 160 Thurston Rd. Gen. 2333-W.

RADIO SERVICE—Fast efficient service on any make set. Call Young's Music House, 263 Ames St., Gen. 1971. Open evenings.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

FOR RENT—142 Burrows St. Modern 6 room with 3 bedrooms. Reduced rent. Call Mon. 2766.

FOR RENT—8 room single, all improvements. 76 Myrtle Hill Pk. Very reasonable. Inquire 35 Myrtle Hill Pk.

NEW WRINGER ROLLS for any make of washer \$5 a set complete. Washers oiled and greased for \$1.50. Call Glen. 4141.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

ANY MAKE of vacuum cleaner completely overhauled for \$2. Call Glen. 4141.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FOR RENT—large room, furnished or unfurnished. 35 Myrtle Hill Pk. Glen. 5622.

FOR RENT—6-room single house. 146 Burrows St. Nearly new, all improvements. Call. Mon. 2766.

DRY GOODS, Furnishings, Notions, etc. Line Variety Shoppe, 153 Otis St. at Santee.

FLOWERS—Funeral designs a specialty. Rock bottom prices for cash. Quality Floral Shoppe, 24 Delmar St. J. L. Dixon.

OLD TIME MUSIC furnished for dances. Reasonable terms. Glen. 2112-W.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free! Lowest possible charges. Phone Glen. 2805-J for prompt service. Wm. Mahany, 283 Flower City Park.—

WANTED—Children, any age, to board. Licensed home, board reasonable. 1805 Jay street. Phone, Gen. 6893-W.

FOR PRINTING
PHONE THE POST
MAIN 5412

PERSONAL

The Iota Phi Delta Sorority recently held a formal dinner dance at the Sagamore Roof Garden. Vicinity girls who are members are Miss Dorothy and Marion Schubert, Bernadine Thompson, Gertrude Fritz, Ida Heilmann and Martha Georger.

A daughter, Geraldine Caroline, was born December 20 to Mr. and Mrs. Elmer J. Frederick of Campbell park.

Mr. and Mrs. A. Gerard Kelly of Watertown, who have been visiting Mr. Kelly's sister, Mrs. H. Stellan, and aunt, Mrs. T. Noonan, of Avery street, have returned home.

Vespasiano Valente of Lyell avenue is one of the contestants in the three-cushion billiard championship being conducted at the Elk's Club. The champion will be determined in a round-robin contest.

January Sale of Sheets and Cases at Senz Variety Store, Lyell at Glide St.—Pequot sheets, 81x99, popular size, 99c. Pequot cases, 45x36, popular size, 49c pair. Sparta sheets, 81x99, good quality, 59c. Pillow cases, 45x36, 22c pair. Mohawk sheets, 81x90, 79c. Dwight Anchor hem-stitched sheets, 81x90, at \$1.10. We are still giving those 5-piece sets of dishes for 29c with a \$1 purchase, or you can get the same with \$10 worth of coupons and 4c. Everyone is talking about these Virginia style dishes. We have a quantity of the dishes on hand and will carry them for some time to come, so that you can have as many sets as you wish. Open evenings. Glen. 3855.—Adv.

The Old Gang Bridge Club met last Thursday at the home of Mrs. Leo Ehmann in Windbourne road. Prizes were won by Mrs. William Falls and Mrs. Clarence Falls. The next hostess will be Mrs. Clarence Falls of Spencerport.

GIRLS

If your hair is faded, try an Egyptian henna pack; if it's gray try a Paragon or Notox hair coloring. If you are a blonde we do bleaching. Permanents from \$3.50 up, best of supplies used. If your hair takes a finger wave, but the ends are straight, you can have a permanent on the ends at small cost. We also specialize in facials. Bessie-Vera Heberger, licensed operator, formerly of 282 Otis street, now at 519 1/2 Lyell avenue. Phone Glen. 5793. Residence, Glen. 6422-W.

MANUELL MARKET

GEN. 6569 WE DELIVER 115 MURRAY ST.

SPECIAL SATURDAY ONLY

STAR HAMS (Whole or Half) **1b. 9c**
Hamburg 1b 12c Saus. Meat 1b 10c
Fancy Fresh Steamers 2 lbs. 25c
Special Brand Coffee lb. 16c
Niagara Milk (tall can) 5 1/2c
Kitchen Klenzer 2 for 7c
Quick Mother's Oats pkg. 7c

BOWLING

24TH WARD LEAGUE
Team Standings

Team	W	L
Martinos Barbers	26	13
Vay Undertakers	25	14
Ehmann Market	21	18
Haubner Morticians	20	19
Campbell Service	18	21
Spencer Market	18	21
Boulter Coal	17	22
Forbes Barbers	11	28

Individual Averages

G	Av	
N. Boulter	30	178
F. May	39	175
W. Schulze	39	175
N. Zimmer	39	173
J. Ehmann	39	173

RUSSER LEAGUE
Team Standings

Team	W	L
Slorah Dentist	20	7
Ritzenthaler Rest.	16	11
Russer's Market	16	11
Young Music House	11	16
Klier Pharmacy	10	17
Gessner Garage	7	20

Individual Averages

G	Av	
Slorah	27	180
C. Schmitt	27	176
Krenzer	24	172
J. Reidl	27	171
Servas	24	171

HENCHEN, LEAGUE
Team Standing

Team	W	L
Bimmeler Pets	38	7
Boulter Coal	35	10
Vay Undertakers	34	11
Scheg Garage	33	12
Dutch Brayers	29	16
Sassone Market	26	19
Ritter Dental	24	21
Qualtop Beverages	23	22
Alliance Club	23	22
Claus Insurers	22	23
Henzen Bowling Hall	19	26
Radel Dairy	18	27
Agates Ice Cream	12	33
Georges Market	11	34
Cook Coffee Co.	9	36
Independents	4	41

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Other Philcos \$18.75 up! **EASY TERMS!**

PHILCO—The World's Largest Selling Radio

The 71st Semi-Annual
CONDENSED STATEMENT
as of December 31, 1932

RESOURCES

Cash on hand and in Banks	\$ 4,410,584.22
U. S. Government Bonds	8,033,789.86
New York State and Municipal Bonds	1,400,217.75
Other Securities	7,247,801.41
Bonds and Mortgages	4,371,894.13
Secured Loans (collateral)	18,220,450.12
Commercial Loans	6,976,104.40
Real Estate	3,523,251.70
Furniture and Fixtures	0.00
Customers' Liability on Acceptances and Letters of Credit	910,462.72
Total	\$55,094,556.31

LIABILITIES

Capital	\$ 5,000,000.00
Surplus	3,500,000.00
Undivided Profits	779,055.48
Reserves	1,467,950.39
Bills Payable	0.00
Deposits	43,437,087.72
Liability on Acceptances and Letters of Credit	910,462.72
Total	\$55,094,556.31

UNION TRUST COMPANY OF ROCHESTER

Member of the Marine Midland Group of Banks

THE VICINITY POST

CIRCULATION
5500

PHONE:
MAIN 5412

Published every other Thursday in the interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., JANUARY 26, 1933

No. 7

SIXTH ANNUAL INSTALLATION AND SMOKER OF L. A. B. M. A. MONDAY

The sixth annual smoker and installation of officers will occupy the attention of members of the Lyell Avenue Business Men's Association next Monday night at the Tyrolian Club. The ceremonies will be under way promptly at 8:30, due to a long program.

In a short ceremonial, the following new officers will be sworn in: president, James E. Shatzel; vice-president, Tom Taylor; secretary, Charles Meyers; treasurer, Fred R. Metzinger. Retiring officers in the same respective order are Leo G. Hetzler, Ralph Mack, Frank Beierschmitt and Tom Taylor.

Letters of notification have been sent to all members. The committee in charge, which is headed by the incoming president, requests that all who expect to attend communicate with any of the following before tomorrow (Friday) night: Charlie Meyers, Billy Senz or Tom Taylor. A dinner will be served and for this reason, they say, an accurate check-up is absolutely necessary. In addition to the dinner and installation ceremony there will be a six-act vaudeville show.

Urging all members to come to the smoker and renew their memberships, Mr. Shatzel stated: "We

have some good things planned for this year and I have some surprises in store for Monday night that will save every member's dues. I sincerely hope the membership will get back of me and help put them across. If you own a truck, it will be especially worth your while to be present."

20th Ward Loan Ass'n Elects 1933 Officers

At the annual meeting of the members of the Twentieth Ward Co-Operative Savings and Loan Association the following officers and directors were elected:

Henry A. Mensing, president; John C. Hohe, vice-president; A. M. Mura, treasurer; E. Clinton Wolcott, financial secretary; James P. Kieran, recording secretary.

Directors: Charles Claus, James Dentinger, August Freund, John B.

CELEBRATED FIGHTERS TO APPEAR AT SMOKER

A list of boxing celebrities, such as this section, or in fact Rochester, has never before seen, will appear in the ring as the main attraction at the smoker planned for February 11 by the Holy Name Society of Holy Apostles Church. The affair will be held in the school hall.

Former world champions and at least one man who is conceded by experts to be within a step of the championship are included in the boxers who will come to Rochester for this event. The committee announces that Jimmy Slattery, Rocky Kansas, Steve Halaiko, Tommy Paul, George Nichols and Lou Scozza will show their wares at the smoker.

Clarence Piehler is chairman of the arrangements committee and George O'Neill is in charge of tickets.

EGGS—EGGS—EGGS

Two days old. Direct from the farm. This week 31c doz. Keown's Kandy Store, Maple, cor. Colvin St.

Gruber, John C. Hohe, James P. Kieran, George A. Klier, Henry A. Mensing, A. M. Mura, William Ochs, John Seiler, E. Clinton Wolcott, Adolph Zweigle.

Republican Women Will Elect Officers for 1933

Officers will be elected at the regular meeting of the 24th Ward Women's Republican Club next Wednesday evening, February 1, at the clubrooms, 1085 Lyell avenue. All members are urged to attend.

The regular monthly evening card party was held last week Wednesday night with a good attendance. These parties are held the third Wednesday of each month, prizes being given at each table and refreshments being served. On the other Wednesdays of the month afternoon card parties are held.

The officers of the club express appreciation to Edwin Sullivan of Glide street and Thaddeus Hondorf of Rockview terrace for their assistance in supplying movies at the Christmas party given by the club to children of the ward. In addition to a two-hour movie show, the youngsters were presented with ice cream, candy, toys and oranges.

Chicken Supper Tuesday at Grace Presbyterian

A chicken supper will be served next Tuesday evening in the parish house of Grace Presbyterian Church, 422 Lyell avenue. The supper will begin at 5:30 o'clock and last until all have been served.

The Grace Guild of the Ladies' Aid Society have charge of the supper, which is open to the public. Mrs. Frank Marshall is general chairman, assisted in the kitchen by Mrs. Charles Bryan, Mrs. Lewis Hiler, Mrs. C. Butterfield, Mrs. Haas, Mrs. Harry Smith, Miss Emma Nothiger and Mrs. N. Henry.

Mrs. Frank Marshall and Mrs. Walter Narrie are in charge of the dining room. Those assisting her are the Misses Kathryn Bergman, Dorothy Judson, Alma Sanderson, Ruth Freese, Esther Bergman, Hazel Kordt, Lena Pike, Jane Bryan, Irma Prestin, Beulah Grover, Marjorie Narrie, Grace Wood, Ruth Nobles, Dorothy Fox and Ruth Schweder.

DIVIDEND IS DECLARED BY LOAN ASSOCIATION

The Twentieth Ward Co-Operative Savings and Loan Association announced today the declaration of semi-annual dividends of \$37,959.41 which have been credited to the accounts of approximately 2,500 of its members as of December 31, 1932. This makes a total of \$76,922.41 in dividends declared by the association during 1932 and brings the grand total of dividends since the beginning of the depression in October, 1929, up to \$325,000.

E. Clinton Wolcott, secretary of the association, stated that these dividends represent payments of 5% on installment shares, and 4 1/2% on other classes of shares.

Reports received by Mr. Wolcott from the officers of the New York State League of Savings and Loan Associations in Albany show that dividends just declared by the 300 associations in this state bring the total for this year to more than \$17,300,000, enriching approximately 450,000 individual members to that extent, and making a grand total for the last three depression years of \$56,938,000. In addition, more than \$1,000,000 was paid out during December through Christmas Clubs in savings and loan associations.

"Not a day passes," said Mr. Wolcott, "that we do not hear expressions of gratitude from our members for the existence of the Loan and what it has meant to them. 'I can't say too much about what the Loan has done more me,' said one of our members this morning. He continued: 'Not only would I not own my home today, but in all probability I and my family would be objects of city charity were it not for the habit of systematic saving which the Loan helped me to form in times when a regular weekly pay envelope made it possible to pay there a small amount each week. I never would have saved so much if I had simply made irregular deposits in one of the large uptown banks.' Similar statements form a gratifying part of each day's experiences at the Loan."

RUSSER'S

TWO BIG FOOD STORES

LEAN FRESH PICNICS 6 to 8 LB. AVGE. . 6c lb

SUGAR CURED SMOKED HAMS WHOLE or SHANK END 10 1/2c lb

SMALL LEAN PORK LOIN RIB END . 7 1/2c lb

YOUNG TENDER CHICKENS . 18c lb

LEAF LARD . 5c lb

Sliced Boiled Ham 20c lb

Arpeako Lard 1 LB. PRINT 5c lb

LEAN PLATE BOILING BEEF 6c lb

LEAN SLICED BACON 1/2 LB. PKG. 7c

LONGHORN or AMERICAN CHEESE . 15c lb

FRUITS & VEGETABLES

Large Navel Oranges . doz. 35c

McIntosh Apples . BEST GRADE . pk. 33c

Iceberg Lettuce . Large head 8c

KILN DRIED Sweet Potatoes. 4 lbs. 15c

BEST GRADE A EGGS

25c doz

Domino XXXX Confection'y 6c lb.
Premier Peaches Lg. can 15c

Big B Flour 24 1/2 lb. sack 67c
Swans Down Cake Flour . . pkg. 21c

CHASE & SANBORN'S
COFFEE lb 29c

KRAFT'S
MAYONNAISE QUART 45c

Del Monte Tuna can 15c
Campbell's Pork & Beans . can 5c
Sauerkraut Large can 5c
Teco Pancake Flour pkg. 9c
Red Salmon can 15c
Boscul Peanut Butter . . . 2 lbs. 25c
Tender Early June Peas . . can 12c

Quick Arrow Soap Flakes . pkg. 15c
Fels Naptha Soap 10 bars 49c

MONDAY SPECIAL
DOMINO PURE CANE
SUGAR 10 lb. sack 45c
IVORY SOAP, Large Bar 7 1/2c

Ames Street cor. Maple

MURRAY THEATRE

Program
Fri.-Sat. — "Sherlock Holmes" with Clive Brook and Miriam Jordan, and "That's My Boy" with Richard Cromwell and Mae Marsh.

Sun.-Mon.—"Phantom of Crestwood" with Ricardo Cortez and Irene Dunne, and "The Golden West" with George O'Brien.

Tues.-Wed.-Thurs. (Jan. 31, Feb. 1, 2)—"Prosperity" with Marie Dressler and Polly Moran, and "Virtue" with Pat O'Brien and Carole Lombard.

"Prosperity" Review
Most motion pictures end with a wedding—but Marie Dressler, aided and abetted by Polly Moran, reverse the usual order and start in with a wedding in "Prosperity." That is, they get everything

PURE QUILL GASOLINE
Only the highest quality, winter-test, gasoline is sold at the Pure Quill Stations. Today's price, 10 1/2c plus tax. Pure Quill Stations, 155 Hague St., 191 Mt. Hope Ave., 280 Exchange St.

ready for a wedding—and then there's an hilarious fight which puts the kibosh on the ceremony and sends the bride and groom scuttling away to the mayor's office to be married in peace and quiet in a nice noisy city hall.

"Prosperity" shows the popular comedienne as mothers-in-law who try to regulate the lives of their married children and battle vigorously between themselves in the process. The locale is a small town and the hilarious complications come fast and furious in the action of the comedy romance.

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE 25 South Water Street Main 5412
VICINITY OFFICE 517 Lyell Avenue Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.



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25 S. Water St.

Must be in no later than Monday
of week of the issue.

Signal Radio & Electric
Service Notes

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell Avenue and Orchard

Several trouble calls have come in lately concerning the heating up of flat-iron plugs. Many people think that because the cord heats up also, there is a short in the plug or cord. In nine out of ten cases this is due to only one cause and that lies entirely within the plug. Every time the plug is removed from the iron an arc occurs between this plug and the contact posts on the iron. In due time these posts and the contacts in the plug become pitted and therefore poor contact results. Poor contact causes heating and in time tends to remove the tension of the contacts in the plug causing poorer contact and more heating. The only remedy for this is to install a small appliance switch in the cord, keep the contacts of the iron sanded clean or purchase a new plug. Before using the new plug however, the contact posts of the iron should be cleaned thoroughly.

James Wallington assumes a confidential manner before the mike; Ruth Etting places her hand on the hip to keep up her courage; Don Ball believes he is making a speech before an auditorium; Georgie Price takes off his coat and vest and makes himself feel at home; Carson Robinson keeps his eye on the clock; Kelvin Keech stands on his tiptoes; Edwin C. Hill always wants a glass of water in case he can't manage that last swallow; and Howard Clancy keeps his hands behind his back.

If you are now using dry cells as a supply to your door bells or buzzers, have them replaced upon their usefulness being ended, with a bell ringing transformer that obtains its supply from the lighting system in your home. There will be no more running down of batteries, no more additional costs every so often for new cells, and the door button will always be ready for welcome friends. The original costs of this transformer will be paid for within the first year by the saving in batteries plus the saving in convenience.

Homes equipped with electric refrigerators, oil burners, water pumps, etc., are complaining to us every so often about the noise these pieces of equipment cause in their radio sets every time the motors start up. To say the least, it is very annoying, all the more so because these motors start up five or six times an hour. This annoying feature can be overcome, however, by having a reliable radio or electrical service house install a small inexpensive piece of electrical equipment on each of these motors that will entirely eliminate any noise in the radio set.

Announce New Operator

The Bessie-Vera Heberger Beauty Shop of 519 1/2 Lyell Avenue announces that Mrs. Marion Fahrne, formerly Marion Fehrenbach, will be available at the Heberger shop for appointments on Saturday. She will be pleased to welcome her old customers.—Adv.

The Old Gang Bridge Club met at the home of Mrs. Clarence Falls in Spencerport last Thursday. Prizes were won by Mrs. Leo B. Ehmann and Mrs. Henry P. Lenhard. The next hostess will be Mrs. William McCoy of Holworthy street.

Pi Sigma Phi Sorority entertained on January 19 at the Marigold in honor of Miss Lillian Bingo of Brayer street, whose forthcoming marriage on February 16 to Herman J. Paskal of Smith street has been announced.

CAMELIO'S MARKET

R'st'g Chickens or Fowl	19c	Boneless	4 - 6 lb.	Baby	Rib End
Fresh Ham	11c	Pot Roast	12c	Pork Loins	8 1/2c
Libby's Milk Large, 5 for	29c	Wilson's Bacon 1/2 lb. package	8c	Whole or Shank End	
GLEN. 3283		OTIS at AUSTIN		WE DELIVER	

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Successors to John C. Rossenbach

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SPECIAL SELECTED GROUP OF DRESSES

\$2.95 or 2 for \$5.00

New shipment of spring model dresses just received, at \$5.95 and \$8.95

Bastian Dress Shoppe

493 LYELL AVE. OPEN EVES.

Celebrates 81st Year
Milestone Cheerfully

Brisk of step and hearty as ever, George B. Pray of Sunset street, better known as the pioneer of Lyellhurst, is receiving congratulations this week on his birthday. Last Monday, Mr. Pray passed the 81st milestone, as cheerful and spry as when he passed his 16th.

Ever alert to a good story, the pioneer and sage of Lyellhurst has generally a good one to return. He is a familiar figure around the Lyell and Glide corners, making his daily rounds in most any kind of weather to exchange greetings and talk about any subject of interest at the moment. He's looking forward to prosperity again.

Rip Riley to Get Chance
With Red Wings in 1933

John (Rip) Riley of Santee street, according to newspaper reports, will get his opportunity to make good in International League baseball this spring, wearing the uniform of the Red Wings. He was signed to a contract this week and will go south with the club for spring training. Riley, who is a pitcher, had his first professional experience last year with Omaha. He is best known here for his performances on the basketball court with the undefeated Holy Apostles five.

Miss Lillian Colligan of Lyell Avenue is spending several months with her niece in Los Angeles, Cal.

The Church of The
Holy Apostles

Officers were elected at the regular meeting of the Holy Name Society on January 16, as follows: president, Raymond S. Foley; vice-president, T. Joseph Clinton; recording secretary, Harold Charles; financial secretary, Walter Corcoran; directors, Michael Fredericks, George O'Neill, Vincent Sullivan, Frank Lane, John McGovern, Norman Foss and Burton E. Himes.

The Altar Society will hold a card party and social in the school hall on Tuesday, February 7. Included in the committee are Mae Brown, Ruth Sullivan, Laura Stiffler and Margaret Miller. Refreshments will be served.

TOWNERS BROKEN INTO BY
HOLD-UP MEN, POLICE SAY

Breaking a side window, burglars entered Towners Bros. store at 179 Lyell Avenue Sunday night and stole several guns, shells and a small amount of cash. The loss was estimated at \$165. It is the theory of police that the robbery was committed by hold-up men who expect to use the firearms in their "business."

ARROWS MEET

The Arrows Baseball Team has organized for the coming season with the following new players: M. Rizzo, S. Esposito, T. Mura, B. Zimmer, G. Blum, R. Seitzinger.

PURE QUILL GASOLINE

Pure Quill Gasoline will stand the test of winter temperatures. The price 10 1/2c plus tax is made possible by our tank car siding. Pure Quill Stations, 155 Hague St., 191 Mt. Hope Ave., 280 Exchange St.

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SURE SIGN OF GOOD TIMES!



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Still Time to Join Our

CHRISTMAS CLUB

Memberships opened before Tuesday night, January 31st, will carry interest if dues are paid as of January 3rd and then regularly.

Save a small amount weekly and be prepared for a

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Tuesday, 9 A. M. to 9 P. M.	Friday, 9 A. M. to 5 P. M.
Wednesday, 9 A. M. to 12 M.	Saturday, 9 A. M. to 12 M.

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Grace Presbyterian Church

Morning church service begins Sunday at 11 o'clock. The service will be dedicated to the young people and the pastor will preach on "The Privilege of Youth."

Sunday School will meet at ten o'clock. The Philathea Class announces that Louis Youst will act as teacher of the class.

The Junior Christian Endeavor will meet with the Senior C. E. on Sunday evening at 6:30 in the home of Miss Dorothy Fox of Sunset street. Walter Narrie, Jr., will lead the discussion on the topic, "Technocracy."

The Ladies' Aid Society will hold a luncheon meeting Wednesday afternoon at the home of Mrs. H. J. Walch, 247 Avery street. Lunch will be served at one o'clock.

The Grace Guild will serve a chicken supper next Tuesday evening. The Mimmers are preparing a play, "The Gate To Happiness" to be given February 23 and 24.

On Sunday, February 5, there will be regular communion service. Any persons wishing to do so may join the church in this service. They are asked to make known their wishes to the pastor or elders as soon as possible. Any parents desiring the baptism of their children in this service, should get in touch with the pastor to make the necessary arrangements.

An important coming event is the Church Nite supper on Wednesday evening, February 8. The pastor will review the laymen's report on the Christian missionary enterprise at this meeting. A tureen supper will be served.

Maltby Street Chapel

The Rev. Francis W. Trimmer, of Roanoke, Virginia, will be the guest preacher at the chapel next Sunday evening. Mr. Trimmer, a student at the Colgate-Rochester Divinity School, is rated as an interesting and persuasive speaker.

"Old Words With New Meanings" will be the theme of a series of sermons for Sunday nights during February. This series will deal with modern application of the first four of the Ten Commandments, and will be preached by the pastor, Vernon P. Bodein.

An unusual meeting will be held by the Friendly Circle on Friday, February 3, at 8 p. m. This will be an "experience" meeting, when members will present the dollar they have earned during the past two months and tell how they earned it. On February 16, a demonstration supper will be held under the auspices of the circle. Friends are invited.

Young people of senior high age are invited to visit the Young People's Society which meets every Sunday evening at 6:30. Miss Pauline Bidgood, 1469 Jay street, is president of this society.

When buying, mention THE VICINITY POST

Lyell Ave. Baptist Church

Morning service at 10:30; Junior C. E. at 11:15; Church School at 12; Intermediate Society at 6 p. m.

At the mid-week service the discussion of the Book of Hosea will be concluded.

Members of the Missionary Society will attend the quarterly meeting of the Woman's Missionary Union of Rochester and Monroe County at Parsells Baptist Church tonight.

Mrs. John Sturiali will be hostess to the Fidelis Class tomorrow evening.

A missionary tea will be held in the church on Sunday afternoon from four to six. Following the tea, two short plays entitled "The Important Question" and "The Challenge" will be given.

The pastor will address the young people of the Church of the Redeemer on Dewey avenue Sunday evening at six.

Mrs. George Smith, 231 McNaughton street will entertain the Ladies' Aid Society on February 2. The Light Bringers' Class meets next Tuesday at the home of Mrs. Eugene Carley, 101 Aberdeen street.

A special meeting of the World Wide Guild will be held at the home of Lucile Hooper, 42 Cameron street on February 3.

On February 10 Santos Band will give a concert in the auditorium under the auspices of the Light Bringers' Class.

Trinity Evangelical Church

Beginning Sunday Rev. Haass will give a series of special services of an evangelistic nature. His first subject will be "The Church's Obligations."

On Monday evening the Brotherhood of Trinity will join with the Brotherhoods of Salem, St. Paul's and Christ Evangelical Church for a special program of speaking, music and readings at Salem Evangelical Church, by the Rev. Karl M. C. Chworowsky.

On February 1 and 2 the Martha Society will present a three act comedy entitled "Sophronia's Wedding." Those taking part are: Mrs. Elizabeth Klipfel, Mrs. Oscar Dicke, Mrs. Henry Schuchardt, Mrs. Francis Battersby, Mrs. Ellen Budd, Mrs. Robert W. Durning, Mrs. Chester Strassner, Miss Edith Strassner, Miss Erna Vielehr, Miss Winifred Schuchardt, Miss Eleanor Schuchardt, Miss Margaret Riefstek, Miss Mildred Schuele, Miss Marjorie Wright, Miss Helen Oshlager, Miss Evelyn Boulter, Warren Budd.

The Ladies' Aid will meet next Thursday afternoon. The regular meeting of the Martha Society will be held on Thursday evening, February 9. After the business meeting, which will begin at 7:30, a Valentine Party will be held. Refreshments will be served.

A Message To Parents!

Every mother and father should give the hair of their children every possible chance for health and growth. Dandruff and other scalp disorders that will attack their tender scalps should be cautiously avoided, for these contaminating conditions will stifle the growth of the young hairs, which will result in future baldness.

Unsterilized barber instruments and unclean linens and hands are carriers of destructive scalp germs, and for this reason the greatest precaution should be taken by the parents to send their children to barber shops where they will be safeguarded against such elements.

We invite you to send your children to our barber shop, and pledge ourselves to give them clean, sanitary conditions for their protection against disease germs, and a good-looking haircut that will make you proud of them.

Give a thought to this. Your children will thank you when they grow older, for they will then have clean, healthy scalps, and good-looking heads of hair.

Avoid Future Baldness for Your Child

Expert advice on Hair, Scalp and Face FREE any time

LADIES' & GENTS' HAIRCUTTING 35c
CHILDREN 25c

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9 to 12:30—1:30 to 6
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Phone Glenwood 5275-R
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WINTER LEADER OIL HIGH GRADE 15c qt.

LEADER GAS 14 1/2c gal. Highest grade, no knock, none better. Tank car to your car.

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Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

GUARANTEED Rebuilt Vacuum Cleaners as low as \$8. Variety Vacuum Cleaner Co. 254 Lyell Ave. Glen. 4141.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

PAPERHANGING—\$6.00 per room, including paper. Floor refinishing. House painting. F. Bender, 160 Thurston Rd. Gen. 2333-W.

RADIO SERVICE—Fast efficient service on any make set. Call Young's Music House, 263 Ames St., Gen. 1971. Open evenings.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

FOR RENT—142 Burrows St. Modern 6 room with 3 bedrooms. Reduced rent. Call Mon. 2766.

NEW WRINGER ROLLS for any make of washer \$5 a set complete. Washers oiled and greased for \$1.50. Call Glen. 4141.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

ANY MAKE of vacuum cleaner completely overhauled for \$2. Call Glen. 4141.

FOR RENT—large room, furnished or unfurnished. 35 Myrtle Hill Pk. Glen. 5622.

FLOWERS—Funeral designs a specialty. Rock bottom prices for cash. Quality Floral Shoppe, 24 Delmar St. J. L. Dixon.

WANTED—Children, any age, to board. Licensed home, board reasonable. 1305 Jay street. Phone, Gen. 6893-W.

FOR RENT—6-room single house. 146 Burrows St. Nearly new, all improvements. Call Mon. 2766.

WANTED—Players for dance orchestra. Call Glen. 6628-R.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

Nearly 200 Members in Ward's Community Club

The 24th Ward Community Club starts the new year with 186 members. Since occupying its quarters at 1085 Lyell avenue the club has had a steady growth and it is predicted that the 200 mark will soon be passed.

A club rally is to be held at the clubrooms tonight. Moving pictures and other entertainment are to be provided and all members are requested to attend.

Earl Ehresman was installed as president at the annual meeting on January 12. Other new officers are: vice-president, Louis Magin; secretary, Max Zimmer; treasurer, George Voelkl; directors, John Pike, George Voelkl, Henry Geimer, Cornelius Bubel and Simon Eberhard.

The retiring president, Thaddeus Hondorf, was presented an easy chair.

Committees named by Mr. Ehresman are: membership, George Saile, Charles Dugan, Hugh Hammil, Max Zimmer and Thaddeus Hondorf; entertainment, Frank Vadas, Theodore Liebenow, John Pike, George Voelkl and C. Bubel; house, Norman Stone, Louis Singer, George Pike, Charles Wilkins and Frank Schroedel.

Burglar Alarm, Rung by Accident, Brings Police

At eight o'clock Monday morning a package accidentally dropped on one of the burglar alarms at the Twentieth Ward Co-Operative Savings and Loan Association, 764 Jay street. In about three minutes a squad from the Fifth Precinct under Sergeant Fleckinger was on the scene, followed shortly afterward by officers in prowler cars and a squad from headquarters.

"I wonder," said Mr. Mura, treasurer of the association, "if the fact that three of the squad from the Fifth Precinct were members of the association and had accounts here, had anything to do with their promptness."

"We are, of course, sorry this false alarm was turned in, but we want to commend the Police Department for their prompt response."

BOWLING PARTIES

We Specialize in Bowling Parties. Lunch, Refreshments and Bowling at a very reasonable price per head. Make your reservations today. Alleys draped off for private parties. Henchen Bowling Hall, 849 Jay St. Gen. 7748. Eight new alleys.

Holy Family Card Party Series Continues Friday

The fourth series card party will be held at Holy Family auditorium tomorrow (Friday) evening. Pinochle, bridge, five hundred, pedro and dominoes are played. General chairman is Mrs. Hattie Rossenbach assisted by Mrs. Elizabeth Sauter. Chairman of the block committee is Mrs. Klemmer assisted by Mrs. Schroth.

Private card parties were held by Mrs. Weber of Glide street, Mrs. Klemmer of Glide street and Mrs. Sailes of Wetmore park.

SILVER KINGS TO HOLD DANCE TOMORROW NIGHT

The Silver Kings will hold their fourth annual dance tomorrow night at Madison Ballroom. The Dutchtown boys, through the efforts of Joseph Weidman, have secured the services of Freddie Lashiers' Westminster Park Orchestra.

It is also announced that the baseball team has changed its name to Groh's Athletics and will enter the Municipal League next year.

Dr. Knight, Widely-known As Chiropractor, Dies Suddenly

In the unexpected passing Saturday of Dr. Harry W. Knight, The Vicinity lost one of its most widely-known residents. Dr. Knight was a chiropractor and won wide fame through treatment of big league ball players. Funeral services were conducted from the home in West avenue Tuesday afternoon.

WEEK-END SPECIALS AT SCHROTH'S MARKET

FRESH PORK LOINS . 8c
(RIB END — 4 to 5 LB. AVGE.)

Shoulder Roast Beef . 12-15c

ROAST VEAL . 15c
Short Leg or Shldr. (5-6 lb.)

Sirloin Steaks (best cuts) . 25c

Pork Saus. Meat, 2 lbs. 25c | Fresh Hamburg . . 10c
Center Cut Pork Chops 15c | Plate Corn Beef . . 9c
Fresh Spare Ribs 9c | Pork Steak 12c
Monroe Ketchup 10c | Sauerkraut, 4 lbs. 17c

ARPEAKO HAMS (shank end) 15c

Schroth Market

LYELL AVE. at MURRAY ST. GLEN. 3210

WEEK-END SPECIALS

One tube Lavender Shaving Cream and pkg. of 5 Probak Blades (85c value) **49c**

FREE JIG SAW PUZZLE with tube of Rexall Milk of Magnesia Toothpaste at 25c

French Cream Toilet Soap, 2c ea., 3 for **5c** | Cigarettes All kinds, 2 for **25c**

Gem Razor Blades (5), razor and tube of Shaving Cream — all for **49c**

2 tubes Colgate Toothpaste and Toothbrush (75c val.) 49c | Palmolive Shav. Cream Powder & Septic Pencil 39c

CHILD STREET PHARMACY

CHILD and JAY STS. Genesee 4196

THE EVENT YOU HAVE BEEN WAITING FOR!

FIRST ANNUAL SALE

ONE OF THE GREATEST VALUE-GIVING EVENTS THE VICINITY HAS EVER SEEN. MANY ITEMS BELOW COST!

TOMORROW (FRIDAY) UNTIL FEB. 4th

3 qt. Aluminum, Reg. 39c
Sauce Pan 15c
2 qt. Aluminum, Reg. 25c
Sauce Pan 9c
12 cup Aluminum Percolators 59c
6 cup Aluminum Percolators 49c
Heavy Aluminum Fry Pans (dome cover) . 79c
4 qt. Wearover Kettle w/h cover (Reg. \$1.65) \$1
Aluminum Collender Regularly 49c 29c
5 qt. Aluminum, Engraved Tea Kettle . 69c
An outstanding value
Aluminum Pie Tins . . 9c
Aluminum Bread Tins 9c

Decorated Water Glasses each 2c
Limited Quantity
Mop Sticks each 9c
Regularly 15c
Clothespins . . . 40 for 9c
Steel Wool . . . 3 pkgs. 10c
Fine—Medium—Coarse
Bass Brooms 23c
Regular Price 39c
Corn Brooms 19c
Good Quality
Dust Mops 29c
Regular Price 49c
G. E. Mazda Lamps
Plain or color 10c
15, 30 and 60 watt

10 qt. Gavlanized Pails 9c
One to a customer
Bottle Caps . . . gross 17c
2 gross for 31c
Hop Flavored Malt can 37c
Mop Wringer and Pail, complete 79c
\$1.25 value
Furnace Scoops . . . 35c
Regular Price 49c
Ash Can and Cover, large size, 98c
Ash Can and Cover, Medium size 79c

DURING THIS SALE OUR ENTIRE STOCK REDUCED

20 to 35%

Prompt Attention Given To Phone Orders

LEICHTNER HARDWARE

705 MAPLE STREET at AMES WE DELIVER GEN 3126

JANUARY SALE

Mohawk Triple Six Sheets 81 x 108 Full Size 97c

CASES

45 inch Mohawk 24c ea.
42 inch Pequot 25c ea.
45 inch Spe. Hemstitch 22c ea.
45 inch Lockwood 25c ea.
45 inch Kleen Wink . . . 15c ea.

SHEETS

81 x 108 Pequot . . . \$1.14
63 x 99 Pequot 87c
81 x 99 Fort Mills . . 82c
63 x 90 Lockwood . . . 69c
81 x 99 Excelsior . . . 69c

415

LYELL AVE. **ROLAND'S** OPEN EVENINGS TILL 8 P. M.

CIRCULATION
5500

THE VICINITY POST

PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., FEBRUARY 9, 1933

No. 8

ADOPT RESOLUTIONS AT LYELL AVENUE SMOKER

New officers of the Lyell Avenue Business Men's Association were formally installed at the sixth annual installation and smoker last week. A long program of entertainment, a sauerkraut supper and the installation provided a full evening for the business men.

Two resolutions were read by President James E. Shatzel and were subsequently passed by the association. One relates to the nation-wide campaign to "Buy American" and the other protests the increase in truck license fees as applied to retail business and the farmer. Text of the resolutions follows:

"Be it resolved, that this body herewith goes on record as heartily endorsing the 'Buy American' movement. We pledge to do all in our power to enlist the sympathy and support of our friends and customers in the campaign to buy American-made products."

"Be it resolved, that this body herewith petitions amendment of the new truck licensing law to exempt the following from the increase in license fee: Trucks used for delivery purposes in retail business and not for hire; and trucks used by farmers in the transportation of their produce. We believe that there is no justification in placing this additional burden on either the business man or farmer and therefore petition immediate action on this petition."

New officers installed were: James E. Shatzel, president; Thomas Taylor, vice-president; Charles Meyers, secretary; F. R. Metzinger, treasurer. The next meeting of the association will take place on Wednesday, March 8.

Mrs. Geo. Saile Elected President of 24th Club

24th Ward Women's Republican Club held its regular monthly meeting at the clubrooms, 1085 Lyell avenue, on February 1, Mrs. Frank W. Lowe presiding. A yearly report of the standing of the club was given by the treasurer, Miss Florence Martin.

Plans for the yearly banquet were discussed and it was decided to hold the affair Thursday evening, February 16. The following were appointed as a committee to make all arrangements: Mrs. Chas. Gargan, chairman, Mrs. Joseph Lynch, Mrs. Chas. F. McLaughlin, Mrs. Morand Mura and Mrs. Frank M. Hemmerich.

Election of officers was held and the following ladies will take their respective offices at the banquet: Mrs. George Saile, president; Mrs. William Loeffler, vice-president; Mrs. Harry Robinson, secretary; Miss Florence Martin, treasurer. The retiring president, Mrs. Frank W. Lowe, was made an honorary life member of the club.

There will be no social meeting of the club next Wednesday evening, February 15, but the regular Wednesday afternoon card parties will be held as usual.

La Belle Shoppe

Special sale of dresses at \$1.95 and \$3.95. New spring dresses \$5.95 up. Alterations free. Hats reduced from \$1.88 to 50c. La Belle Apparel Shoppe, 1517 Lake Ave. Glen. 4152. Open evenings.—Adv.

PURE QUILL GASOLINE

Only the highest quality, winter test, gasoline is sold at the Pure Quill Stations. Today's price, 10 1/2c plus tax. Pure Quill Stations, 155 Hague St., 191 Mt. Hope Ave., 280 Exchange St.

ITALIAN WOMEN'S CLUB FORMED BY DEMOCRATS

A new branch of the Tenth Ward Women's Democratic Club was organized January 24 at the Democratic headquarters on Driving Park avenue. Anthony Franco delivered a short address.

The following were elected to office: Mrs. Anthony Rause, president; Mrs. Angelo Matro, vice-president; Mrs. John A. Messura, secretary; Miss Louise Polizzi, treasurer. The publicity committee is composed of Mrs. Louis C. Battaglia and Miss Susie Yanneone.

Women voters of Italian extraction are invited to join. A name suitable for this branch will be selected at the next meeting. For further information, those interested may communicate with one of the above officers.

"Nothing But The Truth" Holy Family Production

On Sunday, Monday and Tuesday evenings, February 12, 13 and 14, the Holy Family Dramatic Club will present the three-act comedy "Nothing But the Truth." This play, an old favorite, has had a successful run in New York and was presented in talking pictures.

The cast, under the direction of Raymond P. Weis, includes George Heisel, Martha Schuey, John Erb, Eva Ruf, Robert Wahl, Leocadia Gloss, Elmer Hursh, Fred Kraus, Bertha Bohrer, Doris Weber and Agnes Kleehammer.

Tickets may be secured from any member of the cast or by calling Genesee 2468-M or Glenwood 3423-J. The admission price is 35 cents.

Valentine Dance Planned By Holy Apostles Alumni

The second annual dance sponsored by the Alumni of Holy Apostles School will be held February 15 in the school hall at Lyell avenue and Austin street. It will be in the form of a Valentine Party and music will be furnished from nine on by the "Rochesterians." Refreshments will be served during the evening.

The following committees are assisting Walter Corcoran, chairman, in completing arrangements for the evening: ticket committee—Maude Sullivan, Mildred Magin and John Shatzel; floor committee—William O'Shaughnessy, John Clair and John Hanna; refreshment committee—Sarah Lane, Dolores Himes, Katherine Gordon, Anna May Foley, John Erb and Earl Smith; advertising committee—Jane Burke, Edward Kelly and William Sullivan.

Tickets may be obtained from any member on committee.

The Alumni plans to hold regular monthly meetings in the school hall. All Alumni are requested to attend.

Another Card Party at Holy Family Tomorrow

The fifth series card party will be held at Holy Family auditorium tomorrow (Friday) evening. Pinochle, bridge, five hundred, pedro and dominos will be played.

General chairman is Mrs. Hattie Rossenbach, assisted by Mrs. Elizabeth Sauter.

Chairman of the block committee is Miss Louis Mensing, assisted by Mrs. Jean Mensing. Private parties were held by Miss Louis Mensing of Campbell street, Miss Hilda Wines of Jay street, Miss G. Weber and Mrs. Minnie Voelkl of Campbell street.

ADD ENTERTAINMENT TO HOLY NAME SMOKER

Supplementing the long list of boxing celebrities who will make their appearance Saturday night at the Holy Name Society's smoker in Holy Apostles school hall, the committee in charge announces several additions which will make the affair one of the outstanding attractions ever to be presented here.

The well-known vaudeville team of Hawkins and Miller has been added to the program to present a skit consisting of comedy, song and dance. In addition James (Ripper) Collins, St. Louis Cardinal first baseman, and Walter (Rabbit) Maranville, shortstop of the Boston Braves, will be present to speak.

Coming to Rochester especially for this smoker are the following past and present top-notchers in the boxing world: Steve Halaiko, Lou Scozza, Jimmy Slattery, Rocky Kansas, Tommy Paul and George Nichols. Ray Siedel will do the refereeing and Luke (Red) Smith will act as announcer.

The appearance in the local ring of such high-calibered boxers is due to the efforts of John B. (Burt) Hodges, deputy boxing commissioner of New York State and Inspector James Collins, who constitute the entertainment committee. Supervisor John J. Kennedy and James E. Shatzel are in charge of the program.

Other committee members are Clarence Piehler, in charge of arrangements; George O'Neil, tickets; Harold Charles, Bernard Tindale and John Miller, seating and ring; Milton Fess and Joseph Burns, publicity.

Arrangements are being made to handle a capacity crowd and it is estimated that there will be seats available for about 500. Tickets may be obtained from members of the society.

RUSSER'S

TWO BIG FOOD STORES

WILSON'S SUGAR CURED	SMOKED HAMS	WHOLE OR SHANK END	9 1/2c lb
TENDER SHOULDER	BEEF ROASTS		12 1/2c lb
FRESH DRESSED YOUNG TOM	TURKEYS	12 TO 14 LB.	23c lb
BONELESS ROLLED	Lamb Roasts		19c lb
YOUNG TENDER	Chickens	3-3 1/2 lb.	19c lb
FANCY FOWL		3-3 1/2 lb.	19c lb
	FRESH PICNICS		7c lb
	COLBY CHEESE		15c lb
	GENUINE SWISS CHEESE		27c lb

BEST CREAMERY
BUTTER
22c lb

FRUITS & VEGETABLES
Large Navel Oranges . doz. 35c
New Cabbage lb. 4c
Carrots lb. 1c

FRESH GRADE A
EGGS
2 doz 39c

Davis Baking Powder 12 oz can 19c
DAISY PASTRY Flour . 24 1/2 lb. sack 45c

Pet Milk . . Tall Can, 3 for 17c
Beechnut Catsup . . Lg. Bot. 15c

MAXWELL HOUSE
COFFEE **1b 27c**

FINEST QUALITY
BULK TEAS 23-27-29c lb

Del Monte Fruit for Salad ^{TALL CAN} 17c
DEL MONTE NO. 2 CAN
Early Garden Peas . . 2 for 29c
DEL MONTE NO. 2 CAN
Crushed Pineapple . . 2 for 27c
CHIPSO OR LB. PKG.
Kirkman's Soap Chips . . . 15c
Ivory Soap, Med. Size . 4 for 19c

BLUE RIBBON Mayonnaise . Quart 45c
Geisha Crab Meat . . . can 27c

MONDAY SPECIAL
DOMINO PURE CANE
SUGAR 10 lb. sack 45c
PEACHES, California No. 2 1/2 Can 10c
White Lily

Ames Street cor. Maple

THOMAS RILEY ELECTED REPUBLICAN CLUB HEAD

Young Men's Republican Club of the ward is now meeting at the Lower Club with a new president in the chair as the result of the recent break of some of the young men away from the ward leadership. Thomas Riley is the new president, succeeding Leo Gunn.

Gunn and Charles Marron make claim to a considerable following and are said to be organizing a political group in opposition to Charles E. Bostwick. The break came over alleged desire of the Lower Club to "dictate" financial policy.

Comparatively little notice is given to the incident by local leaders, because they maintain that the majority of the young men are satisfied with the new arrangement and because they feel that the action taken by them was "founded on sound business principles."

TRYING TO START LEAGUE OF VICINITY INDOOR TEAMS

Teams interested in forming a Vicinity league of indoor baseball teams are asked to communicate with Jerome Fess, 460 Glide street, Gen. 2981-R. Should the league be formed an effort will be made to get some Vicinity organization such as the L. A. B. M. A., 24th Ward Republicans or Democrats to sponsor it.

ANNOUNCING

Mrs. Marion Fahrne will be with the Bessie-Vera Heberger Beauty Shoppe on Fridays and Saturdays. For the convenience of Mrs. Heberger's customers living near her Otis street shop she will take appointments in the evening at Otis street except Friday and Saturday when she will be at Lyell avenue. Two shops, 519 1/2 Lyell Ave. Glen. 6798; 282 Otis St. Glen. 6422-W.

Basketball Championship Is Won By Holy Apostles

Making a clean sweep of their schedule in the Catholic League, Holy Apostles basketball team emerged this week champions of the league. In a hard-fought game last Sunday, the new champions downed Cathedral's quint by a 28 to 23 count and thus clinched the pennant.

Holy Apostles will open a series with the Polish Filarets next Sunday night to gain undisputed local honors. The Filarets are also a Catholic outfit, but were not entered in the league. This team, it is figured, will furnish about the toughest opposition Holy Apostles has had and the series should furnish plenty of action.

The Holy Apostles team is captained by John (Rip) Riley and includes Dowling, McNally, Resch, R. Riley, Hayes and Barrett.

Founder's Day Will Be Observed Wed. by P.T.A.

P. T. A. of No. 30 School will hold a Founder's Day Party in the form of a Silver Tea next Wednesday, February 15, at 2 p. m. Former members are invited to be present. A silver collection will be taken and a door prize will be given.

TO HOLD DANCE

The Arrow baseball team is planning to hold its second dance this month. The committee in charge includes Rip Seitzinger, Jack Wilson and Sally Esposito.

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE VICINITY OFFICE
 25 South Water Street 517 Lyell Avenue
 Main 5412 Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.



Beware of cheap, spongy leather. It dampens your feet and is dangerous for your health. Let us take care of your shoes; we know how to do it right.

People's Quick Shoe Repair
 The only shop in the city with four Exposition Awards for quality work.
 545 LYELL AVENUE GLEN. 6434

HAUBNER & STALLKNECHT

Successors to John C. Rossenbach

FUNERAL DIRECTORS

GENESEE 300 828 JAY STREET

BRING IN YOUR TUBES FOR TESTING!

You can read our new tester yourself!
 NO CHARGE FOR TESTING TUBES AT STORE
BAUER & RAETZ OHILD at JAY STS.
 Phone: GEN. 3977

DEPRESSION!

DEPRESSION!

It's the theme of every conversation . . . Yet twenty years from now we will look back with a sigh for "the good old days." So quickly do we forget! The depression is just a passing event . . . some of us aren't eating so well nor any too often, but we'll soon forget.

To business men wary of being too energetic in the pursuit of business, we pass this tip. People do forget. Everyone isn't broke . . . there is just as much money out even though it isn't circulating any too rapidly. Some people have money and although they're apt to squeeze it a little too much, they do slip once in a while.

What makes them "open up"? Well, we know one good way and that is to offer them a bargain. Now nearly every store in The Vicinity is bulging with bargains, but the trouble is that merchants aren't any too brisk in their shouting; they're too apt to consider advertising a needless expense at this time when business is a little harder to get. When business is good they don't mind spending a few dollars for advertising, but now when they need a little publicity most, it's entirely too easy to say, "I can't afford it."

Advertise your bargains. There are buyers waiting to hear from you!

THE VICINITY POST.

A Friend to You
 And Your
 Radio
SIGNAL RADIO SERVICE
 Orchard
 at Lyell Ave.
 Glenwood 2775

ALBERT WARD
Optometrist
 198 LYELL (Near Saratoga)
 9 to 12:30—1:30 to 6
 Evenings by Appointment
 Glen. 4419

**Signal Radio & Electric
 Service Notes**

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell Avenue and Orchard

Every radio set should be protected with a fuse installed in the line running from the wall outlet to the set. Some sets are so equipped when they leave the factory, but these are in the minority. The average set consumes from 1 to 2 amperes of current and as the lighting circuit to which the radio is connected is or should be protected with a 15 ampere fuse, it can readily be seen that should any trouble occur within the power transformer, condenser block, etc., of the set something is bound to burn up before blowing this size fuse. If a 1 or 2 ampere fuse were installed within the set, this would rupture if trouble occurred and the trouble thus would be repaired with a great deal less cost than replacing the whole power rack. This is another case of spending money to save money—a dollar job of installing the fuse will save a fourteen dollar repair bill.

"Octavus Roy Cohen Murder Mystery" is a new series of programs to begin next Tuesday over WJZ network, sponsored by Westinghouse Electric and Manufacturing Company, and lasting for 18 weeks. The programs will be heard Tuesdays, Thursdays and Saturdays, and will consist of dramatized detective stories by Mr. Cohen.

Real Silk Hosiery featured Vincent Lopez's Orchestra and a short dramatic skit in their new series of programs beginning last Sunday over the WJZ network. This program will run for 13 weeks.

Thurston, the magician, has resigned for a continued 13 weeks' program. Fox Fur Trappers have extended their programs 13 weeks, commencing tomorrow night at 7:30.

The CBS has closed a contract for Old Gold Cigarettes, as evidenced by their first program last night at 10 o'clock, using Fred Waring and his Pennsylvanians. This was Old Gold's first broadcast for nearly two years, and Waring's first commercial radio venture.

Station WBen, Buffalo, took out a license last week to operate a television transmitter.

Charis Musical Revues begin Wednesday afternoon, March 8, at 4:45 p. m. for a 13 weeks' program over NBC.

Four times this past week inquiries have come in asking the meaning of the word "electrical transcription" often heard over the air from several stations. To enlighten these and any one else who may be wondering about the same question we add that these transcriptions are nothing more than phonograph records. They differ from the former phonograph records only in one way and that is the manner in which they are recorded or made. A microphone and amplifier is used through which the voice or music travels to the recording needle on the record; in this method they are electrically transcribed. The announcement, "The World Broadcasting Company," merely indicates the name of the firm manufacturing the recording.

CAMPBELL & BERGIN
COAL COMPANY
 COAL and COKE
 804 W. Main St. Gen. 2631

**NEWS ITEMS
 PUBLISHED
 in The Post**

at no
 charge

Send them to

The Vicinity Post
 25 S. Water St.

Must be in no later than Monday
 of week of the issue.

PERSONAL

Mrs. R. K. Bastian of the Bastian Dress Shop spent the week-end in New York City.

Mr. and Mrs. E. H. Sanford of Myrtle street celebrated their 50th wedding anniversary on February 1.

Frank Pommerening and James E. Shatzel, Lyell avenue hardware men, are in Syracuse attending the two-day convention of the New York State Retail Hardware Dealers' Association.

Eta Phi Sigma Sorority was entertained last Friday at the home of Miss Alice Grundy in Dix street. The sorority meets again tomorrow night at the home of Miss Marguerite Adams.

The Old Gang Bridge Club met at the home of Mrs. William McCoy of Holworthy street. Prizes were won by Mrs. Wm. H. Senz and Mrs. Henry P. Lenhard. Next hostess will be Mrs. William Falls of Spencerport.

George Cragg of Campbell park has returned to his post after a 3-day leave of absence. He is with the 7th Field Artillery at Madison Barracks, N. Y.

**What Your Watch Does
 For Its Keep**

The center wheel, carrying the hands, revolves 24 times a day. The balance wheel makes nearly half a million swings in 24 hours. Actually in a pocket size watch the rim of the balance wheel travels 23 miles every day. A long and winding march to do year in and year out with seldom a stop. More often than not it does it without a drop of oil; in fact it only takes a spot of oil to lubricate the entire movement for 12 months and even this all too frequently gets dried out by the changes in temperature due to normal wear.

It is not advisable for the owner to oil a watch. He will certainly put too much on, mostly on the wrong places and in such a way that the oil he puts on will draw away from the bearings the oil the watchmaker uses. All watches should be cleaned and oiled at least once a year. Very small watches should have attention even more frequently because the smaller the movement the more minute is the supply of oil which it can contain.

A watch works 168 hours or 10,080 minutes, or 604,800 seconds a week. This means 8,736 hours or 524,160 minutes or 31,449,600 seconds a year. A balance wheel makes five beats a second or over 150,000,000 beats a year.

Some of the parts of a watch are so small that it would take more than 10,000 of them to fill a thimble.

**FOR PRINTING
 PHONE THE POST
 MAIN 5412**

BOWLING

The first "depression" tournament at Henchen's Bowling Hall proved so popular last month that another is planned for Saturday, February 18. The entry fee will be \$1, with a guaranteed first prize of \$35 and 20 other prizes. The entry list is open to all bowlers with average of 180 or less in all leagues.

Loretta Hayes, wife of Policeman Al Hayes, turned in a fine 232 game last week in the Henchen Ladies' Friday night league. Two splits that looked like perfect hits spoiled what might have been a 292 game.

Clem Krenzer is hitting the maples in big-league style these days. Last Saturday he had a 240 average for three games at Henchen's.

**24TH WARD LEAGUE
 Team Standings**

Team	W	L
Martinos Barbers	31	20
Vay Undertakers	29	22
Ehmann Market	27	24
Spencer Market	27	24
Haubner Morticians	26	25
Campbell Service	24	27
Boulter Coal	22	29
Forbes Barbers	18	33

Individual Averages

H. Boulter	42	178
F. May	51	174
H. Zimmer	48	174
J. Ehmann	51	173
W. Schulze	51	172

HENCHEN LEAGUE

Team Standings

Team	W	L
Bimmier Pets	47	10
Vay Undertakers	46	11
Scheg Garage	42	15
Boulter Coal	41	16
Sassone Market	35	22
Dutch Brayers	34	23
Claus Insurers	31	26
Qualtop Beverages	29	28
Alliance Club	29	28
Ritter Dental	28	29
Radel Dairy	26	31
Henchen Bowling Hall	22	35
Cook Coffee Co.	14	43
Agates Ice Cream	14	43
Georges Market	14	43
Independents	4	53

Individual Averages

F. Stockmaster	57	193
Blide	54	190
Stone	48	190
J. Sleich	48	190
Maeder	57	190

BOWLING PARTIES

We Specialize in Bowling Parties. Lunch, Refreshments and Bowling at a very reasonable price per head. Make your reservations today. Alleys draped off for private parties. Henchen Bowling Hall, 849 Jay St. Gen. 7748. Eight new alleys.—Adv.

PURE QUILL GASOLINE

Pure Quill Gasoline will stand the test of winter temperatures. The price 10½c plus tax is made possible by our tank car siding. Pure Quill Stations, 155 Hague St., 191 Mt. Hope Ave., 280 Exchange St.

WEEK-END SPECIALS

2 Packages Half and Half Tobacco and 50c Pipe (80c value) **29c**

One large tube Lavender Shaving Cream and pkg. of 5 Probak or Gillette Blades (85c value) **49c**

FREE 125-Piece JIG SAW PUZZLE with tube of Milk of Magnesia Toothpaste at 25c

FREE-4 TUBE PHILCO RADIO
 Buy a 50c pipe and you may be the person to win this fine radio

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73c SALE LADIES HOUSE DRESSES NEW PATTERNS AND STYLES, FAST COLORS, ALL SIZES, SPECIAL PRICE 73c **ROLAND'S** 415 LYELL AVE.

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\$5 PERMANENTS \$3.50
Complete
Finger Wave or Marcel . . . 25c
Including Friday & Saturday

Trinity Evangelical Church

The Martha Society will meet tonight for their regular meeting, which will be followed by a Valentine Party.
The Boy Scouts of Trinity will be special guests at the service on Sunday morning. The topic for the sermon is "Great Spirits."
On Monday evening the Brotherhood will sponsor a "Father and Son Night." A special program has been arranged and invitation is extended to all fathers and sons of Trinity.
Trinity Bible Class will hold its regular meeting on Wednesday evening, February 15, at 8 p. m. A Valentine Party is also planned to follow the business meeting.

Lyell Ave. Baptist Church

Morning service at 10:30; Junior Endeavor at 11:15; Sunday School at 12. The pastor's theme for Sunday morning will be "The Grace of Giving."
The monthly meeting of the deacons was held at the home of Otto Ludwig on Monday evening.
Wednesday evening the pastor concluded his discussion on the book of Amos, dwelling on its present-day application. Friday evening at 8 o'clock a concert will be given in the auditorium by the Santos Band sponsored by the Light Bringers' Class.
The Woman's Missionary Circle will be entertained by Mrs. Albert Nicholson, 574 Hague street on Thursday evening, February 16.
The Fidelis Class will serve a chicken supper on Tuesday, February 21, from six to eight. Tickets 35 cents for adults and 20 cents for children.
The World Wide Guild will give a birthday banquet to the mothers of the Guild members and the Missionary Circle on February 17 at 6:30 p. m.

The Church of The Holy Apostles

The Rosary Society received Holy Communion last Sunday morning. At a meeting in the afternoon, plans were discussed for a card party on St. Patrick's night.
The Sodality of Our Lady meets tomorrow (Friday) night at 7:30 to hear a talk by the Rev. Leo Mooney. A social hour will follow with the following committee in charge:
Mary Peters, chairman, Beatrice Spengler, Katherine Marks, Agnes Mahar, Marie Tidings, Betty Goschar, Jean McNeil, Mildred Magin, Ruth Magin, Marion LaMay, Helen Sullivan, Geraldine Dunham, Dorothy Miller, Louise Brucia, Ruth Brown, Geraldine Eberts, Lillian Sullivan, Maude Sullivan and Miriam Bride.
The Sodality will receive Holy Communion at 7:30 mass on Sunday morning.
A card party and social was held Tuesday evening by the Altar Society in the school hall. The party drew a large attendance and was quite successful.
At the regular meeting of Ladies' Auxiliary 126, Knights of St. John, the following officers were installed by Mrs. Rose Fromm, deputy organizer:
Spiritual adviser, Rev. Philip Golding; president, Mrs. Catherine Specksgoor; past president, Mrs. Anna D. Weis; first vice-president, Mrs. Leona Gifford; second vice-president, Mrs. Estelle Hemmer.
Recording and corresponding secretary, Mrs. Mary Dalton; financial secretary, Mrs. Frances Kase; treasurer, Mrs. Anna Johnson; messenger, Mrs. Gertrude Collins; sentinel, Mrs. Lillian Miller; guard, Mrs. Rose Moore.
Board of trustees: Mrs. Mae Dunham, Miss Margaret Attridge, Mrs. Margaret Dingle. Representatives to the District Auxiliary: Mrs. Hanna Cooper and Mrs. Anna D. Weis.
Mrs. Catherine Specksgoor, president, was presented with a \$5.00 gold piece.

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LOW-PRICED **COAL**
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Don't Just Save What You Don't Spend
We all have some
GOAL OR OBJECTIVE
which we are ambitious to reach in a certain period of time.
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That First Down Payment On A Home
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Come In And Let Us Show You How Small Are
The Weekly Payments Necessary To Reach This Cherished Goal—When Dividends Are Compounded.
Systematic Saving is the Foundation
of Independence
**20th Ward Co-operative
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OFFICERS RE-ELECTED BY REPUBLICAN CLUB

At a meeting of the Tenth Ward Republican Club Friday evening, the following officers were re-elected for the year 1933:
William A. Doane, president; Harvey Shannon, first vice-president; Joseph Kaufman, second vice-president; William O. Shulz, recording secretary; Michael J. Culhane, treasurer; Harold J. Ester, financial secretary.
Charles E. Bostwick, Tenth Ward leader, is honorary chairman and Donald N. Morris is in charge of publicity.

P. T. A. SPONSORS PLAY AND RECITAL ON FEB. 10

The Parent-Teacher Association of Lexington School No. 34, will sponsor a costumed piano recital and play, under the direction of Mildred C. Neth and Gertrude Hall at the school assembly on Friday evening, February 10, at 8 o'clock. The public is invited.

Maltby Street Chapel

During the month of February V. P. Bodein, pastor, is preaching a series of sermons on the first four commandments. On February 12, the topic is "No Graven Image," and on February 19 the sermon will be on "Taking the Name of God in Vain."
The Young People's Society meets every Sunday evening at 6:30 and church service is held at 7:30.
A demonstration supper will be held February 16 at the Chapel. Supper will be served from 6:30 to 8:00. Proceeds are for the benefit of Friendly Circle of the Chapel.

◆ Around the Vicinity ◆

It is poor judgment, as we see it, for the New York legislature to pass any further taxation bills directed against the automobile and its accessories. Plunging wholeheartedly into the business of raising additional revenues for the state, the legislature threatens to do irreparable damage to an industry already staggering from the effects of the depression and taxation. We endorse heartily the efforts of the Auto Club to prevent further increase in the gasoline tax and urge all motorists to write their legislative representatives immediately in protest.
The gasoline tax was originally intended for the upkeep and extension of highways and was entirely justified, for it is the motorist who derives most benefit from good roads. But now with practically all highway work curtailed or eliminated, there can be no justification of an increase. Unquestionably the gasoline tax is nice revenue and it's not too hard to collect; and an increase of just another cent, apparently to the powers-that-be would hardly be noticeable. However, unfortunately Uncle Sam has slapped on a cent tax and will collect it for another year. This together with the three-cent state tax makes a total of four cents, a tax of at least 33 1/3 per cent. That is an exorbitant impost in itself, much less to increase it another cent.

Judging by news accounts and downtown gossip, City Hall is on the verge of one of its periodic upheavals which should furnish excellent newspaper copy for some time to come. Emerging from the conglomeration of cross-currents in the center of town seems to be the idea that a three-cornered fight looms on the horizon, to wit: Harry Bareham vs. "Clip" Bostwick vs. William Pitkin, et al. Not to mention the City Manager League and the Democrats. . . . A particularly amusing rumor has it that Comptroller Argetsinger, following a month's vacation in the sunny south, will be back in Rochester about April 1 to assume the City Managership as the result of maneuvers of his friends in the interim.

Grace Presbyterian Church

Morning worship begins Sunday at eleven o'clock. The pastor will preach on the theme, "The Character of Abraham Lincoln." Sunday School meets at ten o'clock, preceding the church service.
The Christian Endeavor Society will meet at the home of Miss Emma Nothiger, 55 Weicher street. Jack Grover will lead the discussion on the topic, "The Policy of Japan in China."
The Ladies' Aid will meet on Wednesday afternoon, February 15, at 2:30 o'clock in the home of Mrs. Asa Billings, 819 Jay street.
The C. E. group has invited the Mummies' Club to join them in a Progressive Supper to be served this evening by various members of the C. E. Society.
Important dates on the calendar are February 23 and 24, when Mummies will present their latest production, "The Gate To Happiness."
February 21 at 7:45 the Schaefer Guild of the Ladies' Aid will hold a card party at Bryan's Restaurant on Lyell avenue, near Whitney. All kinds of card games will be played. A door prize will be given as well as prizes for the various games. Tickets are 25 cents. The public is invited.

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Model 14-LZX \$150 COMPLETE
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Place the convenient Philco Lazy-X tuning cabinet, with complete remote control, beside your easy chair—put the sound console anywhere in the room. Relax—change programs, adjust volume, control tone—all without moving from your chair.
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89 EAST AVENUE PHONE: MAIN 3960
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The Display at Our Funeral Home shows the complete Funeral Service in plain figures
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Everyone who tries it is surprised how good it is!
LEADER GAS Highest Grade, No Knock 14 1/2 gal Tank Car To Your Car
WINTER LEADER OIL HIGH GRADE 15c qt
KINSO CORPORATION, 585 LYELL AVENUE, opposite BURROWS ST.
SUPER-REFINED KINSO ZERO OIL
Flows at zero and stands up equal to summer oil. **25c qt**

Magnificent Rio



A Street Vendor of Rio.

(Prepared by the National Geographic Society, Washington, D. C.)
(WNU Service.)

RIO DE JANEIRO, which recently has been disturbed by political strife involving several Brazilian states, basks on the golden sands almost astride the Tropic of Capricorn.

To enter this great world port you walk down the gangplank and straight out into a formal garden with a big bronze fountain. This leads off into a Fifth avenue-like boulevard, which in turn flows into a wide, world-famous beach drive, past embassies, clubs, and palms and geometric gardens. Dingy docks, pawn shops, pool halls, quick-and-dirty cafes, cheap rooming houses, runners, dirt, smells—all the trash and clatter of many other water fronts are missing here.

Out in the bay, the startling profiles of singular peaks rise in their bulk like elephants sitting in grotesque pose. They include the much-photographed Sugar Loaf, the oddly-shaped Corcovado, or Hunchback.

Rising fully 1,200 feet and almost straight out of the sea, Sugar Loaf is easily Rio's outstanding landmark. Incoming air pilots, if half lost in fog or rain, hail its familiar outlines with grunts of relief. In a queer aerial trolley—a dizzy trip which is a supreme triumph for the nervous—you can reach its top in two laps. The first stage carries you to the top of Uruca; there, if still conscious, you ride on up to the crest of Sugar Loaf for a balloon-like view of the bay and city.

Look at this spectacular city from Sugar Loaf, Hunchback, or any high angle, and you see how smoothly in mass, form, and color it harmonizes with the shape and shades of its terrestrial environment.

You observe that it is cohesive, one work of art; yet it is not a solid city, with a checkerboard pattern of blocks and squares squeezed into rigid "city limits," like Leipzig or Indianapolis.

Something easy, loose, and fluent in its multicolored distribution makes you feel that Rio is simply flowing down the mountains about it in graceful architectural streams, then coming to rest in quiet valleys and on sandy beaches.

Seen From the Air.

Fly over it and its marvels only multiply; it has so many parts, sections, and suburbs; and in its pattern, from the sky, it looks like a great paint-spotted easel of blue water, yellow sand, green trees, red roofs, pink and blue walls. Think of all these colored parts turning round and round like the odd-formed bits of colored glass in an old-fashioned kaleidoscope. Then you can imagine exactly how Rio looks from an airplane that banks and turns, a mile above it, on a bright, clear day.

Back to earth, on the famous Avenida Rio Branco, the Unter den Linden or Fifth avenue of Rio de Janeiro, you meet the city at its best; also, familiar big-town signs, sounds, and smells make you feel normal here and much at home.

New York papers, any popular North American magazine, chewing gum from Chicago, your own favorite brand of safety razor, cig-

arettes, fountain pen, writing or talking machine, sport roadster, ice-box, or outboard motor boat—all are here, with their familiar show-window placards that greet you on Main street anywhere from Syracuse to Seattle. Likewise, radio sets, crooning to crowds the latest Broadway "hits"; displays of North American cameras; enlarged snaps of local bathing beauties having Brazilian "it"; groups of soccer players; the dark horse that paid 20 to 1 at last Sunday's races and his popular jockey, pictured peeping through a big horseshoe of flowers.

And Rio, window-shopping here, looks in on Paris perfumes, soaps, chapeaux, gowns and lingerie; German etchings, water colors, oils, and shelves of drugs and surgical instruments and hardware; English rackets, balls, cricket sets, saddles, socks, hats, and pipes; and, most significant of all, the steady march of Brazil's own manufacturing, revealed in huge stocks of textiles, leather, shirts, clothing, dishes, dry-goods, toys, shoes, and packaged food—all "made in Brazil!"

This wide, resplendent avenue, one and an eighth miles long, lined

with beautiful trees, and piercing the city from the Beira Mar to the piers, was boldly opened only two decades ago in the ambitious plan for a better city. To cut it through, nearly 600 buildings were razed.

One of its startling aspects is its sidewalk, made up of small stones of different colors, laid in zigzags, in waves and in other dizzy patterns.

Interesting Street Crowds.

But it is the people who interest you most, especially the crowds who promenade late in the afternoon. Coffee shops, cafes and tea rooms line the Avenida Rio Branco, many with wide colored awnings that reach out over the pavement. Flocks of tables are set out here in the open air, so that patrons may sip drinks, smoke, and watch the well-dressed, handsome women who stroll by to be admired. This is a custom of the country. It is perfectly correct to cast admiring glances, and the women do not resent it. In fact they expect it. And, on fine evenings, the passing show is not unlike a parade of mannequins displaying the latest styles in feminine garb at a New York fashion show.

Although prohibition is unknown in Brazil, very few seem to dally much with the cup that cheers. Cosmopolitan seaport though it is, Rio is a most orderly and abstemious place. But it drinks coffee to excess.

What we call lunch is breakfast in Rio. After this meal the brokers, bankers, merchants and clerks all flock to their favorite resort to drink coffee. Late in the afternoon they all go again, and perhaps at various other times during the day they drop in for the tiny cup, if they happen to be near a cafe.

Coffee is taken very strong and sweet, as in the Near East. In the cheaper cafes an automatic bowl of granulated sugar is on each table. By means of a trigger, it shoots a man's allowance into his cup at one dash. Often you see men try it

first toward the floor, to see if it is working!

By his dress alone you can seldom tell an upper-class Brazilian from a well-groomed European. You seldom see a man without a vest, even on hot days. Derby hats and canes are everywhere; some men carry fans; and bootblacks and barbers could almost claim an "essential occupation" to avoid the draft in wartime!

Here, along the Rio Branco, is the voice of the city. Around these sidewalk cafes you hear town talk, which may be in any one of three or four languages. It is a gossips' free-for-all. And here conversation is an art—as much enjoyed as music. All the lounging coffee drinkers and the groups standing about wave their hands and wobble their heads in Latin-American emphasis, each anxious to make himself heard. Passing by, you hear scraps of talk on every theme, from the coffee crop and the Sao Paulo snake farm to the identity of the pretty girl who just went by in a roadster.

United States Visitors Welcome.

Nowhere, from the Rio Grande to Cape Horn, is the visitor from the United States more welcome than in Rio. Whether he comes as tourist, salesman, scientist, diplomat, artist, student, teacher, resident engineer, merchant, or delegate to an international highway conference, he soon senses that Brazilians hold our country in high esteem.

Between the two capitals, Rio and Washington, friendly diplomatic intercourse has been unbroken for a hundred years. When we entered the World War, President Braz of Brazil said in his message to congress: "With our elder brother, the United States, at war, it is impossible for Brazil to remain neutral."

Rio—rich, leisurely, and at ease—is not "Americanized" in dress, manners, or in methods. Probably she never will be, for here a new race is in the making—a racial amalgamation new to the world, possessing unique social, industrial and cultural possibilities.

But Rio is tolerant and wise. From us, as from Europe, she takes what she can use, whether it is ideas or goods. This is fair play among nations.

When buying, mention
THE VICINITY POST

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

SAVE MONEY by having your vacuum cleaner repaired in our shop while you wait. New cords put on for \$1, brushes re-bristled 75c. Slight extra charge for call and delivery. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

GUARANTEED Rebuilt Vacuum Cleaners as low as \$8. Variety Vacuum Cleaner Co. 254 Lyell Ave. Glen. 4141.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

PAPERHANGING—\$6.00 per room, including paper. Floor refinishing. House painting. F. Bender, 160 Thurston Rd. Gen. 2333-W.

HOME BAKED GOODS—Bread 10c loaf. Gluten bread 20c. Cookies 20c. Baking Wed. and Sat. Pies 25c (Sat. only). S. M. Vickery, Glen. 1896-M. 25 Myrtle St.

FOR RENT—Rogers Ave., 17—4-room upper, adults, cheap. Glen. 3958-R.

DRESSMAKING—Alterations, dresses and coats, children's clothing. Reasonable. Gen. 4168-W. 61 Masseth St.

WANTED—Children, any age, mother's care. Reasonable. Phone Gen. 6893-W.

LOVELL WRINGER ROLLS for any make of washer \$5 a set complete. Washers oiled and greased for \$1.50. Call Glen. 4141.

WEEK-END SPECIALS AT SCHROTH'S MARKET

FRESH PORK LOINS 12c
(RIB END — 4 to 5 LB. AVGE.)

Boneless **Roast Lamb Shoulder . 15c**
Rolled

Whole or Shank End

DURR'S SMOKED HAMS 12 1/2c

Roasting Chickens 4 1/2 lb Avge 22c

Plate Corned Beef . . . 8c

Arpeako Bockwurst . 25c

Pure Sausage Meat . . 10c

Fresh-cut Hamburg . 10c

Large Pork Chops . . 12c

Pollock Steak 10c

Glenwood Creamery Butter 1 lb. Roll 21c

Schroth Market

LYELL AVE. at MURRAY ST.

GLEN. 3210

Holy Rosary Sponsoring Social in Columbus Bldg.

Members of the Holy Rosary Parish are sponsoring a social to be held at the Columbus Ballroom, February 17. Proceeds will go into the Parish Hall fund.

Music from 9 to 1 with special novelty features has been arranged by the committee of which Joseph McKague is chairman. His assistants are:

Glen McKay, Norman O'Brien, Joseph Buckley, Frank Reddy, Martin Dunn, Henry Kears, William Bell, Leslie Bauman, Emmett J. O'Neill, Rita Kier, Isabelle Culhane, Annabell Culhane, Ruth Amshury, Marcella Brown, Agnes Mellett, Maude LaPlante, Mary Donoghue, Gertrude Connors, Katherine Hanley, Winifred Donoghue.

Marion Meyers, Mrs. C. Vincent Wiser, Betty Griffin, Mary Shannon, Katherine Leckner, Margaret Wegman, Marguerite Donohue, Ethelrita Krause, Alberta Kaesser, Evelyn Sophie, Barbara Hayes, Mary Eva Henner, Alice Donohue, Virginia Meyers, Dorothy Killian, Ann Collins, Mary Reber, Jane LaPlante, Helen Skinner, Helen Connors.

A Message To Parents!

Every mother and father should give the hair of their children every possible chance for health and growth. Dandruff and other scalp disorders that will attack their tender scalps should be cautiously avoided, for these contaminating conditions will stifle the growth of the young hairs, which will result in future baldness.

Unsterilized barber instruments and unclean linens and hands are carriers of destructive scalp germs, and for this reason the greatest precaution should be taken by the parents to send their children to barber shops where they will be safeguarded against such elements.

We invite you to send your children to our barber shop, and pledge ourselves to give them clean, sanitary conditions for their protection against disease germs, and a good-looking haircut that will make you proud of them.

Give a thought to this. Your children will thank you when they grow older, for they will then have clean, healthy scalps, and good-looking heads of hair.

Avoid Future Baldness for Your Child

Expert advice on Hair, Scalp and Face FREE any time

LADIES' & GENTS' HAIRCUTTING **35c**
CHILDREN 25c

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Best of supplies used. No extra charge for shampoo or trim

FINGER WAVING OR MARCELLING 35c

Hair Coloring — Henna Packs Ladies' & Children's Haircutting Marrow Oil Shampoos and Treatments — Facials

Take advantage of the low prices before they advance!

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THE VICINITY POST

PHONE:
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Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., FEBRUARY 23, 1933

No. 9

24th WARD DEMOCRATS HOLDING PARTY TONIGHT

All voters of the 24th Ward are invited to a card party tonight being held by the Democratic Club of the ward at its headquarters, 141 Lincoln avenue. Tickets are 25 cents. There will be a prize for each table, the game being optional.

The affair is in charge of the following committee: Ray Sage, chairman, Fred Coryell, Francis Magin, Richard Tobin, A. Ford and Richard Ward.

The Roosevelt Club of the ward has merged with the Democratic Club and the following officers have been elected: President, Eugene Hammill; vice-president, Charles Held; secretary, George Farrell; treasurer, Charles Eber. John Normile is Democratic leader of the ward. The club is bending every effort to build a strong organization in preparation for the coming local elections, according to the officers.

Young People Planning Pre-Lenten Dance Tues.

A Pre-Lenten dance will be given next Tuesday evening by the young people of Holy Family Church in the auditorium. Music for dancing from 9 to 12 will be furnished by Johnny Schwab and his Aristocrats.

Special features are planned by the following committee: Miriam Papineau, Betty Dentinger, Betty Ehmann, Doris Weber, Marie and Lucille May, Veronica Guerinot, Dorothy and Marion Schubert, Mrs. William Warner, John Dentinger, Elwood Fisher, Frank Voelkl, Herbert Metzger, Albert New and Edward Meyer.

Retiring President Gets Gift at Annual Banquet

The 24th Ward Women's Republican Club held its annual banquet last Thursday evening at the hall, 1085 Lyell avenue, with Mrs. Chas. Gargan as chairman. The retiring president, Mrs. Frank Love, was presented with a lounging chair and a corsage of orchids.

Mrs. Geo. Saile will be installed as president next Wednesday evening. The afternoon card parties have been resumed and all ladies of the ward are invited.

Ladies of the Jury

Here's how your dresses are dry cleaned by the Edco Process!

Each dress—silk, velvet, rayon, colonese, lace or chiffon—is handled individually and treated according to the type and kind of material it is composed of. Chemicals used are especially tested and prepared to eliminate shrinkage and to renew the original color and lustre of the silk. Every dress is treated with an especially prepared sizing to give it "body" and thereby, a definitely longer period of cleanliness. Breakable buttons, buckles and ornaments are removed and replaced and all small repairs, such as seams, hooks and small torn places are efficiently repaired or replaced. If the occasion requires, a one day service is available.

There is a difference between Edco dry cleaning and ordinary cleaning but no difference in price. For call and delivery service phone Glenwood 3184. EDCO DRY CLEANERS, TAILORS AND DYERS, 496 Lyell Ave.—Adv.

LA BELLE SHOPPE

Fascinating creations of Spring dresses in print and solid colors. All sizes including half sizes. Attractively priced at \$3.95 up. Alterations free of charge. La Belle Apparel Shoppe, 1517 Lake Ave., cor. Owen St. Glen. 4152. Open evenings.—Adv.

Lyell Ave. Association Meets Wed. Mar. 8

The regular monthly meeting of the Lyell Avenue Business Men's Association will be held on Wednesday, March 8, at Billy Senz' Lyellhurst club-rooms at Lyell and Glide streets. President James E. Shatzel urges all members to attend to make suggestions for the spring and summer program of activities. The meeting will start promptly at eight o'clock.

Annual Dance Held by 24th Community Club

The 24th Ward Community Club held its annual dance Tuesday night at the Eagles Club with an attendance of over 200. Music for dancing was furnished by Owen Burnett's Sunset Serenaders.

The committee in charge was headed by Cornelius Bubel and included Earl Ehrman, John Pike, T. Liebenau, Frank Vadas and George Voelkl.

MRS. SENZ CHAIRMAN OF ALHAMBRA CARD PARTY

A dance and card party for the Musa Caravan, Order of Alhambra, will be held next Tuesday evening in the Columbus Civic Center ballroom. Mrs. William H. Senz of Glide street is chairman of the committee. Tickets may be obtained from her.

ENTER LEAGUE

The Arrow baseball team of the 24th Ward has entered the American Legion League for the coming season. A meeting of players will be held tomorrow at the home of "Rip" Seitzinger in Glide street.

Savings Accounts Double 1921 Figures in Amount

The nation starts toward recovery this year with a considerably larger backlog of individual saver's money invested in conservative thrift institutions than it had ten years ago, according to E. C. Wolcott, secretary of the 20th Ward Savings & Loan Association. He says that at the end of 1931, savers had intact in solvent institutions \$56,792,000,000, representing money paid in and accumulated returns on the principal, as compared with less than half that amount in 1921, \$27,154,000,000. Studies of the National Industrial Conference Board are cited as the source of his figures.

"Building and loan associations, home financing institutions which loan only on local residential property, have doubled their part in the total amount of the people's savings during the past twenty years," Mr. Wolcott pointed out. "Of the total individual savings in privately conducted institutions in 1931, 15% was invested in building and loan, as compared with 8% in 1921. The portion of total savings accounted for by life insurance policies was a fraction of one percent higher in 1931 than in 1921, while that in savings banks and allied institutions decreased its portion of the whole. The unusual record of safety and consistent dividends of the building and loan associations has done much to increase their popularity."

"What is the outlook for recovery when we look at the money which people still have? Assuming that the savers still have \$55,000,000,000 invested in solvent thrift institutions, the value of those dollars is greater in 1933 than at any time since 1913. With twice as many dollars saved, and each of those dollars worth nearly half as much again, the country is in far better shape than it was in 1921, when savings totalled only \$27,000,000,000. These figures are the more significant when we realize that the total population of the country increased only 16% during the 1920-30 decade, while savings increased 100%. It is also to be remembered that a \$2,400,000,000 increase in savings was reported for the first two years of our current depression, an amount equal to the normal increase for one year as established by records from 1916 on. Such figures show that the alarmists are looking at the wrong figures, disregarding the most fundamental statistics we could have, the financial condition of the savers, whose wealth is at least 15% of the total wealth in the country."

FORM CLUB TO STAGE MINSTREL SHOW HERE

At a meeting held in Holy Family reading room of the school, attended mainly by members of the choir and ushers and collectors of the church, it was unanimously decided to have a minstrel show on April 25 and 26. The group is organized as the Holy Family Glee Club.

The show will consist of a mixed cast of ladies and men of the parish and will be under the direction of Charles A. Claus, church organist. Rehearsals will start next Sunday at 2:30 o'clock in the school hall.

Norbert Vay was elected to act as general chairman, Dr. Raymond Wohlrab as recording secretary, Jos. G. Hoffman as treasurer and Charles Claus, Jr., as director. The following committees were appointed:

Publicity: Ed. Dennstedt, chairman, Herbert Erb, Henry Libervurst, Peter Fess; program, Clarence Dentinger, chairman, Joseph Schaller, Fred Brien, Joseph Miller; ticket, Ed Meyer, chairman, Max Dammert, Frank Voelkl, Robert Knittel, George Batz; seating, Dr. Ray Wohlrab, chairman, Vincent Fess, Francis Hoffman, John Reinhart.

Stage, Geo. Demmert, chairman, Max Strassner, William Leo, John Stark, Joseph Vorbeck; reception, Peter Fess, Leo Zeller; advisory, Joseph Reichart, Geo. Lingl, Chas. Claus, Sr., Joseph Roth.

Attention of the meeting was called to the fact that the church collections are not meeting the expenses of running the school and they are being augmented by receipts from the card parties the work of which is done principally by the women of the parish. The minstrel show will give the men of the parish an opportunity to assist. The proceeds of the show will go to help defray the expenses of the school and if possible toward paying off some of the debt.

Card Parties Continue At Holy Family School

The sixth series card party will be held at Holy Family auditorium tomorrow (Friday) evening. Pin-ochle, bridge, five hundred, pedro and dominos are played.

General chairman is Mrs. Hattie Rossenbach, assisted by Mrs. Elizabeth Sauter. Chairman of the block committee is Mrs. Ida Scheg, assisted by Mrs. Matilda Haubner.

Private parties were held by Mrs. Ida Scheg, Mrs. Matilda Haubner, Mrs. Barbara Martin, Mrs. Ida Quetchenback, Mrs. Justin Scheg, Mrs. Hilda Miller and Mrs. Anna Heibler.

HONORED AT RECEPTION ON 50TH ANNIVERSARY

Mr. and Mrs. George Walther of 888 Smith street were given a reception recently in honor of their 50th wedding anniversary. Their bridesmaid and best man were also in attendance. Music was furnished by Clayton Smith and his orchestra.

ANNOUNCING

Marion Fahrne will be glad to see her old customers and friends on Fridays and Saturdays at Bessie-Vera Heberger Beauty Shoppe, 519 1/2 Lyell Ave. Except on Friday and Saturday Bessie Heberger takes appointments at her Otis street shop, for the convenience of her customers in that section.—Adv.

Shamrock Annual Dance Listed Tomorrow Night

Annual dance of the Shamrock baseball team will be held tomorrow (Friday) night at Liederkranz Hall in West Main street. Royal Ambassadors will play for dancing.

The committee in charge includes Leo Coogan, Edward Geier, Gordon Kenward and Omar Gottorf. James Shatzel is general chairman. Tickets may be procured from any member of the team.

GRIFFIN HAT SHOPPE IS

NOW AT 154 SHERMAN ST.
Removal of the Griffin Hat Shoppe to 154 Sherman street is announced this week. The shop, which was formerly at 59 Cameron street, continues to feature millinery on a one price policy.

RUSSER'S

TWO BIG FOOD STORES

LEAN SHANKLESS	SMOKED PICNICS	6 to 8 lb. AVGE.	7c lb
SMALL LEAN	PORK LOINS	RIB END	8 1/2c lb
TENDER SHOULDER	BEEF ROASTS	CUT FROM BEST WESTERN STEER BEEF	12c lb
BONELESS ROLLED	Lamb Roasts		16c lb
FANCY YOUNG LONG ISLAND	DUCKS		19c lb
BONELESS ROLLED	Rib Roasts	LARGE END	19c lb
MILD CURE	BACON	WHOLE or HALF STRIPS	10c lb
PLUMP MEATY	FOWL		59c each
N. Y. STATE FULL CREAM	American CHEESE		14c lb
Cherrystone Clams			1c each
FRESH FILLETS			19c lb.

BEST CREAMERY
BUTTER
22 1/2c lb

FRUITS & VEGETABLES

Large Grape Fruit . . . 3 for 10c
Fancy LARGE MUSHROOMS . 29c lb.
Large ENDIVE 2 Hds. 15c
McIntosh Apples pk. 39c

FRESH GRADE A
EGGS
19c doz

Domino XXXX Confection'y	6c lb.	Snider's Tomato Soup	6 cans 29c
Pure Cane SUGAR	4 1/2c lb.	Alaska Pink Salmon	2 cans 19c
CHASE & SANBORN'S		TALL CAN	
COFFEE	1b 29c	Carnation MILK	3 for 17c
Bisquick	pkg. 29c	Bosco	Large Jar 27c
Fruit Salad DEL MONTE	2 for 29c	Kraft's Mayonnaise	qt. 45c
DEL MONTE MELBA HALVES	NO. 2 1/2 CAN		
Yellow Cling Peaches	15c		
CANON EARLY NO. 2 CAN	June Peas 2 for 27c		
Sauerkraut	Large can 5c		
Selox, Large pkg.	2 for 19c		
QUICK ARROW Soap Flakes	pkg. 14c		
Life Buoy Soap	3 bars 17c		

MONDAY SPECIAL

GOLD MEDAL FLOUR 5 LB. SACK 17c
DOMINO PURE CANE SUGAR 10 lb Sack 43c

Ames Street cor. Maple

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE: 25 South Water Street, Main 5412
VICINITY OFFICE: 517 Lyell Avenue, Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.
News matter must be in the hands of the editor not later than the Monday preceding date of issue.

HAUBNER & STALLKNECHT

Successors to John C. Rossenbach
FUNERAL DIRECTORS
GENESEE 300 828 JAY STREET

BRING IN YOUR TUBES FOR TESTING!

You can read our new tester yourself!
NO CHARGE FOR TESTING TUBES AT STORE
BAUER & RAETZ CHILD at JAY STS.
Phone: GEN. 5977

HOME OWNERS ATTENTION ! !

Owing to present conditions and being in a position to place large orders for materials at record low prices that are certain to rise in the Spring, we are able to contract NOW for work at prices that CANNOT be had later.



All work contracted for will be done after April 1st, but to get the benefit of present low prices you must contract for the work before April 1st.

If your house is in need of a new roof, or if you are planning to re-roof your property later on, it would be to your advantage to give us a call. It will cost you NOTHING FOR AN ESTIMATE and statement of terms we can offer you.

ELMER G. WILLIS GLEN. 5792
ROOFING CONTRACTOR 64 AUSTIN ST.

EXTRA!

Read All About It!

I may or may not be a business man, but if I have something I want to sell you and I think you need it, I'm going to tell you about what I have to sell. Perhaps it is just what you need and, if it is, you may buy it.

However, if you don't want what I have to sell, then the problem for me is to find someone who does want to buy what I want to sell. If I choose I can go house to house until I find a buyer. If I'm not so ambitious, I can sit on my chair and wait for the gods of chance to bring a buyer to me. The only difficulty is that it may be some little time before Fate brings a buyer to my door.

Therefore there is only one thing for me to do, if I am ambitious to sell—I've got to find some way to reach a prospective buyer. Somewhere out in the open spaces there is a buyer, for no matter what I have to sell I know that somebody wants it. I've got to find some way to tell a lot of people quickly and en masse. And so I advertise.

Hundreds of years ago, this same argument was just as logical as it is today. The only difference is that our forefathers had to go to a much greater proportional expense. They had no print-

ing presses to turn out thousands of copies of their advertisement on short notice at a minimum of cost. They had to write their message in long hand and make copy after copy after copy, or else hire a crier to bellow out their "ad."

The business man of today, more so at this moment than ever before, has the same complex job of finding buyers for what he has to sell. But he has the newspaper, reaching out into thousands of homes, to assist him. He does not have to stand the whole expense of printing and circulation, for the newspaper is a co-operative organ with many sharing the expense and at the same time giving individual publicity to the wares of each advertiser.

Here in The Vicinity, we offer a medium which reaches thousands of homes. A circulation of 5500 has been maintained for more than five years. The Vicinity Post is a co-operative effort on the part of all business men in this section, with many sharing the expense that for one alone would be too costly. If you have something to sell to Vicinity people you will find it reduces the selling cost to tell about it in the Post.

THE VICINITY POST.

Signal Radio & Electric Service Notes

Editor's Note. This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell Avenue and Orchard

Incandescent lamps may and do vary with respect to light output and efficiency—these qualities not being marked on the lamp. The public, however, should be able to rely upon the substantial correctness of the watt designation which does appear on the lamp.

Recently Japanese lamps have been found upon the American market bearing "5-watt" designations. In ten of the prominent cities several of these supposedly 5-watt lamps were selected at random to the number of 214 and the average consumption per lamp was found to be actually 12 watts. This was also found to be the same proportion for Japanese lamps of higher wattage markings.

In other words the foreign lamp may give as much illumination as an American lamp but consumes over twice as much electricity in doing it—so where then is the economy in buying the cheaper foreign made lamp? Another strong argument in favor of "Buy American."

The Pennzoil Parade program Sunday nights 9:30-10 o'clock has renewed contract with the CBS; also the Gold Dust program renewed beginning last Wednesday, for five times weekly at 9:15 a. m., featuring Goldy and Dusty.

The famous Sinclair Minstrels stay with us for 48 more weeks over NBC at the same time as before, having renewed contract last week.

The 'March of Time' programs will retire from the air the middle of next month due to the contract expiring. CBS may carry it along as their feature.

Chippo is seeking new talent, whether to replace or supplant their present Victor Young's Orchestra or the Mills Brothers is not known. Here's hoping they continue the latter anyway.

The Funnyboners will have an extra program each week, making two in all, beginning next Wednesday over CBS.

Word has been received of the newest among rackets. It is the stealing of refrigerators, vacuum cleaners, etc., by supposed repairmen who represent themselves as authorized individuals and remove the equipment for allegedly necessary shop adjustments. The home owner who is thus approached should check with the sales agency before permitting removal thereby saving himself a loss and discouraging this racketeering at its beginning. In Chicago last year approximately 850 refrigerators alone were stolen by this method and it is gradually spreading to other towns.

PASKAL-BINGO

The marriage of Miss Lillian Bingo, daughter of Mr. and Mrs. V. Bingo of Brayer street, and Herman Paskal, son of Mrs. Anna Paskal of Smith street, took place last Thursday morning at 9 o'clock in Holy Family Church.

The bride wore a white satin gown and veil trimmed with orange blossoms. She carried white roses and lilies of the valley. Her maid of honor, Miss Mary Ann Mitrano, wore canary yellow and white and carried tea roses.

The bridesmaids, the Misses Angela Bingo, Grace Bingo, Mary Cantaben and Betty DeMore, were dressed uniformly in chartreuse with brown turbans and shoes to match. They carried early spring flowers.

Samuel Bingo, the bride's brother, was best man and Thomas Whalen, James Cavoti, Earl Davis and Edward Funk were ushers. Billy Bingo was flower boy and Betty Baricelli was flower girl, dressed in green princess style dress and carrying a bouquet of sweet peas and roses.

Following the ceremony, the bridal group had dinner at the Hotel Seneca. Mr. and Mrs. Paskal left on a trip to Havana and upon their return will reside at 375 Avery street.

NEW VETERANS' POST CHARTERED IN TENTH

Newest addition to ward organizations was formally chartered recently when the Veterans' Memorial Post of the Veterans of Foreign Wars was given official recognition. Officers were installed and the post was inaugurated by Admiral Kunz in a special radio broadcast from Washington.

First officers are as follows: A. H. Klem, commander; Herbert Chrisley, senior vice-commander; James F. McGinnis, junior vice-commander; Fred T. O'Connor, quartermaster; E. W. Meissner, officer of the day; W. C. Taylor, adjutant. Klem and O'Connor are the organizers of the new post.

Trustees are T. W. Beck, 18 months; John T. Richards, 12 months; George Paille, 6 months. The post is meeting temporarily at 1485 Dewey avenue and it is expected that permanent headquarters will be established shortly in the ward.

Although the post has been organized principally among Tenth Ward men, an effort will be made to get members in Greece and Charlotte as well. Overseas or high-seas service in any branch of the service is the qualification for membership. All eligible service men are invited to become members. The next meeting of the post is on March 1.

Hiler Garage Addition To Double Floor Space

When additions now in progress are completed, the Hiler Garage of Sherman street will have about double the floor space. The front of the building is being extended another 53 feet with a steel framework and cement block wall. Earl Hiler is owner of the property and proprietor of the garage.

PERSONAL

Mr. and Mrs. John Kuhn of Lyell avenue announce the birth of a son, Jerome John.

The Old Gang Bridge Club met at the home of Mrs. William Falls in Spencerport last Thursday evening. Prizes were won by Mrs. Leo B. Ehmann and Mrs. Henry P. Lenhard. The next hostess will be Mrs. Richard Tobin of Campbell park.

Iota Phi Delta Sorority held a card party at the D. A. R. House last Sunday evening.

Joseph Arva and Miss Catherine Arva have returned from a three weeks' visit with their brother in Harrisburg, Pa.

William P. Nickols, Jr., of Sterling street celebrated his sixth birthday on February 18.

Senz' Lyellhurst Variety Store, Lyell at Glide street, announces a new assortment of attractive house dresses, outstanding buys at \$1. They are fast sellers, come early. Also remember you can still get the 5-piece set of dishes for 29c with a \$1 purchase. Store open evenings.—Adv.

HAIR DYEING

You can have a permanent over Inecto or Paragon hair coloring or Henna Packs. We do bleaching and tinting. Special attention by Bessie Heberger, personally, to all hair dyeing and all shades. Years of experience in hair dyeing. We also sell the dye and gladly tell you how to apply it yourself in your natural shade, if you wish. Bessie-Verla Heberger, 519 1/2 Lyell Ave.—Adv.

BOWLING

24TH WARD LEAGUE

Team Standings		
Team	W	L
Martino Barbers	34	23
Vay Undertakers	32	25
Spencer Market	30	27
Ehmann Market	29	28
Haubner Morticians	29	28
Campbell Service	28	29
Boulter Coal	28	34
Forbes Barbers	23	34
Individual Averages		
H. Boulter	48	175
F. May	57	174
H. Zimmer	54	174
R. Fredericks	21	173
J. Ehmann	57	172
W. Schulze	57	172
Yawman	54	172
W. Ehmann	57	171
Schroeder	57	170
Gressens	57	167

HENCHEN LEAGUE

Team Standings		
Team	W	L
Vay Undertakers	52	11
Bimmler Pets	51	12
Scheg Garage	46	17
Boulter Coal	43	20
Dutch Brayers	38	25
Sassone Market	36	27
Claus Insurers	34	29
Qualtop Beverages	33	30
Ritter Dental	33	30
Alliance Club	31	32
Radel Dairy	28	35
Henchen Bowling Hall	26	37
Cook Coffee Co.	27	46
Agates Ice Cream	16	47
Georges Market	15	48
Independents	5	58
Individual Averages		
F. Stockmaster	63	195
Blide	57	191
Stone	49	191
J. Sleich	54	190
Tindale	18	190
Young	63	189
Maeder	63	189
Hubert	63	189
E. May	63	188
Bardo	57	188

RUSSER LEAGUE

Team Standings		
	W	L
Russer Market	35	19
Ritzenthaler Rest.	33	21
Slorah Dentist	28	26
Young Music House	27	27
Klier Pharmacy	20	34
Gessner Garage	18	36
Individual Averages		
Slorah	51	175
C. Schmitt	54	178
J. Reidl	54	172
Stott	54	170
Krenzer	51	170
J. Young	48	168
Gallagher	48	168
Servas	45	168
Lipinski	33	168
Ritzenthaler	54	165

BOWLING PARTIES

We Specialize in Bowling Parties. Lunch, Refreshments and Bowling at a very reasonable price per head. Make your reservations today. Alleys draped off for private parties. Henchen Bowling Hall, 849 Jay St. Gen. 7748. Eight new alleys.—Adv.

P. T. A. BAZAAR TOMORROW AT LEXINGTON SCHOOL 34

A bazaar will be held by the Parent Teachers' Association of Lexington School, No. 34, tomorrow (Friday), from 8 to 10. There will be a Japanese Tea Garden, fortune telling booths; cooked food, candy and variety booths; a fish pond; and other attractions.

IN MEMORIAM

In loving memory of Thomas J. Keenan who departed this life February 22, 1930.
The years roll on but memory
Is just as fond and true;
Just a token of affection
And a heart ache still for you.
Sadly missed by wife and son.

CAMELIO'S MARKET

FRESH SHOULDERS 6 1/2c
 FRESH DRESSED FOWL 4 LB. AVGE. 17c
 FRESH PORK LOINS 9c
 NEW YORK STATE CHEESE 1b 16c
 Reg. 23c Value
 GLEN. 3283 OTIS at AUSTIN WE DELIVER
 STRICTLY FRESH EGGS . doz 19c
 SOAP CHIPS, 5 lbs. 23c

SYSTEMATIC SAVING

Is The

FOUNDATION OF FINANCIAL INDEPENDENCE

ASSETS \$2,270,903.92
 SURPLUS 147,044.18

As of December 31, 1932

Funds invested in small first mortgages on homes in the vicinity—a type of investment on which losses are almost unknown.

Being a mutual association we pay the highest return consistent with safe and conservative management.

1932 dividends at the rate of 5%.

Payments credited to shareholders on or before the last Tuesday in March entitled to dividends, provided they are not withdrawn within the next quarter.

Organized and supervised under the Banking Laws of the State of New York.

20th Ward Co-operative Savings & Loan Association

764 Jay St. Genesee 1639

Special Permanents DURING MARCH \$3.50
 GENUINE "MY OWN" PERMANENTS \$5 (Set with water)
 MON. - TUES. - WED. Finger Wave, Marcel Shampoo or Haircut 35c
 Steam Waves 50c
MARIE LAMBERT
 150 Sykes St. Gen. 6164-J

Pure Quill
 Gasoline and Oil 155 HAGUE STREET
 191 Mt. Hope - 280 Exchange
CAMPBELL & BERGIN
 COAL COMPANY
 COAL and COKE
 804 W. Main St. Gen. 2631

NEW LINE of SPRING DRESSES

FEATURING HALF SIZES

Combinations, Suits, Prints, Navy Blues, Sea Greens Smart Styles \$5.95 up

ROLLIN'S RUN-STOP HOSIERY 69c

Bastian Dress Shoppe

493 LYELL AVE. OPEN EVES.

STERLING QUALITY LOW-PRICED

COAL

Nut \$11.75 per ton Stove \$12 per ton Pea \$9.50 per ton

Semet-Solvay COKE A. L. PROUDFOOT

580 CHILD STREET GLENWOOD 4716
 MAIN OFFICE, 1066 E. MAIN ST. CULVER 3140

C. J. SCHEUERMAN C. A. SCHEUERMAN

C. F. SCHEUERMAN SONS Funeral Home

The Display at Our Funeral Home shows the complete Funeral Service in plain figures

230 BROWN STREET Phones, Genesee 5411-438

Trinity Evangelical Church

On Monday evening Rochester Evangelical Brotherhoods of Salem, St. Pauls, Christ and Trinity Evangelical Churches met at Trinity for their annual meeting. The speaker for the occasion was the Rev. Wilbour E. Saunders, executive secretary of the Federation of Churches. After the meeting a social hour followed and refreshments were served.

On Wednesday evening the Young People's Class held a "Bowling Party" at Henchen's. The Mission Study Class is meeting today at the church. Sewing will be done for the Red Cross. Luncheon will be served at noon.

Tonight from 5 to 7, the Ladies' Aid is giving a "Sauerkraut Supper." Tickets for adults 35 cents, children 20 cents. Home made kuchen will be served.

On Wednesday, March 1, the Lenten Services will begin. Trinity extends a welcome to members and friends to attend. The subject for March 1 will be "The Prophet's Vision of the World's Redeemer."

On Sunday, March 5, an "Evening With the Folks at Jonesport, Me." will be given at Trinity, four Evangelical ministers and others taking part.

The Annual March Congregational Meeting will be held March 6, beginning with a supper at 6:30. Reports for the year will be read by all organizations of the church. Tickets are, adults 30 cents, children 20 cents.

Lyell Ave. Baptist Church

Morning Service, 10:30; Junior Endeavor, 11:15; Sunday School, 12; Christian Endeavor, 6 p. m.

The theme of the pastor's sermon Sunday morning will be "Blazing the Trail."

Nearly fifty people from the church attended a demonstration at the Pidgeon Shoe Store on Monday evening. On Tuesday evening the Fidelis Class served a chicken supper. Wednesday evening the pastor discussed the book of Micah. John Braund entertained the Solos Class Tuesday evening. On Friday evening Mrs. Harry Emerson of 980 Glide street will be hostess to the Fidelis Class. On Tuesday evening, February 28, the Light Bringers' Class will meet with Mrs. Marie Marella, 146 Myrtle street. The Fellowship Club meets in the church on March 2. Mrs. Hooper will entertain the Ladies' Aid at the parsonage on March 2.

Grace Presbyterian Church

Morning worship begins Sunday at the usual hour, eleven o'clock. The pastor will preach on the theme, "The Foundations of Life." Sunday School meets at ten o'clock preceding the church service. The Christian Endeavor Society will meet at 6:30 p. m. at the home of the pastor, 247 Avery street. Dr. Alfred Jones of the University of Rochester will speak informally to the group on the theme, "Philosophy and Life."

Tonight and tomorrow (Friday) evening the Mummies present their play, "The Gate to Happiness," in the parish house. The performance is scheduled to begin at 8:15 o'clock.

Martino Barbers indoor team, formerly the Cheerios, will meet Wednesday at 8:30 in Holy Family recreation hall. The following players and those wishing a try-out are requested to attend: Joe Deisinger, Joe Sand, "Dago" Dossing, "Sonny" Thomas, Jerry Baker, Ed Fess, Jerry Fess, Del Fess, "Butch" Kraus and Phil Fess.

The Church of The Holy Apostles

A Lenten Mission, beginning March 5 and ending March 19, will be given at Holy Apostles Church by the Oblate Fathers of Mary Immaculate. The Revs. J. J. Gallagher, O. M. L., and William Mahan, O. M. L., will be in charge. The first week will be for women and the second for men. Many non-Catholics who are interested in religion usually attend these missions to obtain first hand information of the teachings of the Catholic Church.

Members of the Sodality of Our Lady are doing their bit to give the neighboring people an evening of fun and pleasure before starting the rigors of Lent. They are sponsoring the three-act comedy-drama, "George in a Jam," which will be presented next Sunday evening in the school hall. The presentation is being staged by the Holy Trinity Dramatic Club of Webster. It is said that there is not a dull moment from beginning to end. There are plenty of laughs and the cast ranks with the best of professionals.

An attendance of about 400 featured the first smoker of the Holy Name Society, given in the school hall on February 11.

Pupils of the eighth grade held their banquet last Thursday evening in the school hall. Rev. Philip Golding, his assistants and Fathers Marks and Krolack were guests of honor.

COMMITTEE CHAIRMAN FOR DANCE APPOINTED

All committees have been set to work on preparation for the ninth annual dance and entertainment of the Republican Club of the ward, which according to established custom will be a St. Patrick's Day event at Edgerton Park Assembly

Hall. Arrangements for this, the outstanding event of the year's program of necessity must be made considerably in advance.

Dr. Joseph L. Guzzetta, Councilman-at-Large, is chairman of the committee in charge; Joseph H. Bush is secretary, and Merton J. DeWitt, treasurer. Charles E. Bostwick is honorary chairman.

The committee chairmen as announced by Dr. Guzzetta, are as follows:

Program, Edward A. Kraus; tickets, Councilman Nelson A. Milne; door, Harry Preston; decoration, Kathryn N. Reynell; music, Arthur Milenetti; floor, John H. Makin and Frances L. Thompson; refreshments, Frank R. O'Brien; checking, Frank E. Lane and Clarence R. Pichler; entertainment, Sherman Pierce; favor, Angeline Pasquale; printing, Robert F. Clifford, Jr.; usher, Joseph C. Schnepf; publicity, Donald N. Morris.

OTIS SCHOOL NO. 30

The following pupils from No. 30 School entered Jefferson Junior High School on January 30:

Frank Benson, Angelo Bianchi, Anthony Cottorone, Erhard Durnberg, James Fagan, William Foreney, William Haines, Gerald Godfrey, Bernard LaCrosse, George Matthews, Robert Nitsch, William O'Neill, James Palermo, Constandino Ranalletti, Peter Ricci, George Schroll, Merwin Wall, Frederick Hyde, Gordon Kester, Grant Fiege, Clarence Laney, Iginio Parenti.

Carol Bryan, Josephine Cosmano, Geraldine Fama, Pasqualina Guimento, Arlene Liebenow, Hazel Liebenow, Florence Penello, Lillian Penelli, Madeline Petrillo, Fannie Sassone, Judith Sheldon, Christine Varullo, Mary Wittmer, Mary Natale, Lorraine Nellis, Sarah Penn, Lena Tucci, Mary Palumbo.

REPUBLICAN WOMEN TO START DRIVE MARCH 1

The membership teams of the Women's Republican Club of the ward, captained by Mrs. C. E. Bostwick and Miss Dot Cimino, met Monday night at the club rooms, 840 Dewey avenue, to complete plans for the drive which opens March 1.

Tonight there will be a card party at the club rooms, 840 Dewey avenue, for ladies and gentlemen. Miss Grace Masseth is chairman. There will be a prize for each table. Tickets are 25 cents each. Cake and coffee will be served.

Any members who may be interested and have the time, are invited to devote one afternoon a week to a worthy sewing project. They are asked to call Mrs. Bush, Glen. 5167.

At the next business meeting, on Thursday, March 2, Morley B. Turpin will tell more of the history of early Rochester, going on from "Indian Allen's Death."

Griffin Hat Shoppe

ANNOUNCES

NEW LOCATION

154 SHERMAN ST.

Formerly 59 Cameron St.

Featuring Better Hats for Less in the Season's Smartest Styles

AT ONE PRICE \$1.85

Straws and straw cloths in all the wanted shades

Glen. 4970-W Open 9 to 9

Ann Beauty Salon

484 AMES ST.—Gen. 5029-J
 SHAMPOO, MARCEL OR FINGER WAVE . 25c
 Including Friday & Saturday \$5 Permanents \$3.50

A Friend to You And Your Radio

SIGNAL RADIO SERVICE Orchard at Lyell Ave. Glenwood 2775

ALBERT WARD Optometrist

198 LYELL (Near Saratoga) 9 to 12:30—1:30 to 6
 Evenings by Appointment Glen. 4419

Pure Quill

Gasoline and Oil 155 HAGUE STREET
 191 Mt. Hope - 280 Exchange

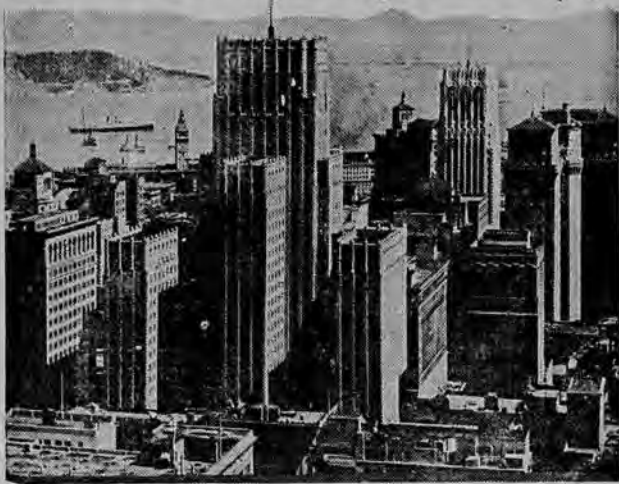
Bessie-Vera Heberger

519 1/2 Lyell Ave. Glen. 5793
 282 Otis St. Glen. 6422-W
 Licensed Operator
 SPECIAL ATTENTION GIVEN CHILDREN'S PERMANENTS
 Permanents \$3.50 up
 FRENCH WAVES at \$3.50
 FINGER WAVING OR MARCELLING 35c
 Ladies' & Children's Haircutting

COKE \$8 ton

Beckwith Coal Co. 271 Lyell Ave. Glen. 811

Golden Gate City



San Francisco's Skyscrapers.

Prepared by National Geographic Society, Washington, D. C.—WNU Service.

SAN FRANCISCO is to have a new superbridge across its broad bay, to be financed by the Reconstruction Finance corporation. For the first time the city will possess a highway connection with the rich and populous trans-bay country.

San Francisco stands on a peninsula. North and east of it is the great harbor; to the west, the Pacific. So most travelers reach it by water. Its voice is the hoarse blast of ferryboats on the bay. The sound never ceases. Counting commuters, nearly 55,000,000 people a year pass through the vast Ferry Building at the foot of Market street, a city within itself. The proposed bridge, for which \$62,000,000 has been advanced by the government, will be used by many who now ride the ferryboats.

Only 83 years ago, when gold-mad human hordes swept across the prairies of San Francisco, it was an infant Mexican village. Today it is a great metropolis of 635,000 inhabitants, bartering with Alaska,

Japan, China, the Philippines, India and Australia.

Its vast panoramic Embarcadero, or water front, fairly smells of China tea, silks, straw mats, Alaska fish, Manila hemp, coconuts, pineapples, raw sugar, Singapore rubber, and coffee from Latin America. The crude adobe pueblo, where "Boston boats" first came to trade arms, tools, trinkets and calico for the hides and tallow of Mexican ranchers, has become today our key port of the Pacific.

A great city had to rise here, for the same reasons that New York grew at the Hudson's mouth, Rio de Janeiro and Sydney and Hong Kong on their great harbors, Shanghai on the Yangtze, and Istanbul by the Golden Horn. This vast haven inside the Golden Gate affords such an ideal site for a busy international city that, as one writer says, if San Francisco did not already exist, men would at once start building it.

Not only in its eventful growth, but in the story of its early beginnings, you find San Francisco legitimately a child of the sea. In early days sea paths were the easiest way to this coast.

Drake Near There in 1579.

By sea Sir Francis Drake came, on that pioneer world cruise of 1579. It must have been foggy even then; for he missed the Golden Gate to land a bit north, at what is now Drakes bay. Claiming the country for his queen, naming it New Albion, and celebrating the first Christmas service in what today is California, Drake sailed away.

Nearly two centuries passed. Still no white man had seen the Golden Gate. Inland from it were Digger Indians, living precariously on roots, rats, bugs and snakes, often starving in a region now so rich in milk and honey that it exports food to much of the civilized world.

But down in Mexico things were happening—events of profound portent to future California and San Francisco. Cortez had seized the realm of Montezuma. Slowly, for generations afterwards, the gold-hungry Spaniards drifted to the northwest, some by sea, many through what is Arizona now, and thus up this coast. With them came

the priests, carrying the Cross to the Indians. Often it was a contest to see whether a priest could baptize an Indian before the Indian could slay the priest. Haltingly they advanced, but stubbornly.

In time the missions, orchards, and irrigated farms of the padres were scattered along the meandering trail from Guadalajara to San Diego—and finally to the Golden Gate itself. Along this same Camino Real, or "Royal Road," flanked today by golf clubs and "hot-dog" stands, came Don Gaspar de Portola, governor of Baja California, seeking a bay called Monterey. "Royal Road" they called it, euphemistically; but what Don Gaspar actually followed then was a faint trail fading into hills and brush. Lost, floundering, he stumbled upon a magnificent land-locked harbor, and he named it San Francisco. That was October 31, 1769.

As if foreshadowing the liberal "spirit of the city," San Francisco itself was founded in 1776—the same year that also made July Fourth the nation's birthday. It was a Spanish

captain, Juan Bautista de Anza, who laid it out and set the pattern for later "realtors."

How the City Grew.

Sprawling idly by the bay, and first named Yerba Buena, Anza's town site saw things come to pass that molded, through the years, the character of the city; the growth of the vast haciendas, huge herds, bull-fights, fiestas, burning Judas in effigy, church processions, rodeos and swaggering vaqueros in such feats of horsemanship as "loping" full speed with a tray of filled wine glasses, spilling none. More priests and colonists from Mexico, with new fruits, food plants, and grains.

By 1806, Russian trappers, hunting sea otters in the kelp beds, drift down from Sitka. Agents of the tsar build a fort at Bodega, up the coast, colonizing there, with smooth intrigue, to make Alta California part of the Russian empire.

Shrewd New England traders, on three-year cruises to Canton via California, call here to barter. Their trade goods, wrote Dana in his "Two Years Before the Mast," included spirits, teas, coffees, sugars, spices, hardware, crockery, clothing, boots and shoes from Lynn, calicoes from Lowell, cart wheels from England, capes, shawls, jewelry and combs.

Bearded and buck-skinned Missouri and Kentucky men begin trickling in. Then the Hudson's Bay company, coming to build a fur post here; English navy merchant ships, and more moves on the checker-board of destiny, with a plan now to make this a British colony.

With the 1820s comes the end of Spanish rule. A new flag, the Mexican, waving now over San Francisco. Intrigues increase as years pass; disputes arise between foreigners and natives, and justice grows blinder. But it's a long walk to Mexico, seat of power. And one-legged Santa Anna has graver problems nearer home—and in Texas.

Annexation and Gold.

War with Mexico. Back in Washington sits President Polk, the resolute. Scott, Doniphan, and Zachary Taylor are in Mexico; Fremont, Kearney, and Kit Carson in California. Into the little Plaza of San Francisco come the United States sailors to run up the Ameri-

can flag. California is annexed in 1848.

Barely 800 people in the village then; a newspaper, a school, and two ramshackle wooden wharves. But soon Marshall found gold near Sutter's mill. It was the richest strike in history. With their jackknives men gouged chunks of pure gold from hillside seams. Seven Americans, with the help of Indians, "took out 275 pounds of gold in a little more than six weeks. . . . Two men in seven days obtained \$17,000 from a trench a few feet wide."

The news spread East. Polk commented on the find in a message to congress. No such excitement had ever swept the nation. By 1849 the whole world seemed to be gold mad. On every continent men talked of California, and in ever-increasing thousands they moved on San Francisco. In that year 230 American vessels reached California. During three weeks in the spring of '49, nearly 18,000 people crossed the Missouri river, westward bound.

Rough, Boisterous Times.

Steering tickets via Panama sold for \$1,000. Thousands went this way; another army around the Horn; others across Nicaragua or Mexico. Death took frightful toll, especially among those crossing the western deserts.

Imagine San Francisco then. Gold crazy. Off on the treasure hunt months ahead of the eastern hordes. Its homes, cows, chickens, gardens, goods in stores—all were deserted. At excitement's height even the sailors quit arriving ships to race for the gold fields, till a vast ghost fleet of silent vessels lay idly and abandoned in the bay.

Then, suddenly the tide turned. Significantly, this period, and not the Spanish, marked the city's real beginning. Newcomers, pouring in now by sea, made frantic demands, at any price, for food, clothing, and mining outfits. In a few weeks population multiplied by a hundred times. Thousands slept in open fields. Two streams, new arrivals on their way to the mines and men hastening back to spend their dust and nuggets, brought the young town amazing wealth.

SCHROTH'S WEEK-END CASH SPECIALS

SMALL Rib End **PORK LOINS . . 11c**

Standing PRIME **RIB ROAST BEEF . . . 18c**

Boneless Rolled **Lamb Shoulder Roast . 17c**

Friday Only

Pork Shoulders . . 7c
6 lb. Average

Sauerkraut, 4 lbs. 15c

Strictly Fresh Eggs 2 doz. 39c

Country Roll Butter 23c

N. Y. State Cheese . 15c

Hamburg 10c

Pork Saus. Meat . 12½c

Steam Sausage 15c

Premier Coffee 29c

Schroth Market

LYELL AVE. at MURRAY ST. GLEN. 3210

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WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

SAVE MONEY by having your vacuum cleaner repaired in our shop while you wait. New cords put on for \$1, brushes re-bristled 75c. Slight extra charge for call and delivery. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

WASHINGS—Bundle and family washings done reasonably. 83 Barker St. Genesee 6856-W.

GUARANTEED Rebuilt Vacuum Cleaners as low as \$8. Variety Vacuum Cleaner Co. 254 Lyell Ave. Glen. 4141.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

PAPERHANGING—\$6.00 per room, including paper. Floor refinishing. House painting. F. Bender, 160 Thurston Rd. Gen. 2333-W.

WANTED—Children, any age, mother's care. Reasonable. Phone Gen. 6893-W.

LOVELL WRINGER ROLLS for any make of washer \$5 a set complete. Washers oiled and greased for \$1.50. Call Glen. 4141.

LAWN MOWERS sharpened. Pre-season price 65c (not over 16 in. or 4 blades). Saw filing 35c up. Myers, 22 Lyell Ave., formerly at 544.

APPLE WOOD for fireplace, furnace and stove. Gen. 2791-J.

FOR RENT—346 Electric Ave. Half double, \$25 month. Call Dr. Kuppinger, 2047 Ridge Rd. W. or Glen. 6630.

NOTICE—Beauty service in your home. Marcelling 25c, finger waving 25c. Shampooing 25c. One cent sale this week, shampoo with wave 26c. Gen. 2177 for appointment.

HELP WANTED—2 men between 18 and 35 to work in Rochester and surrounding towns; good pay to those who qualify. Apply after 4 o'clock, Dennison Bros., Inc., 36 St. Paul St.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 85 Myrtle Hill Pk. Glen. 5622.

FOR RENT—142 Burrows St. Modern 6 room with 3 bedrooms. Reduced rent. Call Mon. 2766.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

FOR RENT—6-room single house. 146 Burrows St. Nearly new, all improvements. Call Mon. 2766.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

TAILOR—Suits made to order. Ladies' and gents' clothes cleaned, pressed, altered, repaired and re-lined. P. M. Sullivan, 38 Wolf St., cor. Rogers Ave. Glen. 5074-M.

Everyone who tries it is surprised how good it is!

LEADER GAS Highest Grade, No Knock 13½c gal
Tank Car To Your Car

WINTER LEADER OIL HIGH GRADE 15c qt

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SUPER-REFINED KINSO ZERO OIL
Flows at zero and stands up equal to summer oil. **25c qt**

THE VICINITY POST

CIRCULATION
5500

PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., MARCH 9, 1933

No. 10

APPOINT COMMITTEES FOR REPUBLICAN CLUB

The regular monthly meeting of the 24th Ward Women's Republican Club was held on March 1, with Mrs. Geo. Saile presiding. After roll call, the committees for the year were appointed and Mrs. Saile received a beautiful pot of flowers, with the best wishes from the club. The monthly evening card party will be held March 15. These parties are held the third Wednesday of each month with prizes for each table and refreshments. The public is invited. The sympathy of the club is extended to the Misses Reber of Glide street on the death of their father.

Start Rehearsals For Holy Family Minstrels

During the past two weeks considerable progress has been made in preparation for the minstrel show to be held in Holy Family school hall on April 25 and 26, under the auspices of the Holy Family Glee Club and for the benefit of the school.

Four rehearsals have been held and Charles Claus, who is directing, is well pleased with the attendance and with the talent that is responding. At the last rehearsal held on Sunday afternoon over 35 young ladies attended and all are anxious to place in the chorus.

The services of Edward Haubner have been secured for interlocutor and Anthony Hettel and Raymond Frederick will be two of the end men. All three have had considerable experience back of the footlights.

The Arrow's Baseball Team will play their first game April 15 at the Lyellhurst field.

Down in Bed-Rock

Last Saturday morning dawned what now appears to be the crisis in the battle of the century. Undoubtedly America has reached the critical point where something is bound to happen seriously affecting this depression business. With the unbounded faith which we have in ourselves and our nation, the outcome to most of us is not in doubt.

We have thrown off the cloak of prevarication. We have realized that the paralysis of fear is worse than the most dread disease. Overnight we have been come to our senses and now we are standing on our feet. We are going to bring money out of hoarding, for we have found out through bitter experience that currency of itself has no value; that it cannot have any recognized worth unless it is flowing in the channels of trade. We are about to find out a few things concerning this thing called "money" and we must absorb the lesson that is being presented for our edification.

President Roosevelt looked out over a vast inaugural audience at noon last Saturday and rung out a challenge that welded the nation into solid column behind him. He faced the situation, setting a fearless example that every one of us may follow. There was no trembling, no hesitation, no mincing of words and no attempt to "cover" anyone or anything. His was an auspicious start.

He had hardly reached the White House before he rolled up his sleeves and this country witnessed rapid-fire action right from the outset. The President's edict of a moratorium for banks reached every corner of the nation before start of business Monday morning. Ordinarily we would have cried out in alarm. But history has been made—we did not.

The confidence of the President has spread in lightning-fashion; we're facing a serious situation with our best foot forward. The closing of the banks is a real handicap, but it has presented only a temporary barrier. Retailers are cheerfully extending credit and accepting checks, even though they cannot be turned into money at the moment. By tomorrow, we expect to see scrip money in circulation; our payrolls will be met this week; our banks are functioning well even under the curtailment imposed by government edict.

We are not panic-stricken; in fact we are badly nervous. We realize that we are now in that period of re-adjustment. We have cleared the decks for action and now down in bed-rock we confidently believe America will build a firm foundation. With the spirit prevailing today, it would be a most amazing thing if everything did not come out all right.

Committee Head



Councilman Jos. L. Guzzetta

MARATHON-WALKATHON NOW IN SECOND WEEK

Rochester's newest amusement is the World's Championship Marathon-Walkathon under way for the past week at 626 West Main street, featuring many of the stars of this latest development in the entertainment field. The contest has entered its second week with an original field of 57 couples reduced to about 25.

Overcoming many of the objections that have been raised against marathons, the management of the contest has worked out a strictly regulated program and a systematic arrangement to safeguard the health of the dancing-walkers.

A physician, nurses and trainers are constantly in attendance and the contestants' physical condition is checked regularly. Each one is examined twice daily by the doctor and a chart shows condition of temperature, respiration, etc., at all times. Contestants are immediately disqualified if the physician does not find their condition good. Almost invariably, under these conditions, it is said that the dancing-walkers gain weight during the contest.

Seven meals a day are consumed, all prepared under the guidance of a dietician. A fully equipped hospital and rest rooms for men and women are provided, as well as shower baths in which each contestant must bathe at least once a day.

They leave the floor for rest 15 minutes every hour, take outdoor walks each morning and eat their meals on regular schedule. A long period of sleep is about the only thing denied them. However, they soon acquire the habit of sleeping on their feet, dancing and walking just the same.

As evidence of their continued vitality, the contestants stage a floor show every night from 8 to 12. The entry list includes several vaudeville veterans, who because of discontinuance of stage entertainment at many of the theaters are out of employment, and as a consequence the show is well above the average from the entertainment viewpoint.

CHILDREN'S WORK

Careful attention given children at the Bessie-Vera Heberger Beauty Shop. Mothers often ask if permanents will harm their children's hair. We assure them not, if good supplies are used and the permanent is properly given. We invite them to see the supplies and to note that they have not been used before. Permanents \$3.50 up. Heberger's, 519 1/2 Lyell Ave. Glen. 5793.—Adv.

ERIN ATMOSPHERE TO DOMINATE REPUBLICAN SOCIAL EVENT MAR. 17

Irish tunes and shamrocks will greet the hundreds who celebrate St. Patrick's Day at the tenth annual dance and entertainment at the Tenth Ward Republican Club, at Edgerton Park Assembly Hall, on March 17. It is anticipated that over thirty-five hundred people will be present.

Edward A. Krauss, chairman of the program committee, states that this year's book will exceed all previous efforts. The year book is a novelty of the dance and entertainment and contains the program of events as well as a short outline of Tenth Ward Republicans and pictures of prominent Republican leaders in the political life of this city and county.

The Tenth Ward year book, which last year contained eighty-four pages, is one of the favors given to those who attend the affair. Councilman Joseph L. Guzzetta is general chairman of the affair, and working with him are the following committee chairmen: Councilman Nelson A. Milne, tickets; Edward A. Krauss, program; Sherman Pierce, entertainment; Kathryn N. Reynell, decoration; Arthur Milanetti, music; Harry Preston, door; Frank R. O'Brien, refreshments; John H. Makin and Frances L. Thompson, floor; Frank E. Lane and Clarence R. Piehler, checking; Angeline Pasquale, favors; Robert F. Clicord, Jr., printing; Joseph G. Schnepf, ushers; Donald N. Morris, publicity. Charles E. Bostwick is honorary chairman.

Nathaniel West Speaker At No. 30 P. T. A. Meeting

An evening meeting of the Parent-Teachers' Association of Number 30 School will be held next Wednesday, March 16, Nathaniel G. West, principal of Charlotte High School will be the speaker. His topic will be "Father's Responsibility In Safeguarding the Child."

This meeting is planned particularly for the fathers and it is hoped that every father will find it possible to be present. The meeting will begin promptly at 7:45 o'clock.

In connection with this meeting a brief entertainment will be given by the pupils of the school.

Y. M. C. A. Winter Picnic To be Held March 14

There's one picnic planned at Maplewood Y. M. C. A. this spring that the weather will affect very little. That's the Winter Picnic scheduled for Tuesday evening, March 14.

Under the leadership of a committee representing the Men's Council, the Young Men's Council and the Ladies' Auxiliary an elaborate indoor affair has been arranged. In addition to carnival prize games, boxing, wrestling and volleyball there will be hotdog and coffee stands.

Only adult members of the branch or Ladies' Auxiliary may secure a ticket for 50 cents which admits one man and one woman to all the side and main shows, games, refreshments, dancing and other carnival activities.

The Winter Picnic Committee is made up of: Mrs. S. L. Crabbe, Mrs. C. W. Carroll, Mrs. C. A. Yaeger, Allen Martin, Herman Sonderman, John Thow, Tom White, Robert Abbott and Martin La Force.

RUSSER'S

TWO BIG FOOD STORES

PLUMP - MEATY FRESH DRESSED FOWL FOR SALAD - TO BOIL OR FRICASEE . 59c each

LEAN FRESH HAMS WHOLE OR HALF . 12 1/2c lb

ARPEAKO HAMS WHOLE OR HALF . 16c lb

WHITE - MILK-FED VEAL SHOULDER ROAST . 16c lb

RATH'S BLACK-HAWK SLICED BACON 1/2 LB. PKG. 9c

Mild Amer. CHEESE . 15c lb. COTTAGE CHEESE . 8c lb.

Cherrystone Clams . 1c each FRESH FILLETS . . . 19c lb.

BEST CREAMERY BUTTER 23c lb Tub or Roll

FRUITS & VEGETABLES Fresh Crisp Spinach . . . pk. 15c FANCY CALIF. Carrots . . . Lrg. Bunch 5c SUNKIST NAVEL Oranges Med. Sz. doz. 23c MacIntosh Apples . . . Basket 40c

FRESH GRADE A EGGS 2 doz 39c

Alamo Tuna can 10c Geisha Crab Meat can 27c

DEL MONTE VACUUM PACK COFFEE . . . lb 24 1/2c

Rinso—Large Pkg. 20c Octogon Soap, Giant Bar, 4 for 19c

DEL MONTE NO. 2 CAN Early June Peas 2 for 29c CALIFORNIA LARGE CAN Yellow Cling Peaches 11c BLUE LABEL NO. 2 CANS Golden Bantam Corn . . . 2 for 19c Circle F Coffee lb. 19c

Big B Flour 24 1/2 lb. sack 59c Blue Rose Rice lb. 4c

TALL CAN PET MILK . 4 for 19c

Blue Label Ketchup 2 for 27c Forman's Kraut, Lrg. can 8c

MONDAY SPECIAL RED SALMON . . . 2 cans 25c KELLOGG'S CORN FLAKES . . . pkg. 6 1/2c

Ames Street cor. Maple

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE 25 South Water Street Main 5412
VICINITY OFFICE 517 Lyell Avenue Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.



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2 to 5:00. Evenings 6 to 8
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EXTRA!

Read All About It!

I may or may not be a business man, but if I have something I want to sell you and I think you need it, I'm going to tell you about what I have to sell. Perhaps it is just what you need and, if it is, you may buy it.

However, if you don't want what I have to sell, then the problem for me is to find someone who does want to buy what I want to sell. If I choose I can go house to house until I find a buyer. If I'm not so ambitious, I can sit on my chair and wait for the gods of chance to bring a buyer to me. The only difficulty is that it may be some little time before Fate brings a buyer to my door.

Therefore there is only one thing for me to do, if I am ambitious to sell—I've got to find some way to reach a prospective buyer. Somewhere out in the open spaces there is a buyer, for no matter what I have to sell I know that somebody wants it. I've got to find some way to tell a lot of people quickly and en masse. And so I advertise.

Hundreds of years ago, this same argument was just as logical as it is today. The only difference is that our forefathers had to go to a much greater proportional expense. They had no print-

ing presses to turn out thousands of copies of their advertisement on short notice at a minimum of cost. They had to write their message in long hand and make copy after copy after copy, or else hire a scribe to bellow out their "ad."

The business man of today, more so at this moment than ever before, has the same complex job of finding buyers for what he has to sell. But he has the newspaper, reaching out into thousands of homes, to assist him. He does not have to stand the whole expense of printing and circulation, for the newspaper is a co-operative organ with many sharing the expense and at the same time giving individual publicity to the wares of each advertiser.

Here in The Vicinity, we offer a medium which reaches thousands of homes. A circulation of 5500 has been maintained for more than five years. The Vicinity Post is a co-operative effort on the part of all business men in this section, with many sharing the expense that for one alone would be too costly. If you have something to sell to Vicinity people you will find it reduces the selling cost to tell about it in the Post.

THE VICINITY POST.

Signal Radio & Electric Service Notes

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell Avenue and Orchard

To obtain the utmost from your radio have your antenna installed by a competent service man. Use a good ground. A cold water pipe makes the best ground. Solder the lead to it or use a standard ground clamp. If you cannot use a cold water pipe, a sheet of copper, approximately three feet square, buried in moist ground makes an excellent one. Hot water or steam radiator pipes usually will give satisfactory results.

Place the set so that the antenna and ground leads are as short as possible. If the lead-in comes through the window, place the set near the window, not on the other side of the room. A shielded lead-in will sometimes eliminate objectionable noises.

Allow several inches clearance between the back of the set and the wall. If possible, make the set face a doorway or drapes of some kind. Place the set in an adjoining room. This will often make the tone more lifelike and pleasing. More pleasing tone quality can often be obtained by insulating the set from the bare floor with small felt pads.

Sometimes reversing the plug on an a. c. set will improve reception and reduce noise. Never reverse the plug on a d. c. set. Static and electrical disturbances can be reduced by turning the tone control to the extreme base position. Do not play the set too loudly. It is less disturbing to the neighbors and you get more lifelike reproduction. Do not attempt to make adjustments on your set unless you thoroughly understand the mechanism, for the skill of a good service man is available at a reasonable cost.

The NBC is taking the lead and breaking up the straight series of dance orchestras that have a monopoly on the air once the last of the commercials go off, usually around 10 p. m. and hold forth until closing hour. It is the plan of NBC to use at least part of this time for further outlet and display of a varied assortment of talent that has never had an opportunity to show its wares.

The broadcasting field doesn't appear as bright this week as it has in the past. According to reports General Motors will cease all broadcasting, effective first of next month. This includes Col. Stoopnagle and Budd, George Olsen, and Paul Whiteman and their respective orchestras. Al Jolson quit of his own accord two weeks ago. Vick's Vaporub ceases also on March 29 over CBS with its "Romantic Bachelor" program and will not renew.

In order to balance their budget the CBS has cancelled all their sustaining programs and artists, to become effective April 1. These include such personages as The Funyboners, Ben Alley, Vaughn DeLeath, William Hall, and others.

To partially offset the above bad news Jocular announces that it has renewed contract for 13 weeks featuring Harry Rose every Sunday afternoon over CBS in "Matinee of the Air." Hudson Motor Car Co. has signed for 13 weeks over NBC with B. A. Rolfe and his orchestra; this series started last Saturday night. Northwestern Yeast Co. will be heard for 52 weeks over NBC beginning a week from Sunday in a script of small-town life. Tasty Yeast Jesters, the Marx Brothers, and Charlie Chan have been extended for 13 weeks. Wayne King and his music for the Lady Esther program has been re-signed for one year over NBC. General Tire and Rubber Co. open a new program next Wednesday over NBC at 9 p. m., featuring Gen. Pershing, extending for 13 weeks.

From the trend of leading manufacturers the past few months it appears that it will not be long before the services of an electrical service shop or man will no longer be required. During 1933 industry will witness radical improvements in motors for driving automatic domestic devices such as refrigerators, air conditioners and oil burners. The American public is demanding and can soon have motors in their refrigerators which are more silent than a household fan; motors which can be stalled on the line for days at a time without burning out; and motors of extraordinary efficiency, with the resulting lower power bills.

BOWLING

Vicinity bowlers have something to talk about in the impending exhibition at Henchen Bowling Hall of Andy Varipapa, one of the best in the game. Andy will be in town Sunday to bowl 20 games on the Henchen drives, 10 in the afternoon against Leo (Baldy) Knapp and 5 each against Fred (Butch) Hoefner and Frank Stockmaster in the evening.

Reserved seats are on sale at the alleys. The afternoon match will get under way Sunday at 3 and in the evening the first match is scheduled for 8. Exhibitions of scientific trick bowling by Varipapa will follow the match play.

Holder of several world's records, Varipapa has 20 perfect games to his credit. His most outstanding achievement is the world's record of averaging 275 1/4 for six games, established January 17, 1932. Andy makes a bowling ball go around corners, picks impossible splits and does an assortment of tricks well-worth seeing.

A mixed doubles tournament is listed for Saturday at Henchen's with all squads filled. Another Class B tournament will be held on March 25 for bowlers averaging 180 or under. Entry fee will be \$1 with first prize of \$35 guaranteed.

HENCHEN LADIES

Team Standings

Team	W	L
Teall's Ice Cream	33	6
Henchen Ladies	32	6
Ritter Dental	27	13
Alliance Club	25	14
Haubner & Stallknecht	21	19
Patsy Market	10	30
Patsy Shoes	10	30
Steger Market	1	39

Individual Averages

J. Walters	40	149
M. Bocci	40	144
G. Hunt	40	143
L. Stallknecht	30	141
H. Fleisch	40	141
D. Strassner	40	136
R. Sailer	40	135
L. Hayes	38	135
M. Fromen	40	133
F. Jaworski	30	131

24TH WARD LEAGUE

Team Standings

Team	W	L
Martinos Barbers	28	25
Vay Undertakers	35	23
Ehmann Market	32	31
Haubner Morticians	32	31
Spencer Market	31	32
Boulter Coal	27	36
Forbes Barbers	27	36

Individual Averages

H. Boulter	54	176
H. Zimmer	60	175
Yawman	60	174
F. May	63	174
J. Ehmann	63	174
W. Schulze	63	172
Schroeder	63	171
W. Ehmann	63	169
Stalknecht	54	167
L. Ehmann	60	168

HENCHEN LEAGUE

Team Standings

Team	W	L
Vay Undertakers	55	14
Bimmer Pets	55	14
Scheg Garage	51	18
Boulter Coal	46	23
Dutch Brayers	44	25
Sassone Market	39	30
Claus Insurers	39	30
Qualtop Beverages	36	33
Ritter Dental	35	34
Radel Dairy	34	35
Alliance Club	32	37
Henchen Bowling Hall	28	41
Agates Ice Cream	19	50
Cook Coffee Co.	18	51
Georges Market	16	53
Independents	5	64

Individual Averages

Tindale	24	197
F. Stockmaster	69	195
Stone	55	192
Young	69	191
Maeder	69	190
Blide	63	190
J. Sleich	60	189
Hubert	69	188
Bardo	63	188
E. May	69	188

INDEPENDENTS FIGHT TO SAVE EXTINCTION

Independent gasoline dealers are in the midst of one of the most trying periods in their history, for at the present moment their independence is seriously threatened. Forced to accept a margin of profit which is hardly sufficient to pay operating expenses, much less pay salaries and show a profit, the independents are battling for their lives.

Before the large chain operators struck out to reduce the margin to a non-paying basis, dealers were allowed a profit of four cents per gallon. Then chain stations began to become more and more numerous and the margin was cut to three cents. Now by their latest move the operators have forced a drop to a two-cent profit in a bold attempt evidently to eliminate independents.

The only hope for the independent is the complete co-operation of his neighbors. Motorists should remember that once the independent drops out of the picture, the major companies will have complete control of the situation and the price they set for gasoline will be the price the public will pay.

Motorists should bear in mind that prices at the moment in most independent stations are identical with those in the chains. Therefore, from the point of view of price, there is no advantage one way or the other. They should also be reminded that the independents are their own neighbors and friends, whereas the chains are owned and directed from out-of-town.

BUY YOUR GAS and OIL FROM YOUR INDEPENDENT DEALER

Spark Plugs Cleaned
FREE with every oil change or lubrication job
FRED LUJAN
556 LYELL AVENUE

CAMPBELL'S SERV-U-STATION
LYELL AVE. at GLIDE ST.
GAS-OIL-GREASING
Battery Charging

Schnabel Auto Parts
Gen. 5376 47 Buffalo Rd.
Complete Repair Shop
New and Used Parts
Gasoline and Oils

LOVELAND SERVICE STATION
ORCHARD at JAY STREET
Home of the "Service With a Smile"
GAS-OIL-GREASING

GASOLINE & OILS
Complete Lubrication
AUTO REPAIRING
BAUER & RAETZ
Child and Jay Sts.

GIVE YOUR NEIGHBOR A "BREAK"
Buy your Gas and Oil from your Vicinity Independent Dealer.

CAMELIO'S MARKET

FRESH SHOULDERS 8 1/2c	FRESH 4 - 4 1/4 lb. Ave. FOWL . . . 19c
Fresh HAM 13 1/2c	Arpeko Ham 16c
SHOULDER BEEF	BONELESS Veal Roast 22c
POT ROAST 14c	Lily of the Valley, Gem PEAS (Reg 23c) jar 15c
Salad Dressing . . qt. 29c	Fresh Fish for Lent
Large Kirkman's Soap Chips 15c	
GLEN. 3283 OTIS at AUSTIN WE DELIVER	

Have you been to the
World's Championship Marathon -- Walkathon
Now in progress at
626 W. Main St. (cor. Jefferson Ave.)
Thrills! Action! Entertainment! Galore
The American Rage Now Going Into Its Second Of Today Week; 200th Hour
" **MONEY SAVING COUPON** "
This coupon and one cash admission ticket will admit TWO persons at any time.

SPRING is in THE HAIR
There's nothing like a Bonat Permanent to give your hair new life.
\$5 OIL WAVE—\$3.50
Ann Beauty Salon
484 AMES ST.—Gen. 5029-J

REPLACE YOUR ROOF!
Contract now for later work
Prices Advance Apr. 1st
ESTIMATES FREE
Elmer G. Willis
64 Austin St. Glen 5792



WE GIVE YOU VALUES FAR IN EXCESS OF OUR PRICES

Only One More Week Of This Special Event
FREE-Extra Trousers
With SUIT
Made to your Measure at
\$17.50
A. HAMMERER
1006 LYELL AVENUE

Ever Notice The Back of Your Head?
Ever notice the back of your head? How nice it looks when it is clear of Pityroides or dandruff!
Just a word in this article about Seborrheic Dermatitis. This differs from simple Seborrhea in that there is active inflammation present. An inflammatory condition of the skin caused by Seborrhea frequently accompanies the condition of dandruff. The scalp itself may become very red and inflamed, especially if it has been scratched with the finger nails. Other parts of the body, especially the face and the neck and extending even down to the chest and shoulders may show some scaling of the skin and a great deal of redness, which at times causes itching.
J. T. FORBES & SON
CHIROTONSORS
Lyell Ave. at Wetmore Pk.
Free Advice GLEN. 1978-W

FLORAL PIECES \$1.50 up CUT FLOWERS AT LOWEST PRICES
ETHEL M. PERRY—FLORIST
441 CHILI AVE. We Deliver GEN. 116 or 117

C. J. SCHEUERMAN C. A. SCHEUERMAN
C. F. SCHEUERMAN SONS
Funeral Home
The Display at Our Funeral Home shows the complete Funeral Service in plain figures
230 BROWN STREET Phones, Genesee 5411—438

Lyell Ave. Baptist Church

Morning service at 10:30; Junior Endeavor 11:15; Sunday School at noon. The theme of the pastor's sermon will be "Love: Its Source and Its Incentive."
An increased attendance is noticeable each Sunday both at the morning service and in the Sunday School classes. Another young ladies' class has been formed with Mrs. Hizer as teacher.
Monday evening the deacons met with Mr. Van Voorhis.
On Tuesday a group of women from the church assisted in the sewing at Relief Headquarters, 362 East avenue.
Wednesday evening at the mid-week service the pastor concluded his discussion on the book of Micah. Mrs. George Mason, 43 Cromwell Drive, will entertain the Light Bringers' Class and the World Wide Guild tomorrow evening.
The Men's Fellowship Club will hold a bowling party at the Davenport Bowling Alleys on Saturday at 3 p. m.
Mrs. Charles Bauer of Myrtle street will entertain the Missionary Circle on Thursday, March 16.

Trinity Evangelical Church

Services Sunday, 9:00 a. m., German Service—"Der Todesgang unseres Heern und Heilandes"; 10:50, English—"The Lamb of God."
On Sunday evening there will be a special service with the choir giving some special numbers. All members and friends are invited to come.
At service on Wednesday evening, March 15, the Brotherhood will be the special guests.
The Mission Study Class will meet at the home of Mrs. Barbara Fritz this afternoon. On Friday evening, March 17, the class will host at the Gospel Tabernacle on West Main street. Luncheon will be served. Service begins at 7:45 p. m.
On Sunday evening, March 19, special numbers will be rendered by different members of the congregation. A fine program has been arranged.
The young people of Trinity will be the special guests at the Lenten service on Wednesday, March 22.

Grace Presbyterian Church

Morning worship begins Sunday at eleven o'clock. The pastor will preach on the theme, "The Life of Service."
Sunday School will meet at ten o'clock Sunday morning. The report of the nominating committee for the annual election of Sunday School officers will be presented.
The Christian Endeavor Society will meet at the home of Miss Ruth Freese, 139 Maryland street, Sunday evening at 6:30.
The series of mid-week Lenten services continues each Wednesday. The pastor is considering a series of talks on the theme "The Cross of Christ." The services are held every Wednesday evening during Lent at 7:30 in the Philathea room.
Annual Consecration Sunday will be observed March 19, a week from Sunday. On this day the opportunity will be given to members and friends to make their pledge for the work of the church during the coming year. All those attending the church service, whether they pledge or not, will not be canvassed this year.
The Ladies' Aid will meet at Bryan's Restaurant on Lyell avenue Wednesday afternoon, March 15, at 2:30 o'clock. All the ladies are urged to be present as this will be the last meeting of this church year.

The Church of The Holy Apostles

The Lenten Missions opened Sunday and are continuing throughout this week and next week. The mission this week is devoted to the ladies and next week will be for the men. Oblate Fathers of the Missionary Order of Mary Immaculate, Rev. J. J. Gallagher, O. M. I., and Rev. William Mahan, O. M. I., are conducting the services.
Members of the Sodality of Our Lady will receive Holy Communion at the seven o'clock mass Sunday morning. There will be no regular Friday meeting this month on account of the Mission.
The Eucharistic Committee, headed by Ruth Magin, has a new division. It is the Catechetical unit with Hazel Nolan in charge. The following young ladies, members of the unit, will teach catechism to the public school children every Sunday morning after the children's Mass: Kathleen Gordon, Oonah Farrell, Marion Lenhard, Dorothy Kling, Catherine Brown, Sally Rivers, Nancy Paris, Ruth Reagan, Mary Featherly, Phyllis Gifford, Lucy Sheehan, Lois Spiegel, Helen Niccoli, Louise Brescia, Frances Doyle, Marian Smith, Doris Bowen, Louise Kelly, Margaret Miller, Betty Goshier, Jean McNeil, Sarah Walsh, Jean Hemmer, Dorothy Miller.
Committees are at work in preparation for the St. Patrick's Day card social on March 17 to be given by the Rosary Society. The ladies promise an event that will be one of the best ever held.
Lenten services on Wednesday evenings are being conducted by guest preachers. The Rev. Gallagher will preach next Wednesday and on March 22 the Rev. Joseph McDonnell is scheduled.

Maltby Street Chapel

The First Baptist Circle of Maltby Street Baptist Chapel held its regular monthly meeting Friday. Arrangements are under way for a rummage sale to be held March 24 and 25 at a place to be announced later. Any donations will be gladly called for. Phone Mrs. Holden, Genesee 7147-J, or Miss Tillman, Genesee 6867-R.
Sunday School will be at the regular time, 9:30 a. m.; adult Bible class, 10:45 a. m.; church service, 7:30 p. m.
On Sunday, March 19, a negro quartet will sing at the evening service.

Card Party Tonight at Holy Family Auditorium

The seventh series card party will be conducted at Holy Family auditorium tonight. Pinochle, bridge, pedro, five hundred and dominoes will be played. Mrs. Hattie Rossenbach is general chairman assisted by Mrs. F. Santee.
Chairman of the block committee is Mrs. Julia Babel assisted by Mrs. E. Slattery. Preparatory parties will be sponsored by Mrs. E. Gibblin, Mrs. J. Kuner, Mrs. L. Schmerbeck, Mrs. C. N. Brogan, Mrs. F. Brien, Mrs. E. Schied, Mrs. J. Babel, Mrs. E. Slattery, Mrs. G. Paul and Mrs. G. May.

PERSONAL

Mrs. D. W. Halloran and daughter, Mrs. F. E. Hayden, of Sunset street, left for a month's visit with the latter's uncle and family in Port Arthur, Texas.

The Old Gang Bridge Club met at the home of Mrs. Richard Tobin in Campbell park last Thursday. Prizes were won by Mrs. Oscar Krull and Mrs. Cornelius Babel. The next hostess will be Mrs. Wm. H. Senz of Glide street.

The Iota Phi Delta Sorority will have their regular meeting tomorrow night at the home of the president, Miss Bernadine Thompson of 8 Calihan park.

Charles Wehbring of Culver road and the Snappy Eight Pinochle Club held a surprise party on Mrs. Wehbring at their home on February 22, the occasion being the 27th wedding anniversary of the Wehbrings. They were presented with a dinner set. Cards were played and prizes won by Sam Thompson, Robert Deavenport, Mrs. Neil Denney and Miss Elbertine Burnett.

Mr. and Mrs. A. Marapese of McNaughton street are the parents of a 7 pound daughter, Jo-Ann, born on February 27.

Griffin Hat Shoppe
Now Located at
154 SHERMAN ST.
Formerly 59 Cameron St.
ANNOUNCING
the arrival of the
NEW SPRING HATS
In all the wanted shades
All Head Sizes
ONE PRICE \$1.85
Glen. 4970-W Open 9 to 9



Get Your
Front-Lace Corset
From us; the kind you have previously had . . . \$3.50
Line Variety Shoppe
153 Otis St. at Santee

A Friend to You
And Your Radio
SIGNAL RADIO SERVICE
Orchard at Lyell Ave.
Glenwood 2775

ALBERT WARD
Optometrist
198 LYELL (Near Saratoga)
9 to 12:30—1:30 to 6
Evenings by Appointment
Glen. 4419

Pure Quill
Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

Once they try it — they always come back for more!

Leader Gas 12 1/2c
Tank car to your car gal.

Leader Oil . 15c
A high quality oil qt.

Super-Refined
KINSO ZERO OIL
Flows at zero and stands up equal to summer oil.
25cqt

KINSO CORP., 585 Lyell Ave.-Opp. Burrows St.

GARDEN OF ASIA



A Szechwan Medicine Man.

(Prepared by the National Geographic Society, Washington, D. C.)
(WNU Service.)

SZECHWAN province, China, center of recent disturbances, is one of the richest, most populous and picturesque regions of China. Marco Polo described it as a cultivated garden with great cities. A more modern sobriquet is "The Garden of Asia."

Chungking, the Yangtze port, is a great doorway of Szechwan. It is a walled city of 600,000 inhabitants, situated at the confluence of the Yangtze and the Kialing rivers. Through the fiction of a foreign treaty it is an open seaport notwithstanding the fact that it is 1,500 miles from the coast and 1,000 feet above the level of the sea. It is now the seat of steam navigation on the Yangtze, the seat of maritime customs for the West, the point of distribution for all western borne commerce and the assembling depot for all shipments to other parts of China and foreign lands.

The chief exports to America and other countries are paint oils of the tung-tree, medicines, bristles, feathers and hides, and, of manufactured articles, silks, satins and crepes of the finest grades.

Confined between its two rivers, this city, like New York, is growing into the air. It has no suburban lines to relieve its surplus population, and real estate has accordingly increased in the past decade from 100 to 200 per cent in value, making it profitable to erect fine foreign buildings, in which it excels any purely native city in China.

The English, French, German, Japanese and Americans compete for its trade. United States trade is represented in kerosene, sewing machines, cigarettes, patent medicines, hardware and nails.

From Chungking northwestward 300 miles to Chengtu, the capital, one travels by sedan chair borne on the shoulders of two, three or four bearers, as one's avoirdupois requires or his Troy weight permits.

In addition to the chair-bearers, the foreign traveler requires a coolie to bear his cot and bedding, another to carry his food, and an attendant to cook it. A small party easily becomes a regiment, and if an armed escort accompanies it, as is usual, the party resembles an army.

City of the Dead.

Beyond the walls of Chungking the traveler enters the city of the dead. Here are square-built tombs of the Ming period; near by are the crowded lines of public graves for beggars and the very poor; and then, four miles distant, are the regulation mounds of Chinese graves, with here and there beautifully carved, terraced mausoleums.

A more orderly section of broad extent, reserved for Mohammedan graves, shows that the followers of the Crescent are no mean or inconsiderable company among the city's population.

Over these sleeping camps the telegraph lines are now strung and the

(Chengtu railway will tunnel beneath them. Factories and homes are pushing them farther from the city, which is a sure indication that the hand of superstition is losing its grip, for a quarter century ago this would have spelled riot.)

The Szechwanese from of old have been expert workers in stone, as is evidenced by the many tombs, homes and places of defense carved deep into cliffs along the rivers. Their Chinese conquerors have inherited this art along with their land, for the country abounds with artistically carved stone bridges and memorial arches of massive proportions ornately wrought in stone.

One never sees a monument dedicated to a warrior, but many to virtuous widows, who refused to remarry after their husbands had died. Others reared by royal permit have the four characters Wu Kia TungTang, five generations living together in one home.

West China might be called "The Land of the Pagoda," for nearly every city has its towering sentinel from three to fifteen stories in height. They are generally placed upon some eminence overlooking the city they protect, and may have served as watch towers in times of trouble, but the real purpose of their erection most likely was to exert a benign influence upon the fang suel—the spirits of wind and wave that bring prosperity and ward off disaster.

Out from the crush and the hum of the city of the living and past the quiet camp of the dead, one comes to the country—not, however, the country of the western world; rather a mass of terraced fields and farm gardens, with human beings always in sight. People are the only feature of the landscape that cannot be left behind or ignored; so one stops to glance at the inhabitants of Szechwan, who surpass in rugged diversity of race the variety of the province's scenery.

The People of Szechwan. More valuable than its rich mineral deposits and superbly tilled lands, the people of Szechwan are at once its prime asset and interest.

Four epochs mark the Szechwanese and help to explain them:

First, the slow retreat of the ancient aborigines up into the mountains of the south and west and the occupation of the fertile land by the oncoming victorious Chinese.

Second, the ruthless Chinese wars, culminating in the ravages of the tyrant Chang, who, in accordance with his slogan, "Kill! Kill! Kill! Kill! Kill! Kill! Kill! Kill! Kill! Kill!" left many of its cities desolate and its fields without inhabitants.

Third, the re-peopling of the province by emigrants from the north, central and southeastern provinces of China, who, fusing with the scattered Chinese and aboriginal inhabitants and with Mohammedan mercenaries from western Asia, formed the composite Szechwanese, styled,

"Chinese, with a difference." Fourth, the contact of Christian life and thought upon those peoples, a period of reforms and revolutions, a transition from the old order to the New China of today and the China of promise of tomorrow. Remnants of Many Races.

The western part of Szechwan might well be called the Museum of the Human Races, the as-yet-undiscovered happy hunting ground of the ethnologist and physiognomist. Here are to be found the surviving remnants in the most heroic struggle for existence that humanity has ever waged, and who, for lack of a better term, are called the "Tribesmen."

As one crosses the Min river, which, flowing south, divides the province into east and west, and moves westward toward the snow-covered mountains, he comes upon the shambling homes of these people, hidden in impassable ravines or perched upon cliff or mountain side, of which they seem to be part and counterpart; for as the irresistible side-thrust of continental Asia pushed these mountain masses high into the snows and left them crumpled, broken, and isolated storm-swept peaks, so, evidently, a similar convulsion of powerful peoples of Asia, in their movements toward this center, have driven back the weaker or defenseless nations, they in their turn being compelled to follow into these inaccessible places, where, like the mountains to which they still cling, they may yet reveal stratum, the bedrock of the race.

The Chinese call them "The Eighteen Nations," but it is believed that there are several times eighteen nations or tribes, each under its own king, council or feudal lord, independent or semi-independent of each other and of the Chinese in whose borders they dwell.

Among the tribesmen are found representatives of the black, yellow, and white branches of the human family, and some of them, especially dwarf peoples, are believed to be of very ancient origin.

Chengtu, Szechwan's capital, lies 700 miles from a railroad on the edge of the famous Chengtu plain. It is a city of 600,000 inhabitants.

SCHROTH'S FRIDAY - SATURDAY SPECIALS

Regular	Whole or Shank End
ARPEAKO HAMS . 16c	
Shoulder ROAST VEAL 19c	
Sh'd'r ROAST BEEF 15-18c	
Fresh Hamburg	10c
Home Made Pure Pork Saus. Meat	lb.
Plate Corned Beef	. . 9c
Steam Sausage 15c
Tetley's Tea	. . . pkg. 10c
Niagara Evaporated Milk, tall can 5c

Schroth Market
LYELL AVE. at MURRAY ST. GLEN. 3210

Democrats Change Night Of Meeting to March 14

A change in the regular schedule of meetings for the Democratic Women's Club of 10th Ward is announced by Mrs. Joan Schild, president. Beginning in March, the meetings will be held on the second and fourth Tuesdays instead of the first and third.

The next meeting, therefore, will be on Tuesday, March 14, at a place to be announced later. This will be in the form of a social event. The business meeting will take place on the fourth Tuesday.

BOWLING PARTIES

We Specialize in Bowling Parties. Lunch, Refreshments and Bowling at a very reasonable price per head. Make your reservations today. Alleys draped off for private parties. Henchen Bowling Hall, 849 Jay St. Gen. 7748. Eight new alleys.—Adv.

CHILD ST. PHARMACY
CHILD at JAY STREETS

Week-end Specials

FREE PUZZLE with Milk of Magnesia
Toothpaste at **25c**

Lavender Shav. Cream and 5 Probak Blades, 85c Val. . . . **49c**

Colgate's Shav. Cream Talc. Powder & Steptic Pencil **39c**
(70c Value)

CIGARETTES 10c

Bessie-Vera Heberger
519 1/2 Lyell Ave. Glen. 5793
282 Otis St. Glen. 6422-W
Licensed Operator

Permanents \$3.50 up

HAIR WAVING OR MARCELLING 35c

Haircutting, Personality Bobs
Facials, Henna Packs, Hair Dyeing, Bleaching and Tinting

RADIO SERVICE
ON ANY MAKE SET
GENESEE 6117

BENZON
RADIO SALES
Authorized Philco Dealers
420 AMES STREET

PIKE'S PEAK OF SERVICE
Trucking
Day & Night Service
217 Pool St. Gen. 3425

HILER'S GARAGE
General Auto Repair
PAINTING—TOUCHING UP
AUTHORIZED RUSCO
BRAKE SERVICE
385 Sherman St.—Glen. 1123

For Limited Time
8x10 PORTRAIT, FOLDER & COLORED complete
\$1.39 and this ad

KARLE STUDIO
399 EMERSON ST.
Baby Photos Our Specialty
No Appointment Necessary

Elsie Beauty Shop
500 LYELL AVE. GLEN. 4880
Marcel, Shampoo Or Finger Wave . . . **25c**
Finger Wave 35c on Sat.
Special on FACIALS 35c

WANT ADS
Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

SAVE MONEY by having your vacuum cleaner repaired in our shop while you wait. New cords put on for \$1, brushes re-bristled 75c. Slight extra charge for call and delivery. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

GUARANTEED Rebuilt Vacuum Cleaners as low as \$8. Variety Vacuum Cleaner Co. 254 Lyell Ave. Glen. 4141.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

PAPERHANGING—\$6.00 per room, including paper. Floor refinishing. House painting. F. Bender, 160 Thurston Rd. Gen. 2333-W.

WANTED—Children, any age, mother's care. Reasonable. Phone Gen. 6893-W.

LOVELL WRINGER ROLLS for any make of washer \$5 a set complete. Washers oiled and greased for \$1.50. Call Glen. 4141.

FOR RENT—Double house, 6 rooms, newly decorated. 2 and 4 Plover St. Glen. 4642-R.

BOTTLE CAPS—17c gross, 2 gross 31c. Leichtner Hardware, 705 Maple St. Gen. 3126.

FOR RENT—Apartment, 2 large rooms and kitchenette, unfurnished. 35 Myrtle Hill Pk. Glen. 5622.

HOME BAKED GOODS—Bread 10c loaf. Gluten bread 20c. Cookies 20c. Baking Wed. and Sat. Pies 25c (Sat. only). S. M. Vickery, Glen. 1896-M. 25 Myrtle St.

PAINTING and paperhanging work guaranteed. Estimates given free. Convenient terms arranged. Glen. 4642-R.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

ROOM AND BOARD in private home. Suitable for couple. Reasonable. 563 Hague St.

FOR SALE—Electric radio, console model. Also electric heater, cheap, or will swap for car. Gen. 7147-J.

FOR RENT—Wetmore Pk., 6 rooms, sun porch, garage. \$30 month. Key at No. 64.

FOR RENT—Single house, newly decorated throughout. 650 Glenwood Ave., first house from Curlew. Glen. 4642-R.

ROLLER SKATES, ball-bearing, 98c up. Sturdily built to stand hard wear. Leichtner Hardware, 705 Maple St. Gen. 3126.

Miss Elbertine Burnett of Sunset street and Mrs. Gertrude Hondorf of Lyell avenue entertained the Snappy Eight Pinochle Club at their homes on February 21 and 28 respectively. Prizes were won by Mrs. Laura Wehbring, Mrs. Anne Thompson, Mrs. Lydia Thompson, Mrs. Neil Denney and Mrs. Robert MacAdam. The next hostesses are Mrs. Lydia Thompson and Mrs. Neil Denney.

CIRCULATION
5500

THE VICINITY POST

PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., MARCH 23, 1933

No. 11

Musicales Planned at Grace Church Apr. 28

A musicale in the form of a Radio and Television Revue will be presented April 28 at the Grace Presbyterian Church under the sponsorship of the chorus choir. Proceeds will be used in the purchasing of new vestments.

Twenty-five varied acts including vaudeville, dancing, soloists, minstrels, a male chorus of 24 and a combined chorus of 60 voices will be "In the Air" for the evening's entertainment.

The revue is under the direction of William H. Hudson, assisted by Mrs. Ray Rockcastle and Mrs. Bruce Thompson, pianists.

Tickets are on sale at Clifford H. White's cigar stand in the Gas and Electric Building, 89 East avenue.

SORORITY NOMINATES OFFICERS AT MEETING

The Phi Nu Gamma Sorority recently held an informal dinner dance at the Marigold attended by fourteen couples. At the last meeting of the sorority held at the home of Mary Sullivan of Delmar street nominations for the election of officers for the coming year were received.

HAILS BETTER TIMES IN OBSERVING 87TH BIRTHDAY

Still in good health, Mrs. Mary Breakey, 45 Austin street, celebrated her 87th birthday Tuesday. Optimistic despite her years, Mrs. Beakey predicts a return to normal business conditions very shortly. A resident of Rochester for over 70 years, Mrs. Breakey has lived for the last 40 years in Austin street.

Formal Spring Showing At Brownbilt Shoe Store

With nearly all new spring numbers in stock, the Brownbilt Store, 900 West Main street, is ready for its formal spring showing, starting today and continuing for ten days. Souvenirs will be given during this showing to women and children.

The style trend this spring, according to the Brownbilt people, runs to pumps and ties with blue and grey as popular colors. New styles in snake and pigskin are also expected to be much in demand.

Iota Phi Delta Sorority held its regular monthly meeting Tuesday night at the home of the vice-president, Miss Marion Schubert in Avery street.

Eighth in Series of Card Parties Tonight

The eighth in the series of card parties will be held at Holy Family auditorium Thursday evening, March 23. Pinochle, bridge, pedro and dominoes will be played. Mrs. Hattie Rossenbach is general chairman, assisted by Mrs. Frank Sauter. Chairman of the block committee is Mrs. Alice Cody, assisted by the whole committee.

Preparatory parties will be sponsored by Miss Marie Lambert, Mrs. Mary Lambert, Mrs. Alice Cody, Mrs. Sylvia Kraus, Miss Bertha Schlaffer, Gus and Clarence Dentinger, Miss Anna Wines, Miss Lorette Wines, Miss Margaret Fisher.

Beauty Treatment For Clothes

Edco dry cleaning penetrates to the innermost fibres of fabrics, from silken webs to thick woven homespun, dissolving and removing every atom of grit and grime that grinds the life out of your clothes and robs them of their brightness.

Yet Edco dry cleaning costs you no more than ordinary cleaning. Coats, dresses and suits dry cleaned, pressed and repaired (small repairs free), called for and delivered, only 75c. Simply phone Glen 3184 and our driver will be out for your clothes in a jiffy or drop them into our store at 496 Lyell Ave., near Myrtle St.—Adv.

CAST WORKING HARD FOR MINSTREL SHOW

Norbert Vay, general chairman of the Minstrel Show to be held in Holy Family school hall on April 25 and 26, reports that considerable progress has been made during the past two weeks.

The chorus has been rehearsing regularly and at a joint rehearsal of the men and the ladies held last Sunday afternoon about sixty were present. Charles Claus, who is directing the play, was particularly pleased with the work of the chorus.

Considerable capable talent presented itself for solo trials and the quartet also rehearsed a few numbers. An innovation in minstrels will be offered in the presentation of the Misses Lucille May and Genevieve Boss who will assist on the ends.

Tickets will be available after next Sunday from all connected with the show and in the church office on Sunday mornings. Seats will be spaced so that anyone attending will be able to enjoy the show in comfort and as a result the number of tickets on sale will be limited.

Card Party and Dance Planned by Democrats

A card party and dance is planned by 15th Ward Democrats on Tuesday, April 18, at Counsel Hall, 198 West Main street. There will be prizes for each table and at the door. Refreshments will also be served.

Jacob Smith is general chairman

Vicinity Man Takes Over Keger Furniture Store

A bank car to the vicinity re-

No work there so & in the

G. C. Kenny Furniture Company of 1476 Lake avenue. He is Herbert J. Schmitz of Immel street, who had been with the company for five years as assistant manager.

With many years' experience in the furniture business Mr. Schmitz is well versed in the manufacturing as well as the retailing of furniture. Previous to his association with Kenny's he had been connected with Howe and Rogers, Hubbard, Eldredge & Miller and Grand Rapids manufacturers.

The company, which now goes under Mr. Schmitz' name, manufactures furniture, sells at retail and specializes in re-upholstering and repairing. Mr. Schmitz is well known throughout this section, through residence here since boyhood.

and Charles Norter is chairman of the committee in charge. Other committees are: cards, Mrs. H. Johnson, Mrs. Gray, Mrs. J. Hodges, Mrs. J. Smith, Mrs. M. Carmen; lunch, Mrs. Gay, Mrs. P. Miller, Mrs. Joseph Shatzel, Mrs. H. Dunham and Mrs. J. Flanigan; floor, Mrs. Foley, Mrs. Tindale, Mrs. Schreiber, Mrs. E. Eckleben.

Music, Charles Norter, James Flanigan, Harry Dunham, Edward Eckleben, George Lapp, Clayton Smith and James Hauck; reception, Mrs. B. F. Thompson, J. Hodges, Edward Grassel, Paul Dupel, Arthur Boor, Frank Huber and Sylvester Hartman.

Music for dancing will be furnished by the Bluebird Serenaders. Tickets at 25 cents may be obtained from members.

THANKS WORKERS FOR AID IN HOLY FAMILY BENEFIT

Dear Editor:
I should appreciate the opportunity of thanking, through your columns, the many neighbors and friends in the Lyell Avenue section who so generously assisted in our very successful block card party for the benefit of Holy Family Church. As chairman of this block committee, I sincerely appreciate their fine co-operation.
(Mrs.) Julia Bubel.

MRS. HEBERGER NOW TAKES APPOINTMENTS ON OTIS ST.

All work is now being done by the Bessie-Vera Heberger Beauty Parlor at 282 Otis street, the Lyell avenue shop having been closed. Mrs. Heberger and her assistant, Marion Fahrne, are taking appointments as usual. The phone number remains the same, Glenwood 5798.

The Rochester Ranger five defeated the strong Brockport town team at Brockport by the score of 22-16.

CABIC A. C. NINE UNDER NEW SPONSORSHIP NOW

Wm. Anderson's Cabic A. C. Indoor team will be sponsored and named for The Vicinity's new Fur Studio of Lyell avenue this year. The team last year was runner up for the city championship and will play in the Monday night Powers & Vail League.

The team is made up of all Vicinity residents: John Blum, Clem Kreuzer, Joseph Kuehne, Paul Maier, Dick McKecknie, John Shatzel, Robert Uderitz, Carl Wollenhaupt, Harold Young, Sam Rebbman. Charles Young is captain, Wm. Anderson, manager and Ed Funk, business manager.

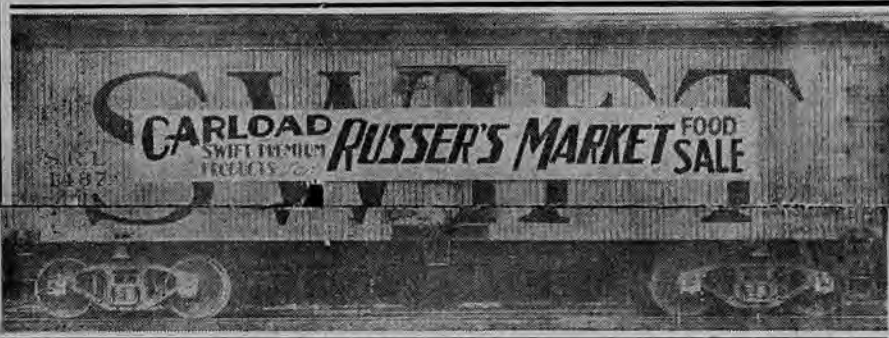
ORGANIZE INDOOR TEAM FOR BENZON'S PHILCO

The newest addition to indoor baseball teams is the Benzon Philco nine which will play on Wednesdays at No. 21 Playground. Players are Dick McKecknie, Harold, Spike and Chuck Young, Bob Uderitz, Frank Helget, Joe Kuehne, Clem Kreuzer and Paul Meyers. Ed Funk is business manager.

RUSSER'S

TWO BIG FOOD STORES • AMES ST., COR. MAPLE

CARLOAD FOOD SALE



FEATURING: An Entire Carload of Swift & Co. Premium Quality Products Purchased by Russer's Market.

SWIFT-PREMIUM "OVENIZED" **HAMS** 10-lb. Ave. Whole or Half **15^c** lb.

"SWIFT" BRAND **BEEF ROAST** Tender Shoulder or Cross Rib **12^c** lb.

SWIFT'S FOWL Milk-Fed Golden West 5 1/2-6-lb. Ave. **17^c** lb.

Small Lean **PORK LOINS** Rib End., lb. **11^c** Lean Fresh **HAMS** lb. **12 1/2^c**

FRESH PICNICS 6-8-lb. Average, lb. **7^c** Circle 8 Smoked **PICNICS** Short Shank, lb. **8 1/2^c**

Brookfield Country Roll **BUTTER** 2 lbs. **39^c**

Brookfield "Quality" **CHEESE** 1 lb. **12^c** 2 pkg.

Swift's Silver Leaf **LARD** 4 lbs. **23^c** Pastry Tested

Brookfield Grade-A **EGGS** 19^c doz. In Cartons

FRUITS & VEGETABLES

Large **GRAPEFRUIT** 3 for 10^c Fresh Washed Celery Hearts, lrg bdl **18^c**
Sun-kist **ORANGES**, lrg., 200 size, dz. **23^c** Fresh **PEAS** 2 lbs. **35^c**

Libby's Evaporated **MILK**, Tall Can .4 for **19^c** "SUNBRITE" **CLEANSER** ... can **4 1/2^c**
Libby's Home Style Sliced **PICKLES** pint jar **15^c** Quick-Arrow **SOAP FLAKES**, pkg **12 1/2^c**

SOUVENIRS FOR ALL FRIDAY and SATURDAY

"Boscul" **COFFEE** lb. **29^c** Breast of Chicken **TUNA** 2 cans **29^c**
Domine XXXX **SUGAR** pkg. **6^c** or Del Monte **CRISCO** 3 lb. can **57^c**
Conf. **BISQUICK** pkg. **29^c**

Pillsbury **CAKE FLOUR** pkg. **19^c** **MONDAY SPECIALS**
SAUERKRAUT, lrg. can **5^c** **FLOUR** 24 1/2 lb. **45^c**
Daisy Pastry

F. W. D. COFFEE lb. **18^c** Del Monte Sliced **PINEAPPLE** lrg. can **17^c**
Ivory **SOAP**, med. size, 4 for **19^c**

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE: 25 South Water Street, Main 5412
VICINITY OFFICE: 517 Lyell Avenue, Glenwood 5318-M
After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.

HAUBNER & STALLKNECHT

Successors to John C. Rossenbach

FUNERAL DIRECTORS

GENESEE 300

828 JAY STREET

BRING IN YOUR TUBES FOR TESTING!

You can read our new tester yourself!
NO CHARGE FOR TESTING TUBES AT STORE
BAUER & RAETZ CHILD at JAY STS.
Phone: GEN. 3977

ANNOUNCING

Our new location
519 1/2 Lyell Ave
At Calihan Park
Formerly at 463 Lyell Ave.



Continuing to give best quality work at lowest prices in town!

Personal Attention Given to your work

B. COHEN

Tailor, Cleaner, Furrier
We Call and Deliver **Glen. 6033**
519 1/2 Lyell Ave. at Calihan Pk.

CHILD ST. PHARMACY

CHILD at JAY STREETS

3 MORE JIG SAW PUZZLES FREE

FREE PUZZLE with Milk of Magnesia
Toothpaste at **25c**

FREE PUZZLE with Klenzo Shaving Cream at **25c**

FREE PUZZLE with Rexall Orderlies at **25c**

Signal Radio & Electric Service Notes

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell Avenue and Orchard

We were asked recently if these service notes and aids on radio and electrical appliance troubles do not harm us from a business viewpoint. Our reply is emphatically no. The average motorist knows the whys and wherefores concerning the car which he drives, consequently motoring is more pleasurable to him because of this intelligent appreciation. A similar degree of radio understanding is also desirable. There are simple repairs that anyone can make on a radio receiver and here are a few.

When there are no signals with the set turned on, carefully inspect all tubes. If no tubes light, check the power supply, the A battery in the case of a battery receiver, and the power plug in house current sets. The connection to the former should be tight and clean; the wires in the plug firmly held underneath the screws, and the plug prongs should fit tightly into the socket.

If all tubes except one light, replace the dead tube, the chances being it is burned out. In ordering the new tube, be sure that you obtain the correct type, according to the specifications on the base.

Check your aerial and ground binding posts, also connections to the loud speaker to ascertain if all are secure. Also check the ground connection and lead-in from the aerial for broken or loose joints. If after these check-ups you find nothing wrong, then it is time to call your serviceman. In another issue we shall point out means of checking up on weak signals, distortion and other noises.

The first of next month or sooner will see the inauguration of a new broadcasting chain to be known as the Amalgamated Broadcasting System. There seems to be plenty of capital behind the company and it does not appear to be a fly-by-night project. Our comedian friend of Texaco program fame, Ed Wynne, is president of the new system. Already six stations in the east have been signed up, plus several in the west and central areas. Later on several more stations will be added in the south. So far the commercial programs signed up number 27. One feature of the system that will prove a boon to the listeners is the fact that every program is limited to 30 words of advertising talk, no more and no less.

Our old friend, Phil Cook, will be back again on WHAM and the NBC, commencing April 3, for a period of 13 weeks, on Monday and Wednesday nights. He appears under sponsorship of Ingram Shaving Cream.

Beginning next Monday the Country Doctor program will be musical and will continue as such for 15 programs, using the Sizlers as their offering. This is due to Philips Lord, the original Country Doctor, being in the hospital for treatment.

Fletcher's Castoria, Diamond Crystal Salt, Maxwell House Coffee, and Post Toasties have all renewed contracts with NBC using the same programs as in the past.

Every piece of electrical material that is used by the contractor or wireman in wiring your home for electricity has been found fit and safe for such use by the Fire Board Underwriters before that material is placed on the market for use. Likewise all electrical appliances of quality manufacture with a reputable name behind them have been inspected by the board before they are offered to the public. All this is in the interest of safety.

Up to the present time very few radio receivers were ever tested as to their safety values, but now it is learned that the Radio Manufacturers' Association has gone on record as being in favor of this move; probably to guard against the steady influx of cheaper receivers, both in quality and price.

Hereafter these radio sets of reliable manufacture will bear a label certifying that they are safe for use by the persons owning them, that the tuning range is standard broadcast frequency, that they are non-interfering with other sets, and the tone quality and performance is up to the standard of the Radio Manufacturers' Association. All this is a decided step ahead for the ultimate purchaser as well as the manufacturer and will aid in placing the radio receiver on a more substantial footing.

BOWLING

Another Class B tournament is listed for Henchen's Alleys Saturday. Entry fee is \$1. There are still openings available.

24TH WARD LEAGUE

Team	W	L
Martino Barbers	39	30
Vay Undertakers	37	32
Ehmann Market	36	33
Spencer Market	36	33
Campbell Serv-U	34	35
Haubner Morticians	33	36
Boulter Coal	32	37
Forbes Barbers	29	40

Individual Averages

H. Boulter	57	177
H. Zimmer	66	175
Yawman	66	175
F. May	69	175
J. Ehmann	69	173
W. Schulze	69	173
Schroeder	69	171
W. Ehmann	69	170
Stalknecht	57	167
L. Ehmann	66	167

HENCHEN LEAGUE

Team	W	L
Bimmler Pets	60	15
Vay Undertakers	59	16
Scheg Garage	55	20
Boulter Coal	50	25
Dutch Brayers	45	30
Sassone Market	43	32
Claus Insurers	43	32
Radel Dairy	40	35
Ritter Dental	38	37
Qualtop Beverages	37	38
Alliance Club	35	40
Henchen Bowling Hall	31	44
Agates Ice Cream	23	52
Cook Coffee Co.	18	57
Georges Market	18	57
Independents	5	70

Individual Averages

Knapp	18	205
F. Stockmaster	72	196
Tindale	30	196
Young	75	193
Stone	61	192
Blide	66	190
Maeder	75	190
Hubert	75	190
E. May	75	189
J. Sleich	66	188

RUSSER LEAGUE

Team	W	L
Russer Market	44	22
Ritzenthaler Rest.	39	27
Young Music House	34	32
Slorah Dentist	33	33
Klier Pharmacy	25	41
Gessner Garage	22	44

Individual Averages

C. Schmitt	66	179
Slorah	83	179
J. Reidl	66	174
Stott	66	172
Lipinski	45	171
Reger	11	171
Kreuzer	63	170
J. Young	60	169
Servas	57	169
Gallagher	60	167

PERSONAL

Mrs. Henry P. Lenhard of Canton street entertained the Ladies' Auxiliary of Associated Master Plumbers for their March meeting.

The Old Gang Bridge Club met at the home of Mrs. William H. Senz in Glide street. Prizes were won by Mrs. Henry P. Lenhard and Mrs. Leo B. Ehmann. Mrs. Lenhard will be the next hostess.

Our line of children's dresses at 50c and 59c is very popular. Mothers find them economical and yet they are serviceable and very smartly cut. Ladies' dresses of fine quality at \$1. Senz' Lyellhurst Variety Store, Lyell at Glide. Open evenings.—Adv.

A St. Patrick's Day party with appropriate decorations was held Friday evening in honor of the 16th birthday of Nelson Stott, Jr., of Ames street. A mock wedding furnished entertainment with Miss Margaret Bats and James Sloan as bride and groom and Miss Anna Pretchel as preacher. Mystery prizes were given.

Miss Norah Gillan of Goodwill street entertained Theta Kappa Chi Sorority of John Marshall High School at her home recently.

Metzger & Brayer Add Thermostatic Service

Metzger and Brayer Company, one of the oldest firms in The Vicinity, announced this week that, supplementary to the regular plumbing and heating service, it is now prepared to render efficient service on thermostats, Gas Gards and Sav-U-Times. This service is in charge of Clement W. Metzger who comes to the Metzger and Brayer Company fully qualified to direct this branch of the heating business, since he has been connected with electrical work for the past fifteen years.

This line was added in the interests of convenience and economy to the customer because it makes possible complete service to heating systems at a material saving, according to Mr. Metzger.

Before You Buy Your Spring Hat—See

Griffin Hat Shoppe

154 SHERMAN ST.

Smartest Styles

NEW SPRING HATS
In all the wanted shades

All Head Sizes ONE PRICE \$1.85

Glen. 4970-W Open 9 to 9

Bessie-Vera Heberger

282 Otis St., cor. Dix St.
Just a block from Lyell Ave.
PHONE—GLEN. 5793

EASTER SPECIAL

Permanents \$3.50—\$5

Guaranteed Supplies

Special attention to childrens

FINGER WAVING **35c**

OR MARCELLING

Haircutting, Coloring, Bleaching

Henna Packs, Eyebrow Arching

Our Facials Are Refreshing

COKE \$8 ton

Beckwith Coal Co.

271 Lyell Ave. Glen. 811

Pure Buell

Gasoline and Oil

155 HAGUE STREET

191 Mt. Hope - 280 Exchange

MON. - TUES. - WED.

Finger Wave or Marcel 35c

Steam Waves 50c

My Own Push-Up

Permanent (Reg. \$7) **\$5**

MARIE LAMBERT

150 Sykes St. Gen. 6164-J

Do You Know That—

Cheap rubber heels will tar-mark your floor and floor coverings . . . run-down heels will take all the pep out of your life . . . cheap spongy soles will absorb water and cause rheumatism and all sorts of health troubles. . . . Let us take care of your shoes and you will be safeguarded.



PEOPLE'S QUICK SHOE REPAIR SHOP, 545 Lyell Ave. Glen. 6434.

NEW SPRING DRESSES

FEATURING HALF SIZES . . .

In all the pastel shades, prints, silk suits combinations, Sunday Nite frocks **\$5.95 up**

ROLLIN'S RUN-STOP HOSIERY **69c**

Bastian Dress Shoppe

493 LYELL AVE. OPEN EVES.

EAT "OLD FASHION BUTTER CRACKERS"

IN BULK OR BY THE BOX AT YOUR NEIGHBORHOOD STORE

MADE BY

OLD FASHION CRACKER CO.

1190 Clifford Ave. Main 1951

BUY YOUR GAS and OIL FROM YOUR INDEPENDENT DEALER

Schnabel Auto Parts
Gen. 5376 47 Buffalo Rd.
Complete Repair Shop
New and Used Parts
Gasoline and Oils

LOVELAND SERVICE STATION
ORCHARD at JAY STREET
Home of the "Service With a Smile"
GAS - OIL - GREASING

Spark Plugs Cleaned
By Sandblasting Method
FREE with every oil change or lubrication job
FRED LUJAN
556 LYELL AVENUE

CAMPBELL'S SERV-U-STATION
LYELL AVE. at GLIDE ST.
GAS-OIL-GREASING
Battery Charging

GASOLINE & OILS
Complete Lubrication
AUTO REPAIRING
BAUER & RAETZ
Child and Jay Sts.

GIVE YOUR NEIGHBOR A "BREAK"
Buy your Gas and Oil from your Vicinity Independent Dealer.

CAMELIO'S MARKET

FRESH SHOULDERS 8 1/2c	FRESH DRESSED FOWL . . . 19c
LEAN FRESH PORK LOIN 12c	BONELESS Veal Roast 22c
POT ROAST 14c	KRAFT SALAD DRESSING . qt. 29c
COUNTRY SAUSAGE . 11c	WHITE HOUSE COFFEE . . lb. 25c
GLEN. 3283	OTIS at AUSTIN WE DELIVER

START NOW

We confidently believe that a new business era has begun.

Confidence in yourself and Faith in the country's future are powerful starting points.

Base your future prosperity on a savings account in the

20th Ward Co-operative Savings & Loan Association

764 Jay St. Genesee 1639

Have you been to the

World's Championship Marathon -- Walkathon

Now in progress at
626 W. Main St. (cor. Jefferson Ave.)

Thrills! Action! Entertainment!

LADIES FREE EVERY AFTER-NOON UNTIL MARCH 31st

" MONEY SAVING COUPON "

This coupon and one cash admission ticket will admit TWO persons at any time.

A NEW POLICY

Interested? Phone us or drop in.

METZGER & BRAYER PLUMBING HEATING
425 Lyell Ave. Since 1898 Glen. 421

FLORAL CUT FLOWERS
PIECES \$1.50 up AT LOWEST PRICES
ETHEL M. PERRY—FLORIST
441 CHILI AVE. We Deliver GEN. 116 or 117

C. J. SCHEUERMAN C. A. SCHEUERMAN

C. F. SCHEUERMAN SONS Funeral Home

The Display at Our Funeral Home shows the complete Funeral Service in plain figures

230 BROWN STREET Phones, Genesee 5411-438

Grace Presbyterian Church

Morning worship begins Sunday at eleven o'clock.

Sunday School meets at ten o'clock. This Sunday is the last Sunday of the present administration of officers. It is hoped that there will be a good turn-out to express to the out-going officers the appreciation for their work during the past year.

The Christian Endeavor Society will meet at the home of Robert Hudson, 74 Montrose street, at 6:15 Sunday evening.

The annual congregational meeting of the church will be held on Wednesday evening, April 5, at 8:30. There will be a tureen supper at 6:30 followed by the regular mid-week service. Election of officers and reports of the various organizations will be taken care of in this meeting.

Services are held every Wednesday evening during Lent at 7:30.

On Tuesday evening, March 28, the Schaeffer Guild of the Ladies' Aid will hold a card party in Bryan's Restaurant on Lyell avenue, opposite Whitney street.

There will be a Radio and Television revue, given under the auspices of the choir on the night of April 28. For further details watch the columns of this paper and the daily papers.

On Friday evening, March 31, the Sunday School will hold a Fun-Night under the sponsorship of Mrs. Hubbard's Class. Moving pictures of the Sunday School picnic last summer will be shown, and other features of entertainment will be offered.

The regular communion service of this church will be held Sunday, April 2. Members will be received into the communion of the church and children will be baptized in this service. All those wishing to be taken into church membership at this service will meet with the elders of the Session in the church parlors on Wednesday evening, March 29, following the regular mid-week service.

Lyell Ave. Baptist Church

Morning service at 10:30; the pastor's theme will be: "The Practical Jesus." Junior C. E. at 11:15; Sunday School at 12; Young People's Society at 6 p. m.

The mid-week service will be held tonight this week instead of Wednesday, at which time the Caney Creek Corporation, consisting of mountain whites from the south will have charge of the service.

On Tuesday evening, March 28, Miss Lucile Hooper, 42 Cameron street, will be hostess to the Light Bringers' Class.

On March 30 a demonstration supper will be held in the church at 6:30 p. m. Tickets are 30 cents for adults and 20 cents for children.

On Friday evening, March 31, Mrs. Chester Fishbaugh, 43 West parkway, will entertain the Fidelis Class.

Trinity Evangelical Church

Sunday services for March 26—9:00 a. m., German, "Drei Passionsszenen"; 9:45 a. m., Sunday School; 10:50 a. m., Morning Worship, "A Whole Life for Christ"; 7:45 p. m., musical program with the "Teutonia Liedertafel" as special guests.

Members of the Sunday School are showing keen interest in the membership and attendance campaign which is now in full swing. There are a number of perfect attendance classes. To date the Young People's Class, under the leadership of Mrs. R. W. Durning

Spring Footwear - -

In lovely Brownbilt patterns—add smartness to the most distinctive ensemble. Prices are in keeping with 1933 budgets.

FORMAL SPRING SHOWING

Starting Today for 10 Days

FREE SOUVENIRS TO LADIES & CHILDREN

Distinctive!

A smart boulevard heel, Kid pump in grey, blue and black.

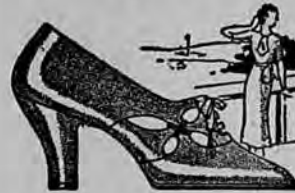
\$3.00



Different!

Three-eyelet ties in snake and blue, grey or black kid.

\$4.00



A NEW BROAD-T-STRAP, GENUINE PIGSKIN, Black or Chaff, a newer Spring shade. (Arrived too late to illustrate) \$4.00

ALSO MANY DESIRABLE STYLES AT \$2 & \$3
BEST HOSIERY IN TOWN 59c pr., 2 pr. \$1.10
All the shades to match the new spring footwear

Brownbilt Shoe Store

Store Open Evenings
900 W. Main St. (opp. St. Mary's Hospital)

Once they try it — they always come back for more!

Leader Gas 12 1/2c
Tank car to car gal.

Leader Oil . 15c
A high quality oil qt.

No wonder we're so enthusiastic about Leader. It's making new friends every day. They all agree—it is a no-knock gas!

Super-Refined
KINSO ZERO OIL
Flows at zero and stands up equal to summer oil. 25cqt

KINSO CORP., 585 Lyell Ave.-Opp. Burrows St.

and the Junior Department, under the leadership of Mrs. Fred Erbeling are running close. The campaign will end the last Sunday in April.

At the lenten service on Wednesday, March 29, the Adult Bible Class will be special guests. The topic will be "The Straying Sheep, and the Seeking, Suffering Shepherd."

On Sunday, April 2, the morning worship will begin at 10:30. Presentation and examination of the confirmands will take place.

The Ladies' Aid will have a "Coffee Social" at the home of Mrs. A. Trost, 325 Hague street, on Wednesday, March 29. Members and friends are invited.

The Church of The Holy Apostles

The Missions, just concluded, drew very large attendance each night and at several of the services the church seating capacity was taxed to the utmost. Rev. Joseph McDonell was guest preacher at the services Wednesday night.

The Rosary Society held a St. Patrick's party Friday night with events and decorations appropriate to the day. A good-sized crowd enjoyed themselves.

Maltby Street Chapel

Services—Sunday School at 9:30 a. m.; Young People's meeting at 6:30 p. m. C. R. Stevens will discuss the use of leisure time at this meeting.

Regular Sunday service at 7:30 p. m. Rev. Wilkes B. Watson

TWO CENT MARGIN NOT PROFIT, SAY DEALERS

It is a popular conception that the two cent margin allowed gasoline dealers by the large oil companies for selling their product represents a fair profit. Independents state positively that a two-cent margin would ultimately lead to their complete extinction.

One of The Vicinity Independents outlined the situation that the public might appreciate the position in which he has been placed. The Independent, he states, has to absorb all shrinkage, a considerable item in winter as well as summer. Every motorist rightfully expects a full gallon, yet 3 to 7% of the gasoline evaporates before the dealer pumps it. The pumping hose absorbs a little and there are inevitable shortages from over-pumping to add to the loss. In fact, he states a good part of the two cents disappears regardless of what the dealer does.

Large operators realize that this two-cent margin is not by any means two-cent profit. They know that in addition to rent, light and heat there is a sizeable depreciation to charge off on every load of gasoline brought into the station. That's why they are sure of killing off the Independents. And that is why the Independent needs the full support of his neighbors and friends if he is to keep his head above the surface.

of Hilton, Virginia, will preach. The rummage sale being held by the Friendly Circle March 24 and 25 will be at Clinton avenue and Franklin street.

Marvelous Shanghai



Shanghai's Busy Bund.

Prepared by National Geographic Society, Washington, D. C.—WNU Service.

TO SHANGHAI'S already complex newspaper world was recently added another foreign language paper—the Deutsche Shanghai Zeitung, which as its name implies, is printed in German. Two British, two American, many Chinese, a French, and other foreign language newspapers in addition to the German language paper are an index to the cosmopolitan aspect of the city. This aspect, too, is shown in the city's latest census where are recorded peoples of fifty foreign nationalities, and Chinese speaking nearly all the numerous dialects of China.

Shanghai is the greatest seaport in the Far East and emporium to one-eighth of the human race. A bold skyline of steel and concrete now rises where roads once waded over marshy flats. The wide Bund, which throbs with the kaleidoscopic march of motors, electric trams, and other traffic, extends along the water front where boat trackers once beat a narrow footpath. Paper lanterns change to neon lights for advertising display signs; beside ubiquitous Chinese cabbage now are supplies of caviar; from fishing to high finance has been the city's growth.

At the end of the first year after it was formally opened as a treaty port, 1843, Shanghai could marshal for statistical evidence of foreign enterprise and industry only "23 foreign residences, one consular flag, 11 business firms, and two missionaries." Today it domiciles nearly 60,000 foreigners; 17 consular flags wave in the Shanghai breezes and others have representation; business firms are legion, and the city is headquarters for countless phases and branches of missionary and other activities.

For a small fishing village, hiding behind fortifying walls for protection against the inroads of Japanese pirates (aided frequently by Chinese of the same calling), and doing only a limited amount of trade with coastal junks, to expand and become the fifth largest seaport of the world in less than 90 years is no mean accomplishment in any land; but in China this transition is an even greater marvel.

To find the reason for this remarkable transformation, one need not search far. A glance at the geography of its position reveals why Shanghai should logically take rank as China's key seaport.

Ideal Distributing Center.

Its situation, approximately midway along the China coast, makes it at once the most natural distributing center for extensive trade with coastal ports; but of far greater importance is the fact that Shanghai commands the vital position for commerce at the very outlet of the whole Yangtze river system.

In all the world it is doubtful whether there is another equally extensive region of wealth where the people depend as solely upon a single artery of traffic and upon one entrepot as do the inhabitants of the Yangtze basin. Approximately 200,000,000 people, half of the population of entire China, live in this fertile area, utilizing the river, its tributaries, and its network of canals as their chief means of communication. Their needs, beyond those supplied directly or indirectly

by the products of their own hands, make business for Shanghai. As one's steamer cleaves the muddy Yangtze waters and enters the Whangpoo on the approach of Shanghai, there is little to indicate that one is entering China unless a fleet of native fishing junks happens to be moving out to sea at the time.

Today the skyline that marks Shanghai's water front is decidedly occidental in appearance and most strikingly impressive—an effect due in part, perhaps, to its contrast with the flat, arid plain rather than to the actual heights of the buildings. Until the present century, low, commodious Chinese buildings of two-and-three-story structures served a majority of the business concerns; but the introduction of excellently equipped modern offices has initiated a period of extensive building.

In a few minutes' walk from the most up-to-the-moment districts of Shanghai, however, one can be in surroundings that are little altered since the day when the first foreigner, a peaceful career, troops of the four chief foreign nationalities have been maintained to give necessary protection to the residents of the city. Shanghai has also had a volunteer corps with a personnel of more than 2,000, which was organized at the time of the stress of the Taiping rebellion, in 1854, and has been mobilized at various intervals of necessity during strikes and when the pot of Chinese political affairs has been boiling over.

Big, bustling Shanghai, this titan of commerce in Far Asia, lives beyond the boundaries of any one settlement or nationality; it commands all of them together for its life and trade. Well beyond three million people are numbered in the districts that form the whole of greater Shanghai.

Even the Native City Changes.

Within the Nantao district, at the southern side of the city, lies the old Chinese settlement, or Native City. Modernization has been slow to move in this locality, and native life takes much the same course that it followed before steamship screws began stirring up the muddy Whangpoo around the fishing junks and sampans.

Even here, however, there have been changes. Since the republic has come into existence, the old wall that surrounded the city has been demolished. Narrow cobbled streets with open sewers running down their centers gradually have given way to more cleanly concrete passages. Loathsome beggars have somehow been reduced in numbers, although there are still more than enough of the pitiable wretches wandering about the streets. A few timely fires have been a godsend in clearing out several disease traps and pestholes, which have since been rebuilt with somewhat better structures.

North of the International Settlement lies the thickly populated Chinese district of Chapel. Chapel borders upon the Soochow Creek boundary and is just back of the foreign district of Hongkew. This district, before the recent bombardments, was somewhat more modern and progressive than the Native City region. Here, in Chapel, were located large Chinese business concerns devoted to exporting and importing. Here had sprung up offices, factories, and printing establishments, among the last named the Commercial Press, largest publishing concern in China, valued at one and a quarter million dollars.

But the focus of all Shanghai is the foreign settlements, for in them have been the remarkable incentives and expanding force that have built this modern seaport. First allotted a portion of land on the south side of Soochow creek, following the Treaty of Nanking, in 1842, when Shanghai was indicated as one of the five treaty ports, British business established itself and expanded, digging drains and filling canals to make the concession habitable.

Foreign Settlements.

Six years later France was conceded the territory between the British concession and the Native City, and only a few years afterward Americans leased land in the Hongkew district, which extends along the Whangpoo water front north of Soochow creek, where the river makes a sharp curve to the right.

This so-called American settlement was never organized as such, but was incorporated with the British district in 1863. Thus came into being the International Settlement, premier nucleus of modern Shanghai. Other portions of land have been added on the west, where old-timers used to bag snipe in off days from their offices.

The French chose to remain apart and today continue to administer their own concession as a separate unit.

The years have sent a fast-moving panorama since the early days when the International territorial fusion came into being, received nourishment, and became what has often been termed "The Model Settlement." The administration of the International Settlement has been in many ways a unique experiment, perhaps without parallel in any other place; and results make it evident that the Shanghai municipal council has served the settlement well.

Because Shanghai has not always had a peaceful career, troops of the four chief foreign nationalities have been maintained to give necessary protection to the residents of the city. Shanghai has also had a volunteer corps with a personnel of more than 2,000, which was organized at the time of the stress of the Taiping rebellion, in 1854, and has been mobilized at various intervals of necessity during strikes and when the pot of Chinese political affairs has been boiling over.

Big, bustling Shanghai, this titan of commerce in Far Asia, lives beyond the boundaries of any one settlement or nationality; it commands all of them together for its life and trade. Well beyond three million people are numbered in the districts that form the whole of greater Shanghai.

Old Fashion Butter Crackers On Sale

Many years ago a baker by the name of Cullross, an immigrant from Canada, conceived the idea of manufacturing a cracker which would appeal to the appetites of Rochesterians. His first thought was to place on the market a tasty, quality butter cracker made as rich as the baking of them would permit.

He used the following ingredients in the proper proportions, best quality pastry flour, butter for shortening, water and salt to taste. These crackers were then sold to grocers in Rochester and very soon proved to be the best selling cracker, winning the approval of thousands of housewives.

Mr. Cullross maintained this business for a number of years and created a fine reputation.

He retired, selling this business to Sam Durnherr, who conducted it for many years in a successful way. Mr. Durnherr died, the business being carried along by his brother Joseph J. Durnherr, who conducted it for a period of about 25 years, also in a successful way. Joseph Durnherr died and upon the recent death of Joseph Durnherr, three of his former employees took over the butter cracker business. The same formula used by Mr. Cullross is being used at the present time. These crackers are rich tasting and nourishing, served for luncheon, with butter, with soups, etc.

Try them today and be convinced.—Adv.

BOWLING PARTIES

We Specialize in Bowling Parties. Lunch, Refreshments and Bowling at a very reasonable price per head. Make your reservations today. Alleys draped off for private parties. Henchen Bowling Hall, 849 Jay St. Gen. 7748. Eight new alleys.—Adv.

PORK SHOULDERS 1b 8c
SAUERKRAUT 4 lbs. 17c
Schroth Market
LYELL AVE. at MURRAY ST. GLEN. 3210

SALE-MEN'S and BOYS' PANTS
Men's High Grade Dress Pants, Made of Cashmere Worsted and Serge, Low Priced \$1.95 and \$2.95
Men's Well Made Work Pants 95c and \$1.25
Boys' Golf Pants, Full Lined, Custom Tailored Tweeds and Worsted, Low Priced 97c and \$1.45
Men's Dress Shirts, Assorted Colors 59c
Men's Ties, Regular 25c @ 19c
415 LYELL AVE. **ROLANDS** Open Evenings Until 8 P. M.

WRINGER ROLLS \$2 up
For any make washer
Washers oiled and greased for \$1.50
Call GLEN. 4141

WANT ADS
Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 B. Water St.

SAVE MONEY by having your vacuum cleaner repaired in our shop while you wait. New cords put on for \$1, brushes re-bristled 75c. Slight extra charge for call and delivery. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

GUARANTEED Rebuilt Vacuum Cleaners as low as \$8. Variety Vacuum Cleaner Co. 254 Lyell Ave. Glen. 4141.

USED TIRES—\$1, up. U.S. tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

FOR RENT—Unfurnished apartment. Modern, 5 large rooms, heated, screen porch, garage, reasonable. 463 Lyell Ave. (opposite 5th Precinct). Glenwood 3523-R.

PAPERHANGING—\$6.00 per room, including paper. Floor refinishing. House painting. F. Bender, 160 Thurston Rd. Gen. 2333-W.

DANDY CANDY—Orders taken now for Easter delivery. 63 Lorenzo St., off Ames St.

WANTED—Children, any age, mother's care. Reasonable. Phone Gen. 6893-W.

JUMPER DRESSES made from your old dresses. Also blouses and other sewing. Call Genesee 7147-J.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

HONEY—Lamoka Valley Amber, best for table or cooking. 5 lb. pail 65c. Dark buckwheat 22 oz. can 18c while it lasts. We deliver. Holden, 84 Maltby St. Gen. 7147-J.

Thomas F. Keyes, son of Mr. and Mrs. J. F. Keyes of Dove street, was recently notified of his admission to the class starting in September at the Rochester School of Medicine and Dentistry. He is a graduate of Aquinas Institute and at present is completing his junior year in the U. of R.

RADIO SERVICE
ON ANY MAKE SET
GENESEE 6117
BENZON
RADIO SALES
Authorized Philco Dealers
420 AMES STREET

Pure Quill
Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

RE-UPHOLSTERING
Living Room Suites
Made to Order
FREE ESTIMATES
H. J. SCHMITZ
1476 Lake Ave. Glen 2100

REPLACE YOUR ROOF!
Contract now for later work
Prices Advance Apr. 1st
ESTIMATES FREE
Elmer G. Willis
64 Austin St. Glen 5792

GET AN 8x10 PORTRAIT OF YOURSELF, In Folder Colored Life-like
Until April 1st for only \$1.39 and this ad
KARLE STUDIO
399 EMERSON ST.
Baby Photos Our Specialty
No Appointment Necessary


FREE-Extra Trousers With SUIT Made to your Measure at \$17.50
— MR. FAT MAN —
We specialize in over-size suits at prices that will surprise you. Come in!
A. HAMMERER
1006 LYELL AVENUE

THE VICINITY POST

CIRCULATION
5500

PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., APRIL 6, 1933

No. 12

GIVING RADIO REVUE AT GRACE CHURCH APR. 28

The choir of Grace Presbyterian Church will sponsor a musicale in the form of a Radio and Television Revue on Friday evening, April 28, at 8:15, in the church hall.

Those taking part in special acts from this community are Kathryn Deigman, Edith Le Fevre and Walter Narris. A male and mixed chorus and other varied acts will be "In the Air."

The musicale is under the direction of William Hudson, assisted by Mrs. Ray Rockcastle and Mrs. Bruce Thompson, pianists.

Tickets may be secured at Clifford White's Cigar Stand in the Gas and Electric Building and Bryan's Restaurant.

Liederkrantz Society to Have Minstrels April 28

Rehearsals have started for another minstrel production by the Liederkrantz Choral Society to be given at their hall in West Main street on April 28. William P. Young is directing.

"The New Deal" is the title of the show, scenes of which are to be set in a beer garden. Variations made possible by the setting are expected to make this one of the outstanding productions of the society. Most of the parts will be taken by members, with the Liederkrantz Chorus as one of the highlights.

ANNOUNCING

Kathryn Doyle, formerly of Dayton, Ohio, now associated with the Agnes Hat Shop, 75 Locust St., knows the New York Millinery Market from which she has just returned and is sure she has the very best line of hats you can buy for \$1.88.—Adv.

15th Ward Democrats Plan Card Party, Dance

expecting a large attendance at their card party and dance to be held Tuesday, April 18, at Council Hall, 198 West Main street. Music for dancing will be furnished by the Bluebird Serenaders.

There will be prizes for each table and at the door and refreshments will be served. Jacob Smith is general chairman.

JAS. SHATZEL ADDRESSES SHOE REBUILDERS' ASS'N

James E. Shatzel of Lyell avenue addressed the Rochester Master Shoe Rebuilders' Association last week on the subject of "Organization." The shoe rebuilders are at present campaigning for new members and the meeting was for the purpose of initiating about 50 members. Frank Gioseffi is secretary of the association.

24TH WARD DEMOCRATS MEET TOMORROW NIGHT

The regular meeting of the 24th Ward Democratic Club will be held tomorrow night at the clubrooms, 141 Lincoln avenue. Winner in the prize contest will be announced.

HERE'S NEWS

Ladies' full-fashion hose, service or chiffon 59c. It will be worth your while to try a pair. These are not seconds or imperfect. They are known for their fine quality. Still showing the popular line of afternoon frocks at \$1, sizes 14 to 54. Children's dresses 50c, 59c and \$1. Children's and ladies' blouses 50c and \$1. Also full line of Easter greeting cards and candy novelties. Senz' Lyellhurst Variety Store, Lyell Ave. at Glide St. Open evenings.—Adv.

Business Men Meeting Next Wednesday Night

The regular monthly meeting of the Lyell Avenue Business Men's Association will be held next Wednesday evening, April 12, at Senz' Lyellhurst Club, Lyell avenue at Glide street. President James E. Shatzel announces that a program of special entertainment for the May meeting will be discussed.

Lionel H. Livingston to Address P. T. A. of No. 30

No. 30 School Parent-Teachers will hold their regular meeting Wednesday, April 12, at 2:30 p. m. Lionel H. Livingston of Madison High School will be guest speaker, talking on "Safeguarding the Child through training for the worthy use of leisure hours."

Members are urged to attend and bring their friends. Refreshments will be served after the meeting.

EASTER

For your Easter day cleaning it is well to remember that the Edco process guarantees your garments to be wholly free from any odor. This freshness is the result of perfect fibre and surface cleanliness, another reason why you should send your garments to the Edco Dry Cleaners at 496 Lyell Ave. Free call and delivery service. Glen. 3184. Coats, suits and dresses 75c.—Adv.

INDIVIDUALITY

High hats, flat hats, crazy hats! All demand a soft, beautiful wave in your hair. Why not drop into the Central Beauty Shop at 7 E. McDon St., off Cameron St., for your next finger wave. A wave for every type. Call Glen 5275-R for your next appointment. Shampoo, Marcel or Finger Wave 25c, except Friday and Saturday, 35c.—Adv.

Girl Scouts Hold April Fools Party Tomorrow

Girl Scouts of Troop 6 held their regular weekly meeting last Friday at the home of Mrs. B. F. Thompson of Texas street. Plans were made for an April fool party which is to be held at Agnes Miller's home on Saratoga avenue, tomorrow evening.

The committee is as follows: Eleanor Reynolds, chairman refreshments, assisted by Rita Famighetti and Marjorie Foster; Sarah Gimento, chairman of games, assisted by Pauline Gimento; Elizabeth Viola, chairman of prizes, assisted by Gladys Cooper, Helen Viola and Virginia Agricoltosis.

Plans were also made for a card party and dance to be held some time in May.

RUSSER LEAGUE

	W	L	Av
Russer Market	48	27	806
Ritzenthaler Rest.	46	29	798
Slorah Dentist	38	37	792
Young's Music Hs.	38	37	785
Klier's Phar.	28	47	774
Gessner Garage	26	49	771

Individual Average

C. Schmitt	75	181
Dr. Slorah	72	178
Stott	75	174
J. Riedl	75	174
Kreuzer	72	171
J. Young	69	170
Gallagher	69	170
Servas	66	170
Lipinski	50	170
Reger	20	170

With Harold Spitz leading the way with a 647 total, the Spitz brothers copped the two-man tournament closing the Russer League season. With a 9 pin handicap their score totaled 1169. Other prize winners were: Servas and J. Fisher, 1123; O. Preiss and J. Young, 1110; Schwartz and Slorah, 1097; N. Kleislev and Kreuzer,

1093; J. Klier and Ritzenthaler, 1072; Edmonds and Streeter, 1053; Gessner and W. Young, 1043.

F. J. Wuest Milk Co. Indoor team will play this year in a newly formed league. There is still a few openings. Any team wishing to join, call Gen. 5168 or write Ed Funk, 422 Hague street.

La BELLE SHOPPE

Mrs. Alderman has just returned from New York with a full line of beautiful spring dresses. Attractively priced at \$3.95 up. Alterations free of charge. We also feature the newest styles in spring hats at \$1.88. La Belle Apparel Shoppe, 1517 Lake Ave. Open evenings. Glen. 4152.—Adv.

TICKETS ON SALE FOR HOLY FAMILY'S SHOW

Tickets for the Minstrel Show to be held in Holy Family school hall on Tuesday and Wednesday evenings, April 25 and 26, were placed on sale last week. Reports of the workers on Sunday show that a considerable number had been sold.

Sunday afternoon a stage rehearsal was held for the entire cast and some of the details in this connection were ironed out.

It is announced that solos will be sung by Miss Genevieve Marino, Miss Evelyn Schrier, Clarence Carr and Clarence Dentinger. A dancing act which is being especially prepared by Miss Marian Aman, will be performed by Miss Marie Claus and Miss Marcella Ehma. Ray Fredericks, Anthony Hettel, Harold Schultz, Fred Henchen, Genevieve Boss and Lucille May will appear at the ends.

The program committee reports that the program is now being arranged. Clarence Dentinger of 44 Home place, chairman of the committee, will be pleased to hear from any who wish to be represented on the program.

Will Present Attractive Program at P.T.A. Meeting

P. T. A. of School No. 34 are planning one of the best meetings of the year for tomorrow night. At 6:30 supper will be served at 25 cents.

Dr. Lewis Wilson, former principal of the school and now assistant Commissioner of Education for

the state, will speak. The Boulder Chorus will sing, and through popular request, Carl Smith's play, "The Irritated Mother," will be repeated. Supper reservations are requested.

TRINITY EVANG. LUTHERAN TO CONFIRM CLASS SUNDAY

Trinity Evangelical Lutheran Church of Campbell street will have a large class of Confirmands for presentation Sunday. Among the members of the class are the following from The Vicinity: Jean E. Buff, Florine Ferlisi, Elsie McAllister, Mildred E. Paulus, Dorothy E. Renfrew, Mary Jane Sillin and Thomas C. Tarbox.

RUSSER'S

TWO BIG FOOD STORES AMES ST., COR. MAPLE

Long Island Style White Meat	DUCKLINGS 5 lb. Ave.	17c lb
Tender Shoulder	BEEF ROASTS Cut From Branded Beef	12c lb
Small Lean	LEAN FRESH PICNICS 6 - 8 lb. Ave.	6 1/2c lb
Small Lean	Pork Loins Rib End	1b 10 1/2c
Lean Plate	BOILING BEEF	1b 5c
Fancy Hen	TURKEYS	1b 23c
Shoulder Roasts of	LAMB	1b 16c

Special Prices on Easter Hams

" FRUITS & VEGETABLES "

SUNKIST NAVEL DOZ.	STRAWBERRIES Box 10c
ORANGES, . Large 200 size 19 1/2c	NEW POTATOES, . . 1/2 Peck 25c
ASPARAGUS 1-lb Bu. 15c	

BEST CREAMERY Colby June 1932	Fresh Creamery COTTAGE CHEESE	BEST GRADE A EGGS
BUTTER 22 1/2c lb	CHEESE 8c lb	EGGS 18c doz

Daisy Pastry Flour, 5-lb sack 12c	SELOX lrg. pk. 10c
CRISCO 2—1-lb. cans 35c	Octagon Soap, Giant Bars 4 for 19c

Beechnut COFFEE 1b 29c	PET MILK 6 for 29c
---	------------------------------

DEL MONTE, No. 2 Can	Russer's MAYONNAISE, Qt. 39c
EARLY GARDEN PEAS 2 for 27c	DEL MONTE, No. 1 Tall Can
Snider's Tomato Soup, 4 cans 19c	FRUIT FOR SALAD . . . 2 for 29c
Alamo or Messina TUNA, can 10c	

DEL MONTE Sliced PINEAPPLE 1g. can 17c	MONDAY SPECIALS
Farrington Circle-F Coffee, lb. 19c	Domino Pure Cane SUGAR 10 lb. sack 45c
Beechnut Peanut Butter 1g. jar 14c	RED SALMON 2 cans 25c

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Large or Small

The important thing is regularity.

Invest your savings here for Safety and Maximum Return

Systematic Saving is the Foundation of Independence

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Genesee 1639

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE
 25 South Water Street
 Main 5412
 After 5 P. M., on holidays and Sunday, call Vicinity office.
 News matter must be in the hands of the editor not later than the Monday preceding date of issue.

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DO YOU KNOW THAT—

We personally take care of your shoe rebuilding . . . we have no unskilled assistants to do the work . . . Our 3-grade plan provides a price to fit your pocketbook . . . There is no need to go uptown . . . It isn't what you pay, it's what you get for your money . . . quality counts in the long run.



PEOPLE'S QUICK SHOE REPAIR SHOP, 545 Lyell Ave. Glen. 6434.

MON. - TUES. - WED.
 Finger Wave or Marcel 35c
 Steam Waves 50c
 My Own Push-Up
 Permanent (Reg. \$7) . \$5
 SPECIAL (Best Supplies Used)
PERMANENTS . \$3.50
MARIE LAMBERT
 150 Sykes off Ames Gen. 6164-J

Easter Special
TWO PORTRAITS
 Size 8x10
 For Only **\$1.00**

Offer expires Easter
KARLE STUDIO
 399 EMERSON ST.
 No Appointment Necessary

Signal Radio & Electric Service Notes

Editor's Note. This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell avenue and Orchard

Weak signals or lack of volume in your radio set can be invariably laid to only one cause—weak tubes. Tubes that have been in use over one thousand hours—roughly one year, gradually deteriorate and cause weak reception. Likewise tubes of unreliable manufacture will be the cause of weak reception within less than a year. Tubes are not always the cause, however, of weak reception. Check your aerial and ground connections to see if they are made tight. Also remember that distant stations invariably fade, and that reception is always better in the winter than in the summer. After these personal checks by yourself and the real trouble has not as yet been found, it is time to call the service shop.

Ageing tubes will often cause distortion in reception, a sort of "fringe" distortion. Muffled distortion will be caused by the set itself being slightly out of resonance or balance. Rattling can always be laid to the loud speaker. In the first case you can replace tubes to overcome the trouble, but in the latter two cases it will be necessary to call in the service man.

A crackling noise in the radio set may be caused by close proximity to street car lines, loose power lines near-by, loose aerial or ground connections, or aerial hitting some foreign object such as a tree or building. The first cause cannot be eliminated by yourself; the second cause can be reported to the power company; the last two causes can be repaired by yourself. A crackling noise may be caused by static, but almost everyone is acquainted with this type of noise. Loose connections in the receiver itself may cause crackling noises, but this is very seldom the case.

A hum in your receiver is surely traceable to one or more of the following causes and should be repaired by a service man unless one is thoroughly familiar with radio circuits: A defect in the power supply, a possible worn-out tube in the detector socket, a gassy rectifier tube, an open or broken circuit in the filter system, or a possible poor ground connection.

The broadcast chains fear the worst summer drop of business in years. Not a few summer accounts have failed to show the usual interest at this time of the year and the seasonal falling off during the next few weeks and months will greatly exceed the seasonal summer accounts that usually begin preparations at this time of the year. The new Amalgamated Broadcasting system will also remove business from the present two companies. The Amalgamated, by the way, will not start operation until about the 10th of this month.

A central control board has been set up at the Chicago World's Fair to which is wired every musical affair on the grounds. From this control it goes to any broadcast station or system as may be chosen. Already the CBS has signed up six of the leading offerings for programs this summer.

Jack Benny has been extended five weeks with the Chevrolet program. The "Inside Story" series by Edwin C. Hill over CBS as well as the Chesterfield programs are due to be discontinued soon.

When at home tonight take a look at one of your electric lamps

Grace Presbyterian Church

Morning worship begins Palm Sunday at 11. There will be special music by the choir and the pastor will preach on the theme, "The Voice of the Stones."

Sunday School will meet at 10. Several new innovations in the line of worship programs are being considered by the officers of the school. More in detail of this project will be reported Sunday.

The Christian Endeavor will meet Sunday evening at 6:30 in the home of Jane Bryan, 11 Fern street. Esther Bergman will lead the discussion period on the topic, "Is Progress an Illusion?"

The Christian Endeavor will sponsor an Easter Morning sunrise service, to be followed by an Easter Breakfast to be served in the parish house. All those who intend to be present are asked to notify Alma Sanderson this Sunday.

Regular Church-Night Tureen Supper will be served next Wednesday at 6:30, preceding the mid-week Lenten service. Following the service the Board of Trustees and the Board of Elders will convene for their regular meetings. The Missionary Society will meet at the home of the president, Mrs. Lewis Hiler, of 50 Burrows street.

Starting with the first Sunday after Easter, the pastor will begin a series of sermons on that part of the Sermon on the Mount known as the Beatitudes.

PERSONAL

Iota Phi Delta Sorority will meet Friday night at the home of the president, Miss Bernadine Thomson of 8 Calihan park. Further plans for the card party will be made.

Kathryn Doyle has just returned from New York City. She was on a buying trip for the Agnes Hat Shop, 75 Locust street.

The Old Gang Bridge Club met at the homes of Mrs. H. P. Lenhard in Canton street, prizes being won by Mrs. Clarence Falls and Mrs. Richard Tobin. The next meeting is on April 20 at the home of Mrs. C. O. Bubel in Campbell park.

and try to imagine its filament, which is finer than the average human hair, holding 200,000 times its own weight. Yet, this is true. This strength in the filament is necessary for supporting itself when subjected to illuminant heat, otherwise it would soon separate. The average lamp manufactured in this country undergoes over 450 tests during its course of manufacture to insure delivery to the purchaser of a quality product. One company manufactures nearly 9,000 different types and sizes of electric lamps, ranging from lamps as small as a grain of wheat at 1/10 candlepower to those as large as a Georgia watermelon, giving 1,190,000 times as much light.

Before You Buy Your Spring Hat—See

Griffin Hat Shoppe
 154 SHERMAN ST.
Smartest Styles



NEW SPRING HATS
 In all the wanted shades
 All Head Sizes
ONE PRICE \$1.85

Glen. 4970-W Open 9 to 9

"PEPPY'S"

Smart Dress Shop
 290 Driving Pk. Ave.

Announces—The presentation of their new collection of spring dresses for the coming holiday.

Open Even 'til 10
 Opp. Liberty Theatre

Pure Quill
 Gasoline and Oil
 155 HAGUE STREET
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Gutter, Conductor & Furnace Work
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ETHEL M. PERRY—FLORIST
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Leave orders now for EASTER HAMS.
Complete line—Arpeako, Niagara, Certified at lowest prices ever (probable price 14 to 16c lb.)

Pork Loin ^{Rib} ^{End} 9 1/2c	Pot Roast 12-15c
Fresh Ham 12 1/2c	Fresh Country Sausage 10c
Libby's Milk, tall . . . 5c	Tomatoes (#2) 3 cs. 25c
Soap Chips . . . 5 lbs. 22c	Lge. Ketchup, 14 oz. 10c

GLEN. 3283 OTIS at AUSTIN WE DELIVER

PRE-EASTER SHOWING
New cape dresses, printed crepes and Red-ingote styles in pastel shades, prints and plain colors.
Size 14 to 20 — 38 to 44 — 16 1/2 to 24 1/2
\$4.95 to \$9.95
Bastian Dress Shoppe
493 LYELL AVE. OPEN EVES.

WE WANT: 500 NEW CUSTOMERS!
So--For Three Days
FRI. SAT. SUN. (April 7-8-9)
We offer this Special
5 gallons Gasoline }
Complete Grease Job } **- for \$1**
And Spring Spray }
Be sure to get your credit ticket—good any time for a grease job we cannot handle on sale days.

3c Have you tried our Oral Gas — a standard brand gasoline? **3c**
3c discount, now, on each gallon.
Great Lakes Gas & Oil Co.
YORK ST. at N. Y. C. R. R. Tracks

AN AUTOMATIC GAS WATER HEATER SAVES 4 to 6 HOURS WEEKLY

Built like a big Thermos Bottle a modern storage hot water service provides hot water INSTANTLY for scores of tasks each day.

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The Church of The Holy Apostles

Services for Holy Week will include Wednesday night services with Rev. Eugene Golding, Iola chaplain, preaching the sermon; Masses Thursday, Friday and Saturday at 7 a. m. On Thursday, procession of children; on Friday, Mass of Pre-Sanctified; on Saturday, blessing of Baptismal and Easter water. Other Good Friday services will include devotions from 1 to 3 in the afternoon and Stations of the Cross in the evening. Lent ends at noon Saturday.

Bishop John Francis O'Hern will confirm a class of children on Sunday, April 30. Classes for instruction are now being formed.

The Holy Name Society is in the midst of a membership drive by which it is hoped to considerably increase the membership.

Young Ladies Sodality in their regular meeting tomorrow night will see a one-act skit, the first presentation of the newly formed dramatic club of the Sodality. Dorothy Mason is president and Maude Sullivan, secretary, of the club, which has the following members:

Marjorie Boland, Anna Branch, Gladys Cooper, Margaret Coveny, Anna Mae Foley, Helen Kennedy, Florence Krauter, Lillian Le Roy, Agnes Mahar, Ruth Magin, Elizabeth Mandell, Dorothy Miller, Mary Mooney, Jean McNeil, Helen Nary, Mary Peters, Anna Sauer, Rita Scheldorn, Dorothy Shatzel, Betty Streicher, Lillian Sullivan, Elizabeth Viola, Helen Weaver and Helen Yockel.

Maltby Street Chapel

The Friendly Circle of the Maltby Street Baptist Chapel will meet for supper at 6:30 p. m. tomorrow (Friday). Officers for the coming year will be elected. The retiring officers will furnish the supper.

Harold Cooper, student at the Colgate Rochester Divinity School, will preach at the chapel Sunday evening at 7:30 p. m. Mr. Cooper will be considered for the pastorate of the chapel. All members and friends are invited to come.

On Tuesday, April 18, there will be a supper and card party at the chapel. Supper will be at 6:30 to be followed by a demonstration and card party.

Trinity Evangelical Church

Sunday services: 9:30, Sunday School; 10:30, Palm Sunday Service with Rite of Confirmation and reception into membership of the church; 5:30, reception and banquet for the 1933 Confirmands by Young People's League; 7:45, reunion of Confirmands and Easter Pageant.

The following young people will be received into the church through the Rite of Confirmation:

Thelma Maynard, Arlene Liebenow, Eleanor Clar, Marion Horn, Edith Steingger, Eleanor Kern, Ruth Tuschong, Leona Looch, Edna Boulter, Gretchen Haman, Ruth Haass, Elsa Navak, Grace Weber, Martha Palmer, Charles Hollor, James Fanning, Richard Conrad, Anthony Reilich, John Broer, Archibald McLeod, Carl Leyrer, Earl Trost, Erwin Dezen, Richard Erbeling, Richard Frey, William Strasser.

The attendance in Sunday School has been especially good, there being a number of perfect attendance classes. The members are enthusiastic over the "attendance campaign" which is now in full

MEN'S EASTER TOGGERY Hats and Caps BOY'S EASTER TOGGERY

When you buy them here you get
The New Spring Fashions
Men's Felt Hats, Fine Quality \$1.45 - \$1.95
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Boston Ferns 49c	Carnations doz 50c
Roses doz. 50c up	Daffodils doz 35c
Blooming Plants	each 69c

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Lyell Ave. Baptist Church

Morning service, 10:30; Junior Endeavor, 11:15; Sunday School, 12 M.

The theme of the pastor's sermon will be "The Conquering Christ." In addition to the sermon Rev. Paul Carter of the Allied Forces will give a five minute talk on the aims and purposes of the Federation of Churches.

Mrs. Chester Fishbaugh of West parkway will be hostess to the Ladies' Aid Society tomorrow evening. This is the annual meeting at which the annual report will be given and new officers elected for the ensuing year. Mrs. Charles Moyses of Murray street has been president during the past year.

Although the Young People's Department fell back last Sunday it again holds the lead in the race, followed closely by the Adult Bible Class.

A special "Easter Offering" of \$800 is sought this year. Envelopes have been mailed to the membership.

Flowers for Easter will be welcome and should be sent to the church not later than 3 p. m. Saturday afternoon, April 15.

Bessie-Vera Heberger

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Make Your Easter Appt. Now!
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FINGER WAVING 35c
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CHILD at JAY STREETS
PRIZE CONTEST ENDS NEXT WEEK

Be sure to cast all the votes you can for your favorite candidate! Only a few days left—Get busy!

Free Jig Saw Puzzles

A few more left
One puzzle free with Milk of Magnesia Toothpaste, Klenszo Shaving Cream or Rexall Orderlies at 25c

About Frogs



Preparing Frog Legs for Epicures.

Prepared by National Geographic Society, Washington, D. C.—WNU Service.

FROGS, once famous only for their hind legs, but whose skins now make book covers and fine glue, annually add more than \$130,000 to the industrial census figures of Louisiana. Frog raising and the collection of frogs from streams, ponds, and swamps are therefore becoming important activities.

It requires from four to five years for the frog whose legs are edible to reach adult size. When the warm spring sun tempers the water in our ponds, it is mating-time for frogs. A female frog may lay as many as 240 eggs. The eggs are deposited in small masses on water plants or on sticks or leaves lying in shallow water. An egg consists of the yolk—the round black center—and the vitelline envelope—the surrounding transparent membrane—which begins to absorb water as soon as the egg is laid, and thus immediately swells to be several times its original size.

But already danger besets the germ of life growing there. A gray fungus or mold may penetrate the envelope, sprout upon the yolk, and thus cut off the life of the little frog before it has well begun. But if fate is kind and conditions are favorable, the central yolk, at first a single cell, begins at once to grow, dividing into two cells, these into four, these into eight, and so on in the typical way.

Under favorable conditions, the tadpole hatches on the fourth day. At first it is a minute, flattened, yellowish object, with conspicuous branching filaments, its gills at one end and a coarse, rudderlike appendage, the tail, at the other.

Development of Tadpole.
In a few days, when its mouth parts have begun to develop, it nibbles the "scum" of green algae which forms a dense mat over every submerged stone or pebble in the stagnant pool.

The mouth of the tadpole is not at all like that of the adult frog. A sharply hooked beak, suggesting that of a parrot, but almost microscopic in size, adorns the front of the tadpole's head and is useful as a means of scraping and tearing at the minute water plants and animals which it takes for food.

At this stage tadpoles are scavengers, and fortunate are they to find the crumbs that fall from the rich man's table in the form of fragments of fish or other food left by larger and more careless banquets in Nature's storehouse. This rich fare fattens the tadpole's body to ridiculous rotundity. His tiny, lidless eyes stare solemnly upward at the water surface, to which he must now rush every few moments for a lungful of air, as his gills are beginning to be absorbed and he has had since to depend largely on his two nostrils, equipped with valves to keep them closed and water-tight during his submarine excursion, augmented by a spiraculum, or breathing pore, at the left side of his body.

Before the tadpole is many weeks old a pair of budlike growths sprouts near the base of the tail, and shortly these elongate into a pair of hind legs equipped with five

toes, which closely resemble those of the adult. At this stage a marvelous power of regeneration may take place, for if a toe or even a leg is nipped off, another one will grow in the place, an exact duplicate of the one lost. After metamorphosis is complete, this regenerative power ceases to function and a limb once lost is not regrown.

Comes Out of the Water.
Some days after the legs appear, the right arm comes out. Now the little tadpole stays near the top of the water nearly all the time and seems very uncomfortable, and no wonder. His left arm is developing just where the breathing pore is located. As soon as it bursts through his troubles are lessened, for now he can hop out on the bank in true frog fashion and breathe the air freely; for, as we have seen, his nostrils have been functioning for some time as air-breathing organs.

With the formation of his legs his head structure has likewise changed. The scraping black beak gave place to the wide mouth characteristic of the adult frog, the staring eyes acquired lids and nictitating membrane, a tympanum appeared, a definite color pattern showed on the skin, and some glandular cells arranged themselves in characteristic roughened areas all over the back.

Only the tail remains to tell of his former aquatic habits. Day by day it, too, is absorbed into the body, just as were the gills in the very early stages, until at last our little frog is completely metamorphosed and can go freely on shore with his brothers to catch flies among the plants bordering his ancestral pool.

It is now the end of July, and for the next two or three months his only occupation is eating and preventing himself from being eaten—enough to keep him busy and on the alert every instant.

At the approach of the sharp autumn weather he is about half an inch in length and half-grown. While he has no voice as yet, the mating call of his elders may occasionally be heard in the pool as late as September, for frogs are active over a long period of the year, and the breeding season may be said to last from April to September, reaching a peak at several different times, as warm weather and heavy rainfall favor it.

At the outset of winter everything is silent, but with sleep, not death. Near the border of the pond, buried under logs and stones in the mud, the little frogs have begun hibernation for the winter. A wise provision of nature slows down their life processes to suit them to this complete inactivity and apparent inanition.

Many Species Are Known.
While there are about two thousand species of tailless amphibians, we lack a corresponding number of common names for them. We must perform call everything by the name of "frog" or "toad" although the several families grouped together as "toads," for instance, may be as different structurally and in habits from the true toad, as the lion is different from the camel, al-

WANT ADS
Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 26 S. Water St.

SPECIAL NOTICE—For \$2 we will overhaul your vacuum cleaner and give you brushes free. Now is the time to do it, before Spring cleaning. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shtatzel Hardware, 498 Lyell Ave.

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GUARANTEED Rebuilt Vacuum Cleaners as low as \$8. Variety Vacuum Cleaner Co. 254 Lyell Ave. Glen. 4141.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

DANDY CANDY—Orders taken now for Easter delivery. 63 Lorenzo St., off Ames St.

WANTED—Children, any age, mother's care. Reasonable. Phone Gen. 6893-W.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

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though both are mammals. While most tailless amphibians deposit their eggs in water, with the tailed aquatic tadpole stage intervening between egg and adult, there is one tropical American genus, *Eleutherodactylus*, in which the young frog completes his metamorphosis entirely inside the egg-capsule, and when it is finally time for him to sally forth he comes out and hops away among the tree tops with no tail to impede him.

Other tropical frogs lay their eggs in the rain-filled axils of giant palm leaves perhaps a hundred feet high in the air. Here it is truly a case of rock-a-bye baby on the tree top to the little frog baby.

In his wind-rocked cradle of rain-water he may have strange bedfellows. Such a bromeliad reservoir from Jamaica yielded a young *Eleutherodactylus* and tadpoles belonging to two species of frogs, some small crabs, grasshoppers, arboreal cockroaches, a tarantula, and some earthworms, which live high in the air in the quart or two of soil and water which collects in the junctions of leaves with stem.

"Showers" of frogs and toads have been mentioned in the literature of very early times, and, while some of the tales are exaggerated, we know that showers of organic matter actually do occur when the entire contents of a pool are sucked up by a whirlwind and dropped perhaps miles away from their point of origin.

Peculiar superstitions exist about toads and frogs in many countries. Since most races of men observe closely only those creatures which are either directly useful to them or potentially injurious, the majority of the amphibians escape anything resembling close and protracted study until relatively recent years. It was not until about two centuries ago that the facts of hibernation were definitely known to science. Before that time it was believed that frogs were procreated from the mud—an idea proposed by no less an observer than the illustrious Aristotle himself.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

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HOME MADE Easter novelty suckers, pure sugar. Anise, wintergreen, peppermint, lemon, orange, 2 for 5c, 25c doz. Made by Rose Kohlmeier. Senz' Lyellhurst Variety Store, Lyell at Glide.

HOME BAKED GOODS—Bread 10c loaf. Gluten bread 20c. Cookies 20c. Baking Wed. and Sat. Pies 25c (Sat. only). S. M. Vickery, Glen. 1896-M. 25 Myrtle St.

FOR RENT—2 and 4 Plover St. off Emerson. Modern 6-room double, newly decorated throughout. Phone Glen. 4642-R.

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Special April 23rd only
FACIALS at 25c

Costume Piano Recital
Given at No. 30 School
Pupils of Mrs. Mildred Neth presented a costume piano recital and play on March 22 at No. 30 School. The following pupils of No. 30 took part: Nathaniel Fowler and Richard Hyde, piano solos; Norma Lamson, accordion solo; Virginia Berardini and Herbert Campbell, tap dance.
Miss Gertrude Hall also presented some lovely vocal solos.

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5500

THE VICINITY POST

PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., APRIL 20, 1933

No. 13

CAPACITY HOUSES ARE ASSURED AT MINSTRELS

The program is complete and the stage all set for the Minstrel Show to be held in Holy Family School Hall on Tuesday and Wednesday evenings, April 25 and 26, according to Norbert Vay, general chairman.

The committees and cast have been working faithfully and when the curtain rises at 8:15 next Tuesday evening everyone is assured of two and a half hours of wholesome entertainment that will be well worth the time and money spent.

In addition to the chorus, ends and soloists, a quartette composed of Joseph Schaller, Clarence Carr, Joseph Wunsch and George Schaller will be heard. After the Minstrel Show proper a number of specialty acts by capable performers will complete the program.

A show will be given on next Sunday afternoon at 2:30 for the children of the school. The admission to this performance will be 10 cents for children.

Frank Voelke, in charge of tickets, after a close check up of those sold up to last Sunday, promises a capacity house for both evening performances.

The Iota Phi Delta Sorority will meet tonight at the home of the secretary, Miss Gertrude Fritz of Dix street.

ANNOUNCING

Karle Studio, 399 Emerson street, announces new low prices which will enable everyone to enjoy picture taking this summer. In addition to our FREE DEVELOPING SERVICE, the following prices for prints will prevail:

All sizes up to and including No. 118—3/4 x 4 1/4—6c ea.
Sizes over No. 118, up to and including No. 122—3/4 x 5 1/4—7c ea.
There will also be a reduction on all size enlargements. Your saving will be 15c to 30c per roll.

Local Bowler Develops Into First-Rank Star

One of the "rookies" who seems to have made good in the bowling game this past season and who promises to accomplish even better things another year is Ray Benzon. He is perhaps better known in The Vicinity through his activity with the Benzon Radio Service of Ames street, owned by himself and his brother.

Although he has been rolling only two years in league competition, Ray at the moment is near the top in each of three leagues with a combined average of 190. His best mark is 195 in the Henchen League; in the West Side he is averaging 190 and in the Rutz Nite he is over 187. He rolls a fairly straight ball with just enough "hook" to sweep the alleys in true professional style. Another year he should be bowling with the best of them.

Board of Directors is Appointed for L. A. B. M. A.

Appointment of a board of directors for the Lyell Avenue Business Men's Association was made at the last meeting by President James E. Shatzel. Representatives from all sections of Lyell avenue are included.

The board as appointed is Fred Jackson, Wesley Miller, George Statt, Al. Lenhard, William H. Senz and John Pike, Jr. At present these men are conducting a membership canvass.

The Kappa Phi Sorority held their initiation last night. The following girls were initiated: Mabel Steinmetz, Monica Daugherty, Lillian Le Roy and Bessie Richter.

"Hypnotized" To Feature Lincoln Theatre Program

Literally and figuratively Mack Sennett's long looked-for super-feature comedy, "Hypnotized," is a circus.

The first half of this big world wide attraction, which will be seen at the Lincoln Theatre next Sunday, Monday and Tuesday, takes place in a circus and when Mack Sennett has a circus, it's a "circus."

This is an exclusive first showing of the famous screen show in this section of town.

Picture a real circus wedding under the big top with the two star performers about to be married during a performance . . . and then have the bridegroom kidnapped by a hypnotist before the ceremony!

That's just the start. Between that and the finish ensue the wildest and most hilarious series of events that were ever confined to a motion picture film.

"Hypnotized," personally directed by the great Sennett himself, is just about the limit in side-splitting mirth. Nearly two hours of unrestrained laughter and glad-some fun . . . with Ernest Torrence, Maria Alba, Charlie Murray, Wallace Ford, Marjorie Beebe (in blackface), Alexander Carr and a hundred more comedy specialists going full blast.

Probably the most outstanding success in years is the series of amateur vaudeville productions staged each Wednesday at the Lincoln. Full houses greet each Wednesday's 8 acts of amateurs.

KATHRYN DOYLE

Playing Cards Loaned By 20th Ward Ass'n

Introducing a new service to their members and friends in The Vicinity, officers of the 20th Ward Co-operative Savings and Loan Association announce this week the purchase of a quantity of playing cards, which will be loaned out for parties after May 1.

Responsible people who are holding card parties may procure the cards without charge from the association office in Jay street. This service is available to Vicinity people whether or not they are members of the association. Both pinochle and regular decks are obtainable.

Liederkrantz Minstrels To Be Staged April 28

The Liederkrantz Choral Society will present a minstrel production entitled "The New Deal" on Friday, April 28, at their hall in West Main street. Parts are being taken by members, with some specialty numbers in addition by several well-known local performers.

Under the direction of William P. Young the show is said to have been developed into a most novel entertainment. With a beer garden as a setting, the director has taken advantage of the locale to introduce novelties departing considerably from the usual minstrel type.

Grunow Refrigerator on Demonstration at Young's

Adopting the slogan "It's time

America knew what's inside an electric refrigerator," the Grunow Corporation has announced a refrigerator, said to be the "last word" in safety and convenience. The new Grunow is now on display at Young's Music House, 263 Ames street.

The Grunow is the crowning achievement of William C. Grunow, genius of manufacturing, who was until recently one of the outstanding figures in the radio business. It has exclusive rights to the use of carrene, a refrigerant that has been used successfully in commercial installations for the past ten years. Carrene is said to be superior to other refrigerants in that

LONG PROGRAM LISTED FOR RADIO REVUE HERE

The choir of Grace Presbyterian Church will sponsor a musicale, in the form of a Radio and Television Revue Friday evening, April 28, at 8:15, in the church hall on Lyell avenue, opposite Whitney street. Proceeds will be used in the purchasing of robes for the choir.

The program includes three dance numbers by Gertrude Kendall of the Kendall Studio, Helen Wood and Chester Perkins, and a specialty dance by Doris Jean McBride, 6, of Greece; soloists, impersonations of prominent radio stars, a seven-piece dance orchestra, a seven-man minstrel show, a concert by the Rochester Gas and Electric male chorus of twenty-five voices, and a mixed chorus of twenty-five voices.

The entire show will be broadcast over a miniature radio station which is being given through the courtesy of a prominent radio dealer.

Frank W. Houston, a former radio announcer, will be the announcer for the show.

The musicale is under the direction of Wm. Hudson, assisted by Mrs. Ray Rockcastle and Mrs. Bruce Thompson.

Tickets may be secured at Clifford White's Cigar Stand in the Gas and Electric Building, Bryan's Restaurant on Lyell avenue, and from members of the choir.

BOYS

Apparel suitable for first Communion and Confirmation. Blue cheviot golf pants, custom tailored, perfect fit at \$1.00. Boys' white

broader cut suits and dresses, excellent quality, 50c. White silk four-in-hand Ties 25c. Black stockings 18c. Leather Belts 25c. ROLAND'S, 415 LYELL AVE. OPEN EVENINGS.

it is non-poisonous and eliminates the possibilities of high pressures, escaping gases and bursting of equipment.

Mr. Young is very enthusiastic about the Grunow and feels that it will be one of the most popular sellers he has ever had. Not only is it superior in safety, he states, but also in appearance and roominess. In consumption of electric current the Grunow is said to be the most economical achievement to date.

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Fresh FOWL 3-5 lb. Avge. **lb 21c**

Fancy Hen **Turkeys** 7-10 lb. Avge. **lb 25c**

Our Own Sugar Cured **Bacon** Whole or 1/2 Strip **lb 12 1/2c**

Rump Roast **VEAL** **lb 15c**

Smoked Liver **SAUSAGE** Finest Grade **lb 25c**

" FRUITS & VEGETABLES "

COLOSSAL SIZE 2 lb. bundle **ASPARAGUS** **15c**

Fresh **SPINACH** **peck 12c**
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BEST CREAMERY **BUTTER** **24c lb**

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BEST SWISS **CHEESE** **27c lb**

GRADE A **EGGS** **18c doz**

BISQUICK **pk. 29c**
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Heintz **SOUPS** 2 lge. cans **29c**
Delicious 8 Varieties Small can **FREE**

MAXWELL HOUSE **COFFEE** **2 lbs 55c**

LIBBY'S TALL CAN **MILK** **6 for 29c**

Keebler Club **CRACKERS** pkg 16c
GRAPENUT FLAKES pkg 9c
Cannon Extra Sifted **EARLY JUNE PEAS**, 2 cans 25c
Delmonte **PEACHES**, lge. can 15c
Beechnut **KETCHUP**, lge. bot. 15c
Boscul Peanut Butter 2 1lb jars 25c
F. W. D. COFFEE 2 lbs. 37c

Quick Arrow Soap Flakes pk 12 1/2c
SILVER DUST 2 pkgs. 27c
Apex Towel **FREE**

MONDAY SPECIALS
Domino Pure Cane **SUGAR** 10 lb. sack 45c
MOTHER'S OATS Lge. Pkg. 11c

After May 1st we shall be glad

To Loan Playing Cards Without Charge



As a service to our members and friends, this Association has procured a quantity of Bridge and Pinochle Cards, which are to be available for use for Private Parties, Church or Social Clubs, Neighborhood Bridge or Pinochle Clubs.

For further information inquire at our office

20th Ward Co-operative Savings & Loan Association

764 Jay St.

Genesee 1639

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE: 25 South Water Street, Main 5412
VICINITY OFFICE: 517 Lyell Avenue, Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.
News matter must be in the hands of the editor not later than the Monday preceding date of issue.

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SUITS \$15
2-piece, coat and trousers Made to Measure
We specialize in over-size suits for the fat man.

A. HAMMERER
1006 LYELL AVENUE

REPLACE YOUR ROOF!

Ask for an estimate
Gutter, Conductor & Furnace Work
Elmer G. Willis
64 Austin St. Glen 5792

OTIS GARAGE & Service Station

OTIS, cor. Warner St. Glenwood 4297
"SPECIALS"
— ANY CAR —
GREASED \$0.50

WASHED \$1.00

CARBON and VALVE JOB per cylinder \$1

Ford Brake Lining . \$6
Chev. Brake Lining . \$8

Willard Batteries . \$5.95
EXPERT BODY and FENDER WORK at REASONABLE PRICES

C. J. SCHEUERMAN

C. A. SCHEUERMAN

C. F. SCHEUERMAN SONS
Funeral Home

The Display at Our Funeral Home shows the complete Funeral Service in plain figures

230 BROWN STREET Phones, Genesee 5411-438

BUY YOUR GAS and OIL FROM YOUR INDEPENDENT DEALER

CAMPBELL'S SERV-U-STATION
LYELL AVE. at GLIDE ST.
GAS-OIL-GREASING
Battery Charging

Schnabel Auto Parts
Gen. 5376 47 Buffalo Rd.
Why take a chance on a cheap battery when you can buy a **WILLARD at \$6.95**

TANK CAR TO YOUR CAR
LEADER GAS 13c
None Better Try It You'll Like It
KINSO CORP., 585 Lyell Ave.-Opp. Burrows St.

Signal Radio & Electric Service Notes

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell Avenue and Orchard

"Something ought to be done about that" surely applies to certain advertisements in our daily papers where supposedly radio repair men or shops agree to repair any radio for the small sum of one dollar. This may or may not be fraudulent advertising, as we will explain further on.

Service shops or individuals who advertise in the above manner may be divided into three classes: those who are just beginning to service radio sets and desire to use the customer's set to practice with and will repair it for one dollar regardless of what it costs the repairman; the repair shop in the home who uses this method to gain friends and customers as a pastime and who has some other means of income; and the repair shop that uses this method as "bait" to get the customer into his shop, the customer to find upon paying for the completed job that his bill has increased to five or six times that advertised "one dollar." And let the customer obtain his set without paying—if he can.

Very few cases of radio trouble can be repaired for one dollar, the price of the smallest part costing nearly that amount, leaving a few cents for profit, labor and overhead expenses. It should be easily seen from the above that these advertisements border somewhat on the fraudulent plan.

A majority of the people prefer to have a service shop quote on a repair job for them, whether auto or radio, and feel satisfied upon completion of the job when he hasn't been charged any more than the quoted price. A service man who doesn't use "bait" to wrongly entice his customers will gain more worthy customers in the end by playing fair and square.

As stated in this column two weeks past, new programs as well as those with which we are now familiar, will not be plentiful during the next few months. This does not, however, mean that the best of the radio programs are going out of business. Quite the contrary, for they will see to it that entertaining programs are delivered despite the fact that they themselves will be compelled to share the expense. If this section of the column should be a trifle lean as to interesting events during the next few months we hope that our readers will understand that it is due to the lack of news.

For those who have been arising during the early morning hours for the Tower Health Exercises, they will be interested in knowing that this program has been signed for

Ninth Holy Family Card Party Tomorrow Night

The ninth in the series of card parties will be conducted in Holy Family auditorium tomorrow (Friday) evening. Pinochle, bridge, pedro, five hundred and dominoes will be played. Mrs. Hattie Rossenbach is general chairman, assisted by Mrs. Elizabeth Sauter. Mrs. Minnie Weber is chairman of the block committee, assisted by Mrs. Laura Heisel. Preparatory parties are being sponsored by Mrs. Lucy Cavanagh, Mrs. Mary Gross, Mrs. Emma Reger, Miss Mary Catherine Gross, Miss Rose Mary Long, Mrs. Mable Roberts, Mrs. Barbara Hettel, Mrs. Mayme Bauersmith, Mrs. Charles Metzger Mrs. Julia Gray and Mrs. Rose Jacobs.

EMERSON MARKET OPENS UNDER NEW MANAGEMENT

The Emerson Market at Emerson and Santee streets has been reopened under new management. Joseph McGraw, who is the new manager, states that they are cutting only prime western steer beef and featuring only the best in meats.

SPECIALS OFFERED BY OTIS STREET GARAGE

The Otis Garage and Service station of Otis street is featuring a number of specials on automobile work. These are on washing, greasing, valve and carbon jobs and brake linings. They are also doing body and fender work at reasonable prices.

another year, contract starting next Monday.

All Chesterfield programs terminated last Saturday. They are, however, looking around for new talent and by the time this item is published we may be listening to the Lemmie Hayton Orchestra, the Four Star Boys, Mildred Bailey, or others.

Singin' Sam has left for his farm near Richmond, Ind., for the summer. He will drive to Cincinnati every Monday to deliver his program over the chain.

"Cowboy Tom's Roundup" has been signed for another six months on CBS. John Mills, of the Four Mills Brothers, is dangerously ill with pneumonia. Ben Bernie's Blue Ribbon broadcasts will continue on the air throughout the summer for the Blue Ribbon-Pabst programs.

Before You Buy Your Spring Hat—See

Griffin Hat Shoppe
154 SHERMAN ST.

Smartest Styles
NEW SPRING HATS

In all the wanted shades
All Head Sizes
ONE PRICE **\$1.85**
Glen. 4970-W Open 9 to 9

Pure Quill

Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

ALBERT WARD
Optometrist

198 LYELL (Near Saratoga)
9 to 12:30-1:30 to 6
Evenings by Appointment
Glen. 4419

GOOD BEER NOW ON DRAUGHT and BOTTLE

On April 29th
We will have
LIEBOTSCHNER GENESEE BEER . . . per glass 5c
Also by bottle —

Henchen Bowling Hall
849 JAY STREET

Ann Beauty Salon

484 AMES ST.—Gen. 5029-J
Regular \$5 BONAT
OIL WAVES \$3.50
Marcel or Finger Wave 35c

Semet-Solvay or G. & E.
COKE \$7.25 TON

G. C. BRUTSCHE
535 Lyell Ave. Glen. 3454

Shoe Re-Building Shop Re-Affirms Its Policy



For six years, we, the People's Quick Shoe Repair Shop, have served this community with the firm desire to give our patrons the best for their money and feel satisfied in saying that we have saved them considerable in their family shoe bills. We have passed through our most disastrous depression period and we are still in business and better than ever in a position to serve the public with highest grade of materials and workmanship at the most reasonable prices.

No job has been too large or too small and regardless of condition we have always found a way to restore those comfortable old shoes, incidentally saving the price of a new pair when that money was needed for other necessities of life.

Our years of experience, extending from boyhood up, and our methods of shoe re-building have enabled us to advance with the industry. Our grade plan plays an important part in this advancement for it makes it possible to apply materials in accordance with the condition of the shoes we are to repair.

Upon this record we hope to receive your continued patronage and pledge ourselves to continue our "dollar's worth for dollar spent" policy. Most important, remember that regardless of grade of material selected our expert workmanship never varies. We take special care of school children's shoes and we have been able to cure many walking defects. We also specialize in arch cushions to keep your feet from getting tired from the strain of the day's work.

Shoe specialties and supplies of all kinds are available in our store at any time, so you do not have to spend a lot of time and carfare to go uptown for these. Any other service you may ask of us we will gladly accommodate with a prompt and courteous service.

PEOPLE'S QUICK SHOE REPAIR SHOP, 645 Lyell Ave. Glen. 6434.

Ours is the only shop in the city with four awards of merits received in national competition for high grade materials and workmanship. I thank you, Frank Gioseffi.—Adv.

NOW OPEN UNDER NEW MANAGEMENT
EMERSON MARKET

495 EMERSON STREET at SANTEE

STEAK ROUND	16c
SIRLOIN	18c
SHOULDER	FOR ROASTING
ROLLED LAMB	14c
	FOR ROASTING
Tender VEAL ROLL	14c
Chuck ROAST BEEF	12c
HOME MADE PORK SAUSAGE MEAT or LINKS	10c

NO MISLEADING-EVERYTHING AS ADVERTISED



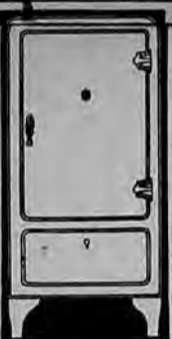
SEND YOUR FURS to STORAGE at CROSBY'S

Cold protects your furs — we have the most modern storage facilities and we give your furs the finest care. We keep them at 30° temperature.

We will call for and deliver your furs. Your furs are insured while stored with us.

FREE STORAGE We will store your furs free of charge until Fall if repairs are made on them before Sept. 1.

CROSBY'S 571 LYELL AVE. Phone Glen. 206



10 YEARS AHEAD
A Super-Safe Refrigerator
Grunow alone now offers you
CARRENE

An amazing refrigerant that is so harmless it can be carried around in an open pail like water. Yet it is highly efficient in operation, saving time and electric current. Prevents service worries too, because it is mechanically practically service proof.

GRUNOW Super-Safe Refrigerator

— SEE IT AT —

YOUNG'S MUSIC HOUSE
263 Ames St. Open Eves. Gen. 1971

Come to BENZON
NORGE REFRIGERATORS
\$99.50 up

The New Maytag Washer . \$59.50
The lowest at which you ever bought a Maytag. . . . Same construction as the higher priced washers.

The new all-electric **PHILCO Transitone Auto Radio \$39.50**
Completely installed
Five tubes — superheterodyne. Here's what you've been waiting for.

BENZON RADIO SALES
420 AMES STREET Gen. 6117

The Church of The Holy Apostles

Holy Name Society held its regular meeting Monday night with the usual large attendance. Judge Phillip Donelly addressed the men on the economic situation especially as related to the Catholic Church.

Bishop John Francis O'Hern will confirm a large class of children at confirmation service on Sunday, April 30, at 4:30. A procession from the school to the church will precede the exercises.

Sodality of Our Lady is making plans for a card party and entertainment to be held next Monday, April 24, in the school hall. Miss Marie Bennett is chairman, assisted by the officers and consultants of the sodality.

Children of the school are preparing for a play which they will give on May 2, under the direction of Mrs. Hutchison.

Services will be held Wednesday and Friday nights during the month of May in special devotions to the Blessed Virgin Mary, Queen of May.

Lyell Ave. Baptist Church

Morning Service, 10:30; Junior Endeavor, 11:15; Sunday School, 12 M.

The subject of the pastor's sermon will be "Echoes of Easter."

At the last meeting of the Ladies' Aid Society the following officers were elected for the ensuing year: president, Mrs. George Smith; vice-president, Mrs. W. W. Johnson; secretary, Mrs. George Marvel; treasurer, Mrs. Rudolph Schmitter.

The subject for the mid-week meeting was: "What Would You Do If You Saw Some One Rise From the Dead?"

The Men's Fellowship Club will meet in the church tonight at 7:30. On Thursday, April 20, Mrs. John Braund will be hostess to the Missionary Circle. On Friday evening, April 21, Mrs. Florence Snyder will entertain the World Wide Guild. The Light Bringers Club will meet with Miss Marian Ludwig, 404 Ravine avenue, on Tuesday evening, April 25.

Annual business meeting of the church will be held on Wednesday evening, April 26, at 7:30. Officers for the coming year will be elected. Church Day will be observed on Tuesday, May 2. Supper will be served to all the members and contributors at 6:30, after which reports will be given by the officers and organizations.

24TH WARD LEAGUE

With Joe Ehmann leading the way to the tune of a 655 total, he and his partner, G. Schnitzer, copied first money in the two-man tournament Monday night. De-Francisco had high game, 266. Ed Haubner and Howard O'Dell after banging out a 435 game, the highest single team game of the evening, lost their stride and finished outside the prize-winning circle. Winning scores were:

J. Ehmann—G. Schnitzer	1152
C. Yawman—J. Miller	1116
De Francisco—J. Dey	1106
F. Ruppel—A. Gressens	1104
H. Schroeder—Martino	1090
L. Ehmann—N. Vay	1068
J. Curley—W. Schulze	1067
H. May—S. Stalknecht	1067

Final Team Standings

	W	L	Av
Martino Barbers	49	35	827
Vays Undertakers	45	39	811
Haubners Morticians	43	41	821
Spencer Market	43	41	818
Boulter's Coal	42	42	825
Ehmann Market	40	44	814
Campbells Serv-U.	38	46	808
Forbes Barbers	36	48	822

Individual Averages

Boulter	72	180
Yawman	81	175
Zimmer	81	175
F. May	84	174
J. Ehmann	84	174
Schroeder	84	174
W. Schulze	84	173
W. Ehmann	84	171
L. Ehmann	81	170
Forbes	84	168
Stalknecht	72	167
Scheurman	84	166
H. Ehmann	81	166
Gressens	84	166
De Francisco	84	166
Cassidy	63	166
R. Fredericks	48	165
Warner	78	164
Odell	84	163
P. Berl	84	163
Esse	78	163
Haubner	60	162
Roth	84	162
Singer	81	162
J. Berl	84	161
J. Ulp	81	161
Ruppel	84	161

HENCHEN LEAGUE

Team Standings

	W	L	Av
Bimmler Pets	69	18	943
Scheg Garage	66	21	940
Vay Undertakers	64	23	926
Boulter Coal & Ice	59	28	908
Dutch Brayers	57	30	905
Sassone Market	49	38	887
Radel Dairy	48	39	898
Claus Insurors	47	40	872
Qualtops	44	43	880
Ritter Dental	43	44	865
Alliance Club	39	48	868
Henchon Bowling	34	53	851
Agate Ice Cream	26	61	806
Georges Market	24	63	815
Cook Coffee Co.	21	66	813
Independents	6	81	745

Individual Averages

Tindale	42	199
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Grace Presbyterian Church

Morning worship begins Sunday at 11. The pastor opens a series of sermons on the Beatitudes with an introductory sermon on "The Revolution of Jesus."

Sunday School meets at 10. The Sweetnam Class will conduct the worship service. A series of talks on examples of friendship found in the Bible will be given during the worship periods for the next four weeks.

The Christian Endeavor Society will meet this Sunday evening at 6:30 in the home of Kathryn Bergman, 246 Avery street.

The Ladies' Aid will meet next Wednesday afternoon, April 26, at 2:30, in the home of Mrs. Charles Bryan, 11 Fern street.

Trinity Evangelical Church

Sunday services: 9:00, German service with sermon on "Die Liebe Chritit"; 9:45, Sunday School hour; 10:50, English worship with sermon on "The Patron Saint of Personal Workers."

Trinity Bible Class will meet on Wednesday evening, April 26. Important business is to be transacted.

The Mission Study Class will have its meeting at the home of Mrs. Anna Apfel on Thursday afternoon, April 27. A social hour will follow.

The Spring Frolic to be held on Thursday and Friday evenings of this week promises to be an interesting event. A fine evening of entertainment has been planned, including a "Tom Thumb Wedding." Tickets are available for Friday night only. Adults 25 cents, children 15 cents.

On Saturday afternoon the Young People's Class is having a "Cabin Party" at Churchville Park. Cars leave the church at 2:30, sharp.

Will Plan Activities At Meeting of Women

The regular meeting of the 24th Ward Women's Republican Club will be held Wednesday, May 3, at the clubhouse, 1085 Lyell avenue. Arrangements for summer activities will be discussed.

Mrs. Geo. Saille, president, who is expected to return by that time from her Easter visit to her daughter at Camden, N. J., will preside at the meeting. The regular monthly card party of the club was held last night. Prizes were given for each table and a lunch was served.

Mrs. Chas. Dugan was chairman, assisted by the following: Mrs. Vadas, Mrs. Scott, Mrs. Zimmer, Mrs. Underwood, Mrs. May, Mrs. Ward. The regular afternoon card parties are held every Wednesday afternoon except the third afternoon of the month. All ladies are invited to these parties.

Do-Re-Mi Will Succeed Sharp, Noisy Doorbell

The shrill, nerve-racking ring of the doorbell will be a thing of the past, if a musical signaling device now displayed and sold at Young's Music House, 263 Ames street, meets with popular approval.

The new device is a set of Mell-O-Tone door chimes, chromium plated tubes of varying tone which announce the arrival of guests in a soft, musical note that can be heard throughout the home. The varying tones make it possible to have one on each door without confusion.

F. Stockmaster	84	197
Benzon	83	195
Young	87	198
Stone	78	192

Clear Blood and Improve Complexion

Nyal Hot Springs Medicine



Clears the blood, gets circulation back to normal, improves the skin and complexion.

Large Size **\$1.00**

KLIER PHARMACY
261 Ames St. Gen. 2659



WALLS YOU CAN WASH

You won't need to worry about getting spots on your walls when they're coated with **LOWE BROTHERS MELLO-GLOSS**. For smudges, stains, even ink spots slip right off of this semi-gloss finish with a solution of mild soap and water or a good cleaning compound.

Before you paint, be sure to let us give you a copy of **Low Brothers free book on Home Decoration**.

LEICHTNER

HARDWARE
705 Maple St. at Ames
Gen. 3126 We Deliver

Bessie-Vera Heberger

282 Otis St., cor. Dix St.
Phone GLEN. 5793
Licensed Haircutter
Personality Bob a Specialty
Permanents \$3.50—\$5
Only best supplies used
Special attention to children
FINGER WAVING 35c
OR MARCELLING
Haircutting, Coloring, Bleaching
Henna Packs, Eyebrow Arching
Our Facials Are Refreshing

FUR STORAGE

New fur coats and jackets made to your order
A deposit and small monthly payments will hold any coat 'til Fall
REPAIRING — REMODELING and RELINING

The FUR STUDIO
J. PSCHIERER F. CABIC
505 Lyell Ave. Glen. 5018

GREEN MOUNTAIN STATE



Little Country Store in a Back Room of Which Calvin Coolidge Was Born.

Prepared by National Geographic Society, Washington, D. C.—WNU Service.

VERMONT, to which the nation turned recently as the last resting place of Calvin Coolidge, has a story different from that of most of its sister states. Its story is more than a recital of statistics; it is more than a review of the number of organs and scales manufactured there annually and far more interesting than an estimate of the number of miles of public buildings which could be faced each year with its marble and granite, and roofed with its slate. It has elements of a drama. It has faced not seven, but seventy, lean years.

In the seventy years from 1850 to 1920 the census returns show that the population increased only 314,120 to 352,428 or 38,308—a little more than 12 per cent. During this same period the increase for the United States as a whole was more than 350 per cent. In the ten years from 1910 to 1920 the number of Vermonters actually decreased. Yet the future seems bright enough to the men and women of the Green mountains.

The outsider may, perhaps, be forgiven if he hopes that its prosperity shall be no more than modest, and that it shall not interfere greatly with Vermont's present status. For it is today one of the most truly American of our states. Its people have hardly changed in their essential elements in a century. Rarely one in nine is foreign-born, and the majority of these are Canadian and therefore American.

Vermont's drama is rooted in that fact. Its people are a dynamic lot—hard-hitting, resourceful, energetic, restless. In the census of 1790 it was shown that of the total population of 85,425, approximately 81,200 were of English stock and 2,900 Scotch.

Its Young Men Left.

The oncoming years brought few different factors. The names one finds today in Vermont were on the earliest records. There was little, to be candid about it, in Vermont to tempt immigration in the last fifty years of the past century. There was everything outside to tempt emigration. The young men left, just as young Scotsmen go to London.

Iowa's rich prairies called the farmer who had stumbled over Vermont's rocky hills. Once famed for merino sheep—it became the inheritor of the Spanish Crown when the royal flocks were dissipated under the threat of Napoleon's invasion—it saw them disappear under the pressure of necessity.

The estates located in rich bottom lands were held, of course, but in the pioneer days farmers built cabins on hill shoulders for the sake of the early-morning reassurance of a neighbor's plume of smoke across the valley. Many of these hill farms became economically impossible.

Today the dairy cow is taking the place sheep once held in Vermont's scheme of things. The cow must be fed all winter long but she abundantly repays. Milk trains squeak through the winter snows to gather cans at every crossroad. Milk trains roar through the early dawn, bound for the great eastern cities.

This achievement has only lately been made possible by the creation

of new transportation facilities. Her enormous marble industry—one shrinks from comparative statements, but Vermont is very certain there can be no greater marble quarries in the world—had not been thought of.

The dignified statehouse at Montpelier, the capital, was built of granite from the famous quarries which have made Vermont the leader among the states in the value of this stone supplied for monumental purposes.

Rich in Marble and Granite. So, if one sees nothing else in Vermont today, he should see the marble quarries and the granite works, where armies of skilled men, equipped with the latest engineering appliances, wrest huge blocks of stone from the state's rich mountain sides.

Many families were literally starved out of the village of Lowell in northern Vermont in the early days. Wagon trains left for Kentucky and the Western Reserve. No one then knew of the vast beds of asbestos in that part of the state.

So with talc and slate and the other mineral riches which are now being slowly developed. Nor did anyone suspect that her rounded hills and lovely dales would some time offer a promising vacation ground—at a profit—to the thousands in the great cities within a few hours' ride.

Today Vermont is a cheerful, sunny, independent little state, in which life admittedly presents more difficulties than in lands wherein one may live on breadfruit. But it is more worth while. It is distinctly not given to hero worship, and it has a pawky humor that might trace to its Caledonian pioneers.

A calm, clear-visioned commonwealth it is, too, with a distaste for rebellion against constituted authority, but with a fine capacity for it on occasion; willing that each shall worship God in his own way; intent upon getting the dollar's worth, but not falsely valuing the dollar; hospitable as are few states in these days of the easy road.

Every Town Has Its Peak.

Not a single town in Vermont is without its eminence. There are approximately 900 peaks whose summits are 2,000 feet or more above sea level. The northeast corner, an area perhaps 50 miles by 50, is in effect a wilderness. Bears roam there and deer, and landlocked salmon are to be caught in lakes rarely seen by man.

Elsewhere the mountains seem more hospitable. The tallest, Mount Mansfield, 4,393 feet high, can be reached by automobile over good though steep roads and all are accessible to hikers.

This is a state of lakes, too; for there are approximately 400—from Lake Champlain, 118 miles long, between the Green mountains and the Adirondacks, to mere potholes gleaming in hill fastnesses; and of little rapid rivers, which slow down here and there into placid reaches where the hungry trout leap at dawn.

For thirteen years Vermont was an independent republic, making its own laws, maintaining its own army, coining its own money. It was a contumacious and stiff-necked

WANT ADS
Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 E. Water St.

SPECIAL NOTICE—For \$2 we will overhaul your vacuum cleaner and give you brushes free. Now is the time to do it, before Spring cleaning. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

GUARANTEED Rebuilt Vacuum Cleaners as low as \$8. Variety Vacuum Cleaner Co. 254 Lyell Ave. Glen. 4141.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

WANTED—Children, any age, mother's care. Reasonable. Phone Gen. 6893-W.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

WINDOW SHADES—Draperies, curtains made to order. Color schemes arranged. Samples and free estimates. Edgett Shade Shop, Main 6038, 90 So. Washington.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

community, for during this period it was not only in rebellion against England, but was carrying on a lively private fight of its own with the state of New York and the Continental congress.

A historian records that "Vermont was never anything but free. Never a crown colony, never yielding allegiance to any province, state or kingdom." When she was admitted as the fourteenth state to the American Union, after the Revolution had been won by her loyal aid, it was upon her own terms.

Champlain's Voyage.

Her written history begins on July 4, some say July 14, 1600, on which debatable date Samuel de Champlain discovered the lake which bears his name and which is our largest body of fresh water outside the Great Lakes.

On that voyage the Sieur de Champlain fought with his Algonquin hosts against the Iroquois, and so assured the friendship of the latter powerful tribe to the British, who were to come later. It has been argued that this may have decided the future overlordship of this continent. Who knows?

The first French settlements on Isle La Motte were not permanent. White men did not come to stay until 1724, when settlers who had seeped in from the Massachusetts Bay colony built a blockhouse at Fort Dummer, near the site of the present city of Brattleboro. Here Timothy Dwight was born in 1726. Three of his descendants through marriage with Mary, daughter of Rev. Jonathan Edwards, were to become presidents of Yale. This is worth noting, because Vermont talks more of her men than of her marble or slate or granite.

"More than once," is the cautious statement, "Vermont has furnished a greater number of men to Who's Who, relative to population, than any other state."

If one begins to name the distinguished sons of the state, one fears to be overwhelmed; yet it must be remembered that for decades they were almost the only exportable product, and have left their traces everywhere through American history.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

FOR RENT—2 Plover St., off Emerson. Half double. Newly decorated throughout. Open for inspection. Phone Glen. 4642-R.

GLADIOLUS BULBS—\$1.00 per 100. Rock garden and perennial plants. We deliver. Bodenstein, 71 Barker St. Gen. 6895-W.

PAINTING and paperhanging work guaranteed. Estimates given free. Convenient terms arranged. Glen. 4642-R.

FOR RENT—Light housekeeping rooms. Also pleasant sleeping rooms. \$2 and \$3 week. 49 Texas St.

FOR SALE—Ice box, family size, good condition. Few dollars will buy it. Call Glen. 5318-R.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

LAWN MOWERS sharpened and conditioned. We guarantee all work. LaClair, 160 Lehigh, Gen. 2920.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PERSONAL

Miss Edna Friday of Campbell street and Miss Edna Sailer of Wetmore park left Monday for Baltimore and Washington. They will be gone two weeks.

The Misses Virginia Lama and Marie Paleschi of McNaughton street, who have been visiting in Auburn, have returned with Mrs. Judith Manzari and her daughter, Lauretta, who are now visiting here.

Miss Anna C. Hallock, daughter of Rev. and Mrs. Wm. A. Hallock of Austin street, who is attending Northfield Seminary, is spending her Easter vacation in Boston, Mass., at the home of a school friend.

Mrs. Frank Henneberger of Murray street, entertained at a birthday surprise party on Sunday in honor of her nephew, Robert Kirby, who was 13 years old.

The Old Gang Bridge Club will meet tonight at the home of Mrs. C. O. Bubel in Campbell park.

Senz' Lyellhurst Variety Store is now in a position to fill your order for good 3.2 beer. Delivered by the case, phone Glen. 3855, or at the store by the bottle. Senz', Lyell at Glide St.—Adv.

WRINGER ROLLS \$2 up

For any make washer
Washers oiled and greased for \$1.50
Call GLEN. 4141

DEPENDABLE MERCHANDISING FOR THIRTY-FIVE YEARS

METZGER & BRAYER CO.
425 Lyell Ave. Plumbing & Heating Since 1898 Glen. 421

LINCOLN THEATRE

JAY at CHILD ST.
SUN.-MON.-TUES. (APRIL 23-24-25)
MORAN & MACK in "HYPNOTIZED"

3.2 BEER
Delivered by the case to your home
Phone GLEN. 3855
Also on sale at the store by the bottle
SENZ' LYELLHURST VARIETY STORE
LYELL at GLIDE ST.

HILDA SCOTT
217 Rockview Terr. Glen. 748
PERMANENTS \$3.50-\$4.50-\$5
FINGER WAVING . . . 35c
Marcelling — Haircutting

Matthew Van Dame
Formerly with Fire King Fuel Corp.
COAL & COKE
63 Garland St. Gen. 7487-W

Elsie Beauty Shop
500 LYELL AVE. GLEN. 4880
SPECIAL ON
PERMANENTS \$3.50

COKE \$6.65 TON
Beckwith Coal Co.
271 Lyell Ave. Glen. 811

Indiana Restaurant
JOE DENGEL, Prop.
LYELL AVE., cor. Orchard
FAMOUS BEERS
Bottle and Draught

NEW HAIRCUT PRICES
Ladies' & Gents' . . . 35c
Children's 25c
FRANK VENTURA
450 Lyell Ave., opp. Child

Pure Shell
Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

CORRECTION
Prices quoted in our advertisement in the last issue were intended as follows:

GRASS SEED
LAKE VIEW 29c lb SHADY SPOT 39c lb
Above prices now in effect
Leichtner Hardware
705 Maple St. Gen. 3126
We Deliver

Special for limited time
My Own Push-Up
Permanent (Reg. \$7) . \$5
SPECIAL
PERMANENT . . . \$3.50
MARIE LAMBERT
150 Sykes off Ames Gen. 6164-J

CIRCULATION
5500

THE VICINITY POST

PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., MAY 4, 1933

No. 14

HILLY-BILLY ACT ON L. A. B. M. A. PROGRAM

A program of entertainment is listed for the May meeting of the Lyell Avenue Business Men's Association to be held next Wednesday, May 10, at Senz' Lyellhurst Club. Refreshments will also be served.

Included on the program are two brothers who do a hilly-billy mountaineer act. To the accompaniment of a guitar, they will sing a number of the favorite mountain airs. The committee is also working on other entertainment features to complete the program.

As the entertainment will take up most of the evening, only a short business session is planned. Appointment of a committee to start preparations for the annual picnic will be made. A large attendance is expected.

Visiting Committees to Be at Forester Meeting

The regular meeting of Court Maplewood 315, F. of A., will be held on May 11 at Colvin St. Hall. The officers of the court wish all members to be at this meeting, to meet the visiting committee and deputies. Arrangements for an old time annual picnic will also be discussed.

ANNOUNCING

Karle Studio, 399 Emerson street, announces new low prices which will enable everyone to enjoy picture taking this summer. In addition to our FREE DEVELOPING SERVICE, the following prices for prints will prevail:
All sizes up to and including No. 118—3 1/4 x 4 1/4—5c ea.
Sizes over No. 118, up to and including No. 122—3 1/4 x 5 1/2—7c ea.
There will also be a reduction on all size enlargements. Your saving will be 15c to 30c per roll.

Floral Float Parade To Feature Festival

The first important floral float parade in 20 years will take place this month in Rochester in connection with the Lilac Festival.

Floral floats interspersed among colorful bands and marching units in full regalia will produce a festive carnival spirit unknown for many years to the city, the Lilac Festival Committee of the Chamber of Commerce has announced.

The floats will be entered by clubs and associations, including the Kiwanis Club, Tuberculosis and Health Association, Council of Church Women, and other similar groups. Commercial concerns will not be included, the object of the parade being to feature Rochester's flowers and to build an annual civic carnival of non-commercial nature.

The parade will go through the downtown section of Rochester early on the Saturday afternoon when lilacs are in full bloom at Highland Park. At the park a spectacular music and dance festival will take place. An Inter-High School Chorus of 600 voices will sing. An Inter-High School Band of 150 pieces will play, and there will be dances and pageantry on the green.

The Rochester Park Department is not yet able to set the exact date of Lilac Week, but indicates that the third week in May is a likely time.

CHAIRMAN ACKNOWLEDGES AID GIVEN CARD PARTIES

Mrs. John Weber, chairman of the Masseth street block committee, wishes to thank her many friends and neighbors for their fine co-operation in the successful card parties held in her district. Proceeds went toward the fund being raised for Holy Family Church.

ANNUAL CARD PARTY OF WOMEN ON MAY 11

Tenth Ward Republican Women will hold their tenth annual card party at Assembly Hall, Edgerton Park, Thursday evening, May 11.

The sale of tickets already indicates that this year's party will be the most successful yet held, tables having been reserved not only by groups from the Tenth Ward but also from other parts of the city.

Players will pivot and there will be a prize for each table. Tickets are 35 cents.

Mrs. Helen Hesselink is general chairman, assisted by the following chairmen of sub-committees; tickets, Mrs. Jessica Bostwick; prizes, Mrs. Florence Coppinger; tables, Mrs. Mary Abell and Mrs. Grace Penn; refreshments, Mrs. Agnes Paskal; decorations, Mrs. Harriett Wadman; checking, Mrs. Louise Kane; publicity, Mrs. Lena M. Cooke.

Annual Clearance Sale At Young's This Week

Announcement of their second annual clearance sale is made in this issue by Young's Music House. The first, a year ago, was highly successful, according to Mr. Young and with many extra inducements, this year's sale, starting tonight and running through Friday and Saturday, is expected to bring even greater response.

An electric table lamp will be given away as door prize. Each adult entering the store, whether making a purchase or not, is entitled to one free ticket. In addition valuable souvenirs will be given with each purchase of one dollar or more.

Tenth in Party Series Friday at Holy Family

The tenth in the series of card parties will be conducted in Holy Family auditorium tomorrow (Friday) evening. Pinochle, bridge, pedro, five hundred and dominoes will be played. Mrs. Hattie Rosenschach is general chairman, assisted by Mrs. Elizabeth Sauter.

Chairman of the block committee is Mrs. Frank Huss, assisted by Mrs. Margaret Kunz. Preparatory parties are being sponsored by Mrs. Barbara Voelkl, Mrs. Teresa Voelkl, Mrs. Lena Voelkl, Miss Catherine Wuest, Mrs. Josephine Polley, Mrs. Ella Fisher, Mrs. Lillian Hettel, Mrs. Jacob Keck, Mrs. Joseph Vay, Miss Anna Hoffman, Miss Rita Polley, Miss Elizabeth Guck, Miss Lucy Voelkl, Miss Rosalia Reininger, Miss Molly Olds, Mrs. Margaret Haubner, Misses Agnes and Eleanor Binsack, Misses Mary and Lucy Somers, Misses Eleanor and Marjorie May, Miss Alvina Hettel, Miss Helen May and Mr. John Hoffman.

BENEFIT CARD PARTY PLANNED FOR MAY 16

A benefit card party will be held in Holy Apostles School Hall in Austin street Tuesday evening, May 16, by the Ladies' Auxiliary, Knights of St. John. Pinochle, bridge, pedro and 500 will be played with prizes for each table and door prizes. Tickets are 35 cents.

General chairman is Mrs. Harold Johnson, assisted by Mrs. Frank Gifford and Mrs. Raymond Miller. Tickets—Mrs. William Sheehan.

Prizes—Mrs. Anna Johnson, Mrs. Bert Kase, Mrs. Chris Dengel, Mrs. Mary Blanchard, Mrs. George Cooper, Mrs. Frank Moore, Mrs. Peter Hemmer, Mrs. Edgar Gilmore, Mrs. Ed. Guerinot.

Reception—Mr. and Mrs. Harry Dunham, Mr. and Mrs. Raymond Miller, Mr. and Mrs. John Kennedy, Mr. and Mrs. Joseph Dalton, Mr. and Mrs. Bert Kase, Mrs. Catherine Specksgoor, Mrs. Anna Johnson, Mrs. Anna Weis, Mr. and Mrs. James Shatzel.

Entertainment—Ray Foley, Joseph Gill, Jr., Jerry Monaghan, Bernard Clinton, Thomas Hammil, James Kavanaugh, Mrs. Francis Gill.

Cards—Miss Marg. Miller, Mrs. Albert Gottmeier, Mrs. Sarah Marx, Mrs. Wesley Miller, Miss Catherine Dengel.

Arrangements—Mrs. Mary Gallagher, Mrs. Frank Gifford, Mrs. Roy Miller, Mrs. Adelaide Hayes, Mrs. Joseph Collins, Miss Margaret Attridge, Mrs. Catherine Specksgoor, Mrs. Violet Woodard.

Publicity—Mrs. Joseph Dalton, Mrs. Enid Brown; door—Eugene Kase, Louis Fredericks.

DOWN'S LENDING LIBRARY OPENED ON CHILD STREET

The newest addition to Vicinity stores is the Downs Lending Library at 468 Child street, featuring all popular fiction on a rental basis. The library, owned by Sidney Downs of Lorimer street, has 1500 books to choose from, including all new titles as soon as they are issued. The library is open from 11 a. m. to 9 p. m. and Sundays from 1 to 5 p. m.

Florence E. Winchell to Address Parent-Teachers

P. T. A. of No. 30 School will meet Wednesday, May 10, at 2 p. m. "Leadership Training as a means of Safeguarding the Child" is the topic of the talk to be given by Miss Florence E. Winchell, supervisor of the Parental Education Department.

Election of officers will take place and refreshments will be served by ladies of the club.

Lionel Livingston gave an interesting talk at the April meeting.

A nominating committee was appointed at that time, including Mrs. Geo. Biechireh, Mrs. Perisikini and Mrs. N. Augustine.

Refreshments were served by Mrs. Perisikini and Mrs. Rose Poppiani. Plans were discussed for attending the Spring Conference of the P. T. A., which will be held at Dansville, N. Y.

News You Want to Hear

Hundreds of new hats so undeniably smart, so right for any occasion, all one price, \$1.88. Hats remodeled, \$1. KATHRYN DOYLE of the AGNES HAT SHOP, 75 Locust St.—Adv.

RUSSER'S

TWO BIG FOOD STORES AMES ST., COR. MAPLE

PLUMP - MEATY FRESH DRESSED FOWL For Salad - to Boil Or Fricasee 59c each

Lean Fresh PICNICS 6 - 8 lb. Avge. 7c lb

WILSON'S CERTIFIED WHOLE or HALF SMOKED HAMS 15c lb

ARPEAKO 1/2 lb. Small Lean Rib End SLICED BACON . 13c PORK LOINS . 10c lb

VEAL ROASTS 12-15c lb ARPEAKO DAISIES 23c lb

JUNE 1932 MEDIUM SNAPPY FRESH LOBSTER 35c lb or BOILED

BEST CREAMERY BUTTER 27c lb Tub or Roll
BEST GRADE A EGGS 19c doz
FRUITS & VEGETABLES
Sunkist Oranges, Reg. 23c, doz. 19c
Hot House Jumbo Cucumbers ea. 8c
Large Cuban Pineapple . . . ea. 23c
No. 1 Washed New Potatoes 7lb 25c

12-oz. Can Royal Baking Powder 39c
Snider's Tomato Soup can 5c

BOSCU COFFEE . . . lb 29c
CARNATION Tall Cans MILK . . . 6 for 29c

Brighton Blend Coffee lb. 25c
EARLY JUNE No. 2 Can DELMONTE PEAS, 2 for 25c

Shady Lawn Salad Dressing qt. 25c
Delmonte Ketchup lge. 12 1/2 c
Alamo Tuna Fish can 12c
Octagon Soap Chips lge. 12 1/2 c

MONDAY SPECIALS
Domino Pure Cane SUGAR 10 lb. sack 47c
Kellogg's Corn Flakes . . . 6 1/2 c

KLIER'S WEEK-END SPECIALS

Absorbine Jr., \$1.25 Size . . 79c	Seidlitz Powders, 25c Size . 19c
Rubbing Alcohol, 50c size	Anacin Tablets, 25c Size . . 19c
(1 pt.) 19c	Insulin, U20-10c (Lilly's) 95c
Unguentine, 50c Size . . . 31c	Luminal, 50's, 1 1/2 gr. . . \$1.19
Vaseline Hair Tonic, 70c Sz. 54c	Adex Tablets, \$1.00 Size . . 69c
Mineral Oil, 50c Size	Lifebuoy Shaving Cream
(American, 1 pt.) 39c	35c size 19c
Horlick's Malted Milk,	Lyon's Tooth Powder, 30c Sz 24c
\$1.00 Size 69c	Lux Soap, 10c Size (Cake) . 5c
Witch Hazel, 40c Size, 1 pt. 29c	Lifebuoy Soap, 10c Size . . . 5c
Pepsodent Antiseptic, \$1 Sz. 69c	Pond's Creams, 35c Size . . 19c
Cod Liver Oil	Barbasol, 65c Size 39c
\$1.00 Size (Norwegian) . . 39c	D. & R. Cold Cream, 60c Size 38c
White's Cod Liver Oil	Gem Blades, 35c Size (5) 29c
Tablets, \$1.00 Size 79c	Ingram's Milkweed Cold Cream
Epson Salts, 5-lb Size . . . 25c	50c size 33c
Grove's L. B. Q., 25c Size . 16c	Kolyos Tooth Paste, 50c Sz. 27c
Sal Hepatica, \$1.20 Size . . 69c	Neet, 60c Size 37c
Phillips' Milk of Magnesia	Odorono, 60c Size 37c
50c Size 29c	Mum, 60c Size 37c
Psyllium Seed \$1.00 Size	Palmolive Shampoo, 50c Sz. 31c
(Black) 2 1/2 lbs. 49c	Fitch's Shampoo, 75c Size . 39c
Pinkham's Comp.	Ipana Tooth Paste, 50c Size 30c
\$1.30 Size, Liquid 89c	Fasteeth, 60c Size 39c
Mineral Oil, 50c Sz. (Amer) 39c	Sayman's Soap, 10c Size . . 8c
Anusol Suppositories,	Kleenex, 25c Size 10c
\$1.50 Size 99c	Pond's Cream, 65c Size . . 39c
Eno's Fruit Salts, \$1.25 Sz. 73c	Gents' Combs, 25c Size . . 10c

Don't Forget Mother—May 14th
PAIGE & SHAW and LOWNIES
BOXED CHOCOLATES per lb. 60c up
KLIER PHARMACY 261 Ames Street
Genesee 2659

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE 25 South Water Street Main 5412
VICINITY OFFICE 517 Lyell Avenue Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.

HAUBNER & STALLKNECHT

Successors to John C. Rossenbach

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BRING IN YOUR TUBES FOR TESTING!

You can read our new tester yourself!

NO CHARGE FOR TESTING TUBES AT STORE

BAUER & RAETZ CHILD at JAY STS. Phone: GEN. 3977

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BUT ONLY
TO SHOE HORSES**



Bring Your
Shoes
To Us



—WE USE—
HUMAN METHODS

People's Quick Shoe Repair
545 LYELL AVENUE GLEN. 6434

Bessie-Vera Heberger

282 Otis St., cor. Dix St.
Phone GLEN. 5793
Licensed Haircutter

Permanents \$3.50—\$5

Only best supplies used
Special attention to children
FINGER WAVING
OR MARCELLING **35c**
Haircutting, Coloring, Bleaching
Henna Packs, Eyebrow Arching
Our Facials Are Refreshing

**PAINTING — TOUCHING UP
FENDER WORK AND
GENERAL AUTO REPAIRS**

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385 Sherman St. Glen. 1123

**A real bargain on
Hardy Flowering Plants**

Delphinium, Lupin, Canterbury
Bell and other Varieties
60c and 75c doz

**Lawn, Grass, Vegetable and
Flower Seed—Fertilizer**

Gladioli Bulbs . . . \$1.00

(Treated) per 100

And Lilies

120 GLIDE ST. Gen. 2403-J

Matthew Van Dame

Formerly with
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COAL & COKE

63 Garland St. Gen. 7487-W

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**C. F. SCHEUERMAN SONS
Funeral Home**

The Display at Our Funeral Home shows the
complete Funeral Service in plain figures

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Try It
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KINSO CORP., 585 Lyell Ave.—Opp. Burrows St.

**Signal Radio & Electric
Service Notes**

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell Avenue and Orchard

The long awaited television sets that have been promised to us for the past two or three years have arrived at last. M. H. Aylesworth, president of NBC and RKO pictures, has definitely announced that television is perfected and is only waiting for good times to appear again before placing them on the market.

NBC and its affiliates are in a remarkably strong position as television introducers. NBC with its coast to coast radio chain, RCA with its complete manufacturing and merchandising organization, and Radio Pictures as a film-making unit provides a powerful trinity that will have a vast hold on the future television.

Other companies such as Philco, Majestic and others are not to be left behind in the production of receiving sets as it is rumored that they are now busy behind closed doors in the developing of sets. RCA will have the edge on other companies, however, for the reasons as pointed out before. Television will require plenty of film subjects and this is where Radio Pictures will step in.

Parents will be more than pleased to hear that Sax Rohmer's "Fu Manchu" program has faded from the air and that "The Mysteries of Paris" employing the "Octopus" will soon give way to a revival of the old musical half hour by the sponsor. This is a result of parents complaining of this type of program as being unfit for young minds to absorb.

The Bond Bread program with Julia Sanderson and Frank Crumit will be heard over WHEC beginning next Sunday at 5:30 p. m. instead of on Friday morning as in the past. This was done to suit the listeners who might not be home during the week.

Bert Lahr is replacing Eddie Cantor on the Chase and Sanborn hour. Program is running for four weeks. Included on the program will be a gangster serial story called "The Case of Jane Doe."

Yogi Berra, which conducted its original program contract last night has renewed for another 13 weeks.

The Sizlers returned to the air as NBC sustaining artists Tuesday night. There is a possibility that Paul Whiteman will return to the NBC under the sponsorship of General Motors late in the summer. "Believe It or Not" Ripley broadcasts tonight over CBS at 8:15. He is now on a world tour searching for new material, and will broadcast tonight via short wave from Buenos Aires to New York and from there to your loud speaker. Paul Whiteman's Band with Jack Pearl, otherwise known as the Baron, are tramping it around the country showing at different cities throughout the middle west.

The volume control on a radio set is probably one of the weakest points in the average receiver. When it is considered that a resistance of thousands of ohms is required for distortionless volume control and that an amplification of thousands takes place between the circuit and the loud speaker it stands to reason that the slightest uncertainty of contact causes tremendous noises. Many radio sets sound like the rumble of thunder when the volume control is being adjusted.

Dust or dirt may be the cause of noise in such devices, although poor design may also cause uncertain contact and therefore noise. The better types of volume control are now inclosed, so that no dust or dirt can reach the working parts. The volume controls installed on sets the last few years were invariably of the wire-wound type and these gave more trouble than any other type due to continual wearing of the slider over the resistance, in time wearing to such a point that the receiver becomes almost impossible to listen to. The volume controls now being manufactured are of the carbon resistance type and have no direct wearing parts, being absolutely free from rasping noise and the like.

The Old Gang Bridge Club at the home of Mrs. C. O. Bubel, Campbell park. Prizes were won by Mrs. Wm. H. Senz and Mrs. Richard Tobin. Mrs. Leo B. Ehmann of Winbourne drive will be hostess tonight.

Baseball Notes

The Benson Philco Indoor team will play in the Maplewood Community League, sponsored by the Maplewood Y. M. C. A. on Wednesday nights, beginning May 17. Ed Funk, business manager of the team, has been elected secretary and treasurer of the league.

The Fur Studio nine will play this year in the Monday night Powers and Vail League. Wm. Anderson, manager, has been elected vice-president of the league. The team has added Sam Rebman, well known Rochester pitcher, to its staff. For games call Ed Funk at Gen. 5168.

The F. J. Wuest Milk Co. indoor team is fitted out in fine style with new maroon and blue jerseys and caps.

They wish to thank all the people who helped them by contributing to their fund.

Rogers' A. C. is booking games with 15-16 year old class. For games write or go to 34 Wolf St. Jack Bird was elected captain and Vernon Jacobs, manager.

Ehmann Market will again sponsor an indoor team in this vicinity with "Fannie" Magin as manager. For games call Glenwood 2192-W.

**Democratic Club Sponsors
24th Ward Baseball Team**

The 24th Ward Democratic Club will sponsor an indoor team in the newly formed Democratic Baseball League. John Normile, ward leader, was elected vice-president of the league, and "Fannie" Magin was elected manager. All home games will be played Sunday mornings at 10:30 at Lyellhurst field at Sunset and Otis streets.

The club has gathered together the best indoor players in the Vic-

inity and expect to make a creditable showing. Val Ehmann, Willie Ehmann and "Chuck" Cannan will patrol the outfield, and "Dick" Ward, Bill Warner, Ed. Fredericks and "Corker" Pensola will take care of the inner defense, while "Hank" Magin and Picciotti will do the catching and "Joe" Thomas and "Buddie" Frank the pitching.

Schedule of games will appear in this paper every two weeks. The team will play a practice game with the Dutchtown Bears at Maple and Glide streets, Sunday morning at 10:15.

Dorothea Nickols of Sterling street celebrated her tenth birthday, April 18, the same day as her great-great uncle, J. Bauer, Civil War veteran. Her sister Ora Jane observed her fourth birthday April 25.

**Requirements For Voting
On Repeal Amendment**

Following are the regulations which will govern the vote on repeal of the 18th Amendment to be held in New York State on May 23:

1. One who registered last October in the District in which he now lives need not re-register.
2. One who registered last October in any election District and who has since moved into another District, must, before he can be registered in new District, go to polling place of former District, notify board that he has moved and cause his name to be stricken from the registry of that District. This must be done May 13 and in person.
3. One who did not register last October, but who did register in any previous year either in his present District or in any District in the State may register May 13.
4. One who became entitled to vote in this State on or after Jan. 1, 1922, either because of becoming of age or because of having moved into this State, and who has never voted in this State must produce certificate of literacy before he can be registered.

(A) Age of person moving into State or fact that he may have voted in another State is immaterial. Certificate must be produced.

(B) One becoming of age since last October may register on producing certificate.

5. One entitled to vote in this State prior to Jan. 1, 1922, but who has never voted in this State, may be registered without producing such certificate.

(A) Length of residence in District, County and State as requirement for voting is same as at general election.

(B) One becoming 21 years of age May 24 may be registered on producing literacy certificate.

(C) Registration is basis of right to vote at this election. Enrollment with particular party or non-enrollment is immaterial.

(D) Anyone up to 26 years of age, who lived in Rochester prior to his 18th birthday and attended school here through 8th grade or higher may get card showing that fact, at School Census Board, 105 Education Bldg.

HILDA SCOTT

217 Rockview Terr. Glen. 748

PERMANENTS

\$3.50-\$4.50-\$5

Finger Waving 35c

**SECOND ANNUAL
CLEARANCE SALE
TODAY—FRIDAY—SATURDAY**

Starts Tonight at 6 p. m.

Abiding by our policy set one year ago, we are now ready to open our second annual clearance sale. It will be just as great an event as the first one—perhaps greater!

We offer to the public the most wonderful assortment of high-grade radios, pianos and musical instruments ever offered by any Rochester dealer.

We know the economic conditions—we know you want bargains. Here they are!

RADIOS That formerly sold as high as \$700—some as low as **\$5**

All in working order, fully equipped, ready to operate
KOLSTER — BOSCH — ZENITH — ATWATER-KENT
CROSLY — STROMBERG-CARLSON — SPARTON
MAJESTIC — R. C. A. — CLARION

NEW PLAYER PIANOS WERE \$98

ALL MUSICAL INSTRUMENTS 1/3 OFF

FREE—\$12.50 TABLE LAMP

CHANCE GIVEN TO EVERY ADULT UPON ENTERING STORE—NO PURCHASE REQUIRED

Useful Souvenir With Each Purchase Over \$1

YOUNG'S MUSIC HOUSE

263 Ames St. Open Eves. Gen. 1971

CAMELIO'S MARKET

BONELESS VEAL ROAST - - 14c
VEAL CHOPS 15c | VEAL BREAST 9c
ARPEAKO SMOKED PICNICS - 11 1/2c
FRESH DRESSED FOWL - - - 22c

Beechnut Spaghetti, 3 cans 25c | Large boxes Soap Chips, 2 for 25c

GLEN. 3283 OTIS at AUSTIN WE DELIVER

Work and Play
are both necessary to
HUMAN HAPPINESS



We have a supply of Playing Cards to loan for Bridge and Pinochle Parties.

Play Safe with a

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We will call for and deliver your furs. Your furs are insured while stored with us.

FREE STORAGE We will store your furs free of charge until Fall if repairs are made on them before Sept. 1.

CROSBY'S 571 LYELL AVE. Phone Glen. 206

DEPENDABLE Service
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425 Lyell Ave. Plumbing & Heating Since 1898 Glen. 421

REXALL SALE THURS-FRI-SAT
HUNDREDS OF BARGAINS—COME TODAY!

A New 4-Way Relief for INDIGESTION

BISMA-REX big bottle 50c

Neutralizes Acidity — Relieves Gas — Soothes Stomach and Relieves Indigestion

ABSOLUTE MONEY-BACK GUARANTEE

CHILD STREET PHARMACY

CHILD at JAY STREETS GENESEE 4196

Lyell Ave. Baptist Church

Sunday services: morning service, 10:30; Junior C. E., 11:15; Sunday School, 12 M. The subject of the pastor's sermon will be, "Grasshoppers or Men." The Lord's Supper will be commemorated and new members received after the sermon. The annual Church Day and Supper was held in the church on Tuesday. The pastor will preach tonight in the Gospel Tabernacle.

Mrs. Rudolph Schmitter, 232 Campbell park, will entertain the Ladies' Aid tonight.

The Solus Class at their last annual meeting elected the following officers: president, John Sturaille; vice-president, Hollis Culver; secretary, Andrew French, and treasurer, Edward Richie.

A play sponsored by the Light Bringers' Class, entitled: "George in a Jam," will be given by the Brighton Reformed Church Players Friday evening, May 12. Tickets are 25 cents and 10 cents for children.

Trinity Evangelical Church

Sunday services: 9:45 Sunday School with classes for every age; 10:50 morning worship with sermon on "The Pessimist"; 7:00 Union League meeting of four Evangelical churches at Salem Evangelical Church.

Two services are planned for Sunday, May 11, in Trinity in connection with "Mother's Day," German at 9 and English at 10:50.

On Monday and Tuesday of next week all Sunday School workers are invited to attend the Religious Education Sessions held at Salem Evangelical Church. A fine program has been planned for these two days.

On Wednesday, May 10, there will be a "Piano Social" held at the St. John's Home for the Aged, from 2 to 5 p. m. Friends are welcome.

On Thursday evening Trinity will be the guests of Trinity Brotherhood for supper and social evening.

Grace Presbyterian Church

Morning worship begins Sunday at 11. The pastor will preach the second sermon in the series on the Beatitudes. The theme for this Sunday is "The Reward of the Suffering."

Sunday School meets at 10. Harry Lyon, superintendent, will conduct the worship service this week. There will be a short meeting of the departmental superintendents at 9:30, preceding the Sunday School session.

The regular monthly meeting of both boards, the Session and the Trustees, will be held next Wednesday evening, May 10, at 7:30, in the parish house.

Maltby Street Chapel

The Friendly Circle will hold its monthly meeting Friday evening, May 5, at 8 p. m. at the Colgate-Rochester Divinity School, 1100 S. Goodman street. Installation of new officers for the coming year will take place and after the meeting there will be an inspection tour of the new school.

All members are requested to be at the chapel at 7:30 promptly, where cars will be waiting to furnish transportation to those who wish it.

Church service has been changed from evening to 10 in the morning and Sunday School now meets at 9 a. m.

HOLLAND WINDOW SHADES

A durable shade of handsome appearance standard size (no seconds) special @ 49c
Cottage sets, colored designs 59c to \$1.00

415 LYELL AVE. **ROLANDS** Open Evenings Until 8 P. M.

The Church of The Holy Apostles

Special devotional services are held each Wednesday and Friday evening at 7:45 during May. There are also masses every morning at 7 and 8.

Last Sunday Bishop John Francis O'Hern administered the sacrament of confirmation to 298 children and 26 adults in a beautiful ceremony at the church. As customary the bishop administered to the children, with consent of parents, the pledge of abstinence from intoxicating liquors until 21.

The bishop also urged co-operation with President Roosevelt and said prayers for the President's health. Similar prayers were offered at all masses Sunday.

A large gathering of parents and friends greatly appreciated the entertainment given Tuesday evening by children of the school under the direction of Mrs. Hutchinson and the sisters. A program of 14 numbers was presented in admirable fashion by the youngsters.

Many new members were present at the meeting of the Rosary Society last night. Following the business meeting, a social hour was enjoyed with refreshments and cards.

Waffle Party To Be Given Tonight at Holy Apostles

A Waffle Party will be given under the auspices of the Ladies' Auxiliary, K. of St. John, tonight in Holy Apostles School Hall, Austin street. Cards and entertainment are on the program.

Admission is by silver donation. The girls of Kappa Rho Sorority, headed by Miss Phyllis Gifford, will help serve.

Mrs. Leona Gifford, chairman, will be assisted by Mrs. Rose More and the following committee:

Mrs. Lucille Miller, Mrs. Florence Gottemeier, Mrs. Florence Welch, Mrs. Lillian Miller, Mrs. Catherine Shatzel, Mrs. Ella Bentley, Mrs. Margaret Dengel, Mrs. Mary Blanchard, Mrs. Mary Gottorff, Mrs. Eliz. Cort, Mrs. Esther Allen, Mrs. Kath. Hanna, Mrs. Enid Brown, Mrs. Carrie Raymond, Mrs. Sarah Marx, Mrs. Gertrude Collins, Mrs. Magdalena Dougherty, Mrs. Mary Gallagher, Miss Marion Moore. Mrs. Mary Dalton is in charge of publicity.

Several Changes Made in Store of Patsy Manuell

One of the new type, dry-cold refrigerated show cases for meat display has been added by Patsy Manuell at his store on Masseth street. It is a 12 foot black and white bakelite case with a 12 foot expanse of glass, said to be the latest design.

Mr. Manuell has also just completed laying a new floor and other minor changes. The general appearance of the store has been considerably enhanced by these changes.

RADIO AND WATCH REPAIR SERVICE AT 1153 LYELL

Expert repairs on radios, household appliances, watches, clocks and jewelry is offered by the Radio and Watch Repair Service at 1153 Lyell avenue. H. E. Peiffer, radio technician, and W. R. Cole, watch maker, are the proprietors.

MON. - TUES. - WED.
Finger Wave or Marcel 35c
Permanents \$3.50 - \$5
Guaranteed-Soft, natural waves
MARIE LAMBERT
150 Sykes off Ames Gen. 6164-J

ABSO-PURE ICE
SEMET - SOLVAY.
COKE
and the best grade of
COAL
HETZLER BROS. ICE CO.
INCORPORATED
801 DRIVING PARK AVE.
GLEN. 446 or 447

Pure Quill
Gasoline and Oil
157 HAGUE STREET
191 Mt. Hope - 280 Exchange

Ann Beauty Salon
484 AMES ST.—Gen. 5029-J
Regular \$5 BONAT
OIL WAVES \$3.50
Marcel or Finger Wave 35c

ALBERT WARD Optometrist
198 LYELL (Near Saratoga)
9 to 12:30—1:30 to 6
Evenings by Appointment
Glen. 4419

NEW HAIRCUT PRICES
Ladies' & Gents' . . 35c
Children's 25c
FRANK VENTURA
450 Lyell Ave., opp. Child

Sororities

The Iota Phi Delta Sorority will meet tomorrow night at the home of Miss Marion Schubert of 105 Avery street. The following girls, the Misses Dorothy and Marion Schubert, Bernadine Thomson, Gertrude Fritz and Ida Heilman will act as hostesses for the progressive dinner to be given by the sorority on Sunday, May 7.

Miss Kay Dengel of Delmar street entertained the Sigma Phi Omega Sorority at dinner, April 20. A regular meeting followed and an initiation party was planned for April 28 in honor of two new members, Miss Margaret Miller of Masseth street and Miss Maude Sullivan of Wolf street.

Mrs. Myrtle Butcher and Miss Dorothy Jane Rennet of Keauk, Iowa, are visiting Mr. and Mrs. Joseph Geiger of Fairgate street.

Call Hwang Ho 'China's Sorrow'

Extraordinary River Has
Cost Millions of Lives,
Millions in Wealth.

Prepared by National Geographic Society,
Washington, D. C.—WNU Service.

WHILE Japanese military forces have advanced westward in Jehol, bringing the upper Hwang Ho or Yellow river of China closer to international complications, life on the tortuous stream has gone on in its own inimitable way.

The Hwang Ho is one of the most extraordinary rivers of the world. Its disastrous flooding has cost the Chinese millions of lives and millions of wealth through the destruction of homes and farm lands, and because of this it has earned such titles as "China's Sorrow," the "Un-governable," and the "Scourge of the Sons of Han." At times it has changed its course over as much as 250 miles in a single flooding season. Today it empties into the Yellow sea north of the Shantung peninsula, but before 1852 it debauched its loess-laden waters through a channel south of that peninsula.

It is the second largest river in China, yet in all its course, from its headwaters, high up in the Kunlun range, in Tibet, all along its 2,500-mile path to the sea, it is not navigable for steamships or other deep-draft craft. Its course is alternately either too swift and broken by turbulent rapids or widens and becomes too shallow and filled with sand bars to allow the use of large boats.

But over some 700 miles of its course, as it winds through Kansu province and along the edge of Inner Mongolia, from Sining to Paotow, plies an interesting raft traffic that has been carried on for centuries. Chinese literature confirms the fact that here the earlier Sons of Han 2,000 years ago were using sheepskin and oxhide rafts identical with those which one finds in use today.

There are two types of rafts, one using as buoys inflated sheepskins and the other large oxhides which are stuffed with wool and then tied up to keep them water-tight. The sheepskin rafts vary in size, according to the use for which they are intended, ranging from as few as 12 or 15 skins on the small one-man rafts to as many as 500 in the large freight rafts. For the large oxhide rafts some 120 hides are used.

Before being used, the raw ox-hides are treated on the inside with salt and oil to preserve and waterproof them as well as keep them flexible. Raw hides cost about \$10



Air-Filled Sheepskins Keep This Hwang Ho Raft Afloat.

in the local currency (\$2.50 gold) and are considered about twice as valuable after they have been properly prepared. Consequently, the large freight rafts are often valued at as much as \$600 gold, but the hides are useful as buoys for three years and are then sold in the Paotow market for shoe leather.

Rafts Easily Made.

Raft-making is a comparatively easy task. To a simple framework of poles lashed securely together are fastened the hides or sheepskins. Even the stuffing of the hides with Tibetan wool is a simple process, but when it comes to inflating 500 sheepskins on one raft before a voyage, that is a job! Without doubt, the industrious raftsmen can make strong claims for the record in the windiest of all ship launchings!

The navigation of the rafts in the down-river trade is entirely in the hands of the Moslem Chinese, who form a considerable percentage of the population of the Kansu district. Life is not easy on the rafts,

with all the contrasts of heat and cold and the strenuous labor involved in manipulating the clumsy transports through the rapids or in freeing them, once they have stranded on a sand bar; but these hardy raftsmen are a happy and friendly lot.

The great, irregular, S-shaped portion of the course of the Hwang Ho through Kansu and Mongolia, over which the rafts operate, is carved for a large part of the way through the extensive loess-plain region. Here and in the Wei valley, whose tributary waters are gathered unto the Hwang Ho about 40 miles west of Lanchow, was the cradle of the Chinese race; but through the centuries great quantities of loess, or sandy loam, have been blown across these lands, submerging numerous cities and making desert many wide areas which were once fertile farming districts. This yellow loess, carried in suspension in the water, has given the river and the Yellow sea their names.

Today there are only a few fertile localities in the Hwang Ho valley, such as those around Lanchow and Ningsia. These are intensely cultivated oases that have been kept productive through irrigation, and in their districts rafts carry on considerable local transport of vegetables, dates, watermelons, and grain to the city markets. The long-distance freighting on the large rafts, however, is largely devoted to transport of quantities of wool, skins, hides, and other produce of the Tibetan region down to the caravan center and railroad village of Paotow, whence these articles of commerce can be sent by rail to Tientsin and ultimately find distribution to world markets.

The majority of the large cargo rafts start from Sining, some distance upstream on the Sining Ho, a tributary of the Hwang Ho; but to these are also added other cargo which leaves from the important caravan center of Lanchow, that lies on the historic "old Silk road" between China, Turkestan, and the West.

Hard Work Up Stream.

The rafts can be managed with comparative ease as they float downstream, but their great resistance and their clumsiness make it practically impossible for them to be poled upstream, even in quiet water. They are taken apart at the end of the voyage and the skins are carried back overland to the place of departure.

In the springtime, as soon as the ice has been cleared from the river, which is frozen from the end of November to the beginning of March, the rafts are assembled.

Oxhide buoys stuffed with wool no doubt originated through the scheme of crafty raftsmen to "boot-leg" wool past the customs officials and thereby escape duty. Today, although the authorities know that it will be sold at the end of the trip, the wool still rides on down to Paotow, escaping all of the tolls and duties imposed on the other cargo.

Cargoes loaded, farewells said, the rafts push off on the first of the two journeys that are made each year. They slip past water wheels that line the river banks, which are raising water to the thirsty fields in the Lanchow region; then past the city's walls, and under the only steel bridge that spans the river for many hundreds of miles.

Some fifteen miles below Lanchow, where the village of Hsishan-tsu is perched on a rocky cliff, the current is swift and all hands are called to man the large tillers, as the rafts head down through the granite gorge, where the river makes an abrupt curve and then follows a northwesterly course.

All the way downstream to Chungwei the raftsmen must navigate through rapid after rapid. Below Chungwei the course widens as it enters the Ordos, and, except for the passage through the fertile district around Ningsia, becomes a monotonous passage through desolate yellow wastes all the way to Paotow.

Grilling Voyage.

The great loop around the Ordos desert is a slow, grilling voyage during the summer months, when the sun throughout the day beats down relentlessly in a blinding glare on the water and on the shimmering sand bars.

The raftsmen share the tasks of guiding the craft, repairing punctured skins, releasing the ungainly floats when stranded on sand bars, and cooking their meager meals on

deck. After weeks on the way, everyone is glad when the rafts are brought safely to Paotow, the journey's end.

The caravan town sprawls on a barren, dun-colored hillside of sand, some little distance from the river. Low, squat adobe and brick buildings line the narrow streets and winding alleys that find outlet through the guarded gateway of rambling old city walls. Caravan stables and homes are concealed behind closed gateways and high earthen walls.

Here, in the bazaars and in the cases of itinerant vendors, the raftsmen find oddments of western produce for which they can bargain to take back to their families. Trains, that come whistling out to this outpost, bring many things from Tientsin and Peiping markets that are not readily available farther inland.

At last, when all of the cargoes have been turned over to the wool and hide merchants, the rafts are taken apart and the hides folded up and packed on donkeys or camels for the long journey home by caravan.

Adopting African Babies

The McBurney orphanage at Elat, Africa, recently reported 69 orphan babies under their care. There are also 60 childless families waiting for babies to adopt. They cannot just say "give me a baby"; they must present a written application telling of their wish and Christian experience. Unless they are church members they cannot have a child. Their church session or one of the missionaries must also recommend the couple. The foster mother is visited as frequently as possible after the child leaves to see that all is well. As far as possible the babies are returned to their own tribe and have been sent to the homes of masons, carpenters, chauffeurs, teachers and evangelists—the latter predominating, says the Montreal Herald.

Miss Helen Feeley of Immel place was one of the dancing teachers on Sunday in honor of Mr. and Mrs. Michael P. Kitzel, who have just returned from Florida.

MANUELL MARKET

GEN. 6569 WE DELIVER 115 MURRAY ST.

ARPEAKO CALLIES . . . lb 11c
FRESH-CUT HAMBURG . . . lb 12c
VEAL STEAK lb 23c

VETERAN PORK and BEANS can 5c
LA TOURRAINE COFFEE lb. 25c
Handy Sifter Package
PILLSBURY CAKE FLOUR pkg. 22c
FIG BARS 2 lbs. 19c
MOTHER'S OATS . . . 6c | PEAS lge. can 13c
ALL-CRISP CRACKERS, or GRAHAM pkg. 12c
SWEET JUICY ORANGES doz. 18c

Fresh Fruits & Vegetables Souvenirs given children

DON'T FORGET - GENESEE BEER

Epstein's

Guaranteed, life-time mothproofing. Suits, Overcoats, Ladies' Coats **\$1.00**

SUITS, DRESSES, COATS **75c**
Dry Cleaned and Pressed. Called for and Delivered. SMALL REPAIRS FREE

EDCO DRY CLEANERS
496 LYELL AVE. We Call and Deliver. GLEN. 3184

Passing of Principal is Mourned at No. 30 School

Children and teachers at No. 30 School are mourning the loss of their principal, Miss Margaret Tracy, whose death occurred last week. Miss Tracy had been principal for only a short time, but her loss is felt keenly at the Otis street school. Miss Della M. Flaherty is acting principal until a successor is named.

Mr. and Mrs. William H. Senz of Glide street entertained at dinner on Sunday in honor of Mr. and Mrs. Michael P. Kitzel, who have just returned from Florida.

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shtatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

LAWN MOWERS sharpened and conditioned. We guarantee all work. LaClair, 160 Lehigh, Gen. 2920.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shtatzel Hardware, 498 Lyell Ave.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shtatzel Hardware, 498 Lyell Ave.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shtatzel Hardware, 498 Lyell Ave.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

WANTED—Children, any age, mother's care. Reasonable. Phone Gen. 6893-W.

NON-INFLAMMABLE Cleaning Solvent, 25c gal. We deliver. Leichtner Hardware, 705 Maple St. Gen. 3126.

SPECIAL NOTICE—For \$2 we will overhaul your vacuum cleaner and give you brush or bag free. Now is the time to do it, before Spring cleaning. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

HELP WANTED—Sell Swart's Moth Preparation. Sold 6 years in Rochester. Swart, 1342 Dewey Av.

WRINGER ROLLS \$2 up, for any make washer. Washers oiled and greased for \$1.50. Call Glen. 4141.

PANSY PLANTS—15c doz. Quality Floral Shoppe, 24 Delmar St. J. L. Dixon.

LARGE MIXED Gladiolus Bulbs, 15c doz., \$1 per 100. Rock garden plants, 3 for 25c. Bodenstien, 71 Barker St. Gen. 6895-W. We deliver.

GARDEN HOSE, 50 ft. length, coupled, \$1.98. Leichtner Hardware, 705 Maple. Gen. 3126. We deliver.

MIXED GLADIOLUS BULBS—25 or more, 1c each. 518 Colvin St.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

WINDOW SHADES—Draperies, curtains made to order. Color schemes arranged. Samples and free estimates. Edgett Shade Shop. Gen. 3299. 390 Frost Ave.

GUARANTEED Rebuilt Vacuum Cleaners as low as \$5. Variety Vacuum Cleaner Co. 254 Lyell Ave. Glen. 4141.

DON'T

BUY HOUSE PAINT ON PRICE ALONE

Price per gallon alone does not determine the cost of paint. The actual number of gallons used, and the number of years it wears—these things determine the actual cost of painting. That's why it pays to choose LOWE BROTHERS HIGH STANDARD House Paint. For HIGH STANDARD covers more surface per gallon and wears years longer! Let us tell you why.

LEICHTNER

HARDWARE
705 Maple St. at Ames
Gen. 3126 We Deliver

Pure Quill
Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

RADIO & WATCH REPAIR SERVICE
Guaranteed Work—Lowest Prices
1153 LYELL AVE.

DOWN'S LENDING LIBRARY
All Popular Fiction
PENNY-A-DAY
468 CHILD ST. (opp. Masseth)

Elsie Beauty Shop
500 LYELL AVE. GLEN. 4880
Finger Wave or Marcel (exc. Sat.) . . . **25c**
PERMANENTS \$3.50

CIRCULATION
5500

THE VICINITY POST

PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., MAY 18, 1933

No. 15

ANNUAL LILAC FESTIVAL TO TAKE PLACE MAY 27

Rochester's Annual Lilac Festival will be held Saturday, May 27, at Highland Park. This will be the opening day of Lilac Festival Week.

Setting forth from a central point in the downtown section of the city at 1:30 o'clock Saturday afternoon, a Floral Float Parade, including bands, marching units, cavalry and official escort, will proceed through Main street and East avenue, thence to Highland Park, where, in the natural bowl formed by the sloping lawn west of South avenue, a music program such as is rarely heard even in musical Rochester will take place.

There will be a chorus of 700 high school boys and girls and an inter-high school band of 100 pieces. A number of children from this section of the city will take part. Dancing and pageantry, also by school children, will complete the afternoon's performance.

On Sunday, May 28, at 2:30 p. m. the Rochester Park Band will give a concert in the main pavilion at Highland Park, overlooking the lilac-covered slopes.

Parking accommodations have been arranged by the Lilac Festival Committee of the Chamber of Commerce, under whose direction all plans have been made. An amplification system is being installed to enable the throngs to hear clearly the entire program. The parade floats, entered by civic clubs and organizations of the city, will be on display throughout the afternoon of the parade.

Should rain prevent the festival program from taking place on Saturday, it will be held on Sunday; if postponement again is necessary, it will be held the afternoon of Memorial Day, May 30.

Father Bleier Expects To Come-back at Picnic

Father Bleier of Holy Family parish, star of St. Bernard's Seminary in by-gone days, will pitch against the Wuest indoor nine at the Holy Name picnic on Sunday, June 18, at the Doud Post picnic grounds.

Father Bleier, confident because of his winning five championships out of six years' pitching at St. Bernard's, boldly stated that he could strike out 15 of the dairy-men. It is expected that Joe, the janitor, or else Dick Bleier, will be behind the plate for the Reverend.

Joe Sandy of Wuest's, will probably start off his star battery of Fess and Mattil. There is a great rivalry between the two pitchers and this game has been the talk of Dutchtown for several days. Andy Wuest will throw the first ball with Al Kunz receiving.

MEN AND BOYS

Roland's carry the Ball Band sneaks which are built with special Sole and Heel Treads that really grip the ground, reinforced to stand up under rough and ready use. Made of tested materials that keep busy feet healthy. You just can't beat these sneaks for games, hiking, or every-day wear. All sizes. Boys' 75c, Men's 85c. Roland's, 415 Lyell Ave. Open evenings.

NEW LOW PRICES

Karle Studio, 399 Emerson street, has adopted new low prices which will enable everyone to enjoy picture taking this summer. In addition to our FREE DEVELOPING SERVICE, the following prices for prints will prevail:

All sizes up to and including No. 118—3¼ x 4¼—5c ea.
No. 118—3¼ x 4¼—5c ea.
No. 122—3¼ x 5¼—7c ea.
There will also be a reduction on all size enlargements. Your saving will be 15c to 30c per roll.

Bauer and Raetz Extend Credit Plan to Repairs

To enable their patrons to make purchases and have work done as the need arises, Bauer and Raetz of 383 Child street have adopted a plan of financing to make possible payments on a monthly basis. The plan applies to all purchases and repairing that runs into any amount of money.

This monthly payment plan has long been an established policy for such items as radios, refrigerators and new automobiles, but it has only been a recent development that has made possible financing of automobile repairs. The monthly basis of paying for repairs is considered to be especially timely at this season of the year.

"So many people," says Fred Bauer, "have their cars stored up, because of need of repair, that we decided to try this plan in an honest effort to help them enjoy the summer months as well as to increase the volume of work in our shop. By the financing plan, people who are only working part time and cannot afford a large outlay of money at any particular time, are enabled to have the use of their cars and pay for the repairing in convenient monthly payments. We find that the plan has worked very satisfactorily, both for us and our customers."

Bauer and Raetz, in addition to servicing and repairing all makes of cars, carry a complete line of replacement parts for Chevrolet and parts for other makes. They are also retail agents for the Grunow refrigerator and Atwater-Kent radio, both of which are sold on the customary monthly payment plan.

Hardware Store Adopts "Model Store" Layout

A complete re-arrangement and re-decoration scheme has transformed the H. C. Pommerening & Son hardware store at Lyell avenue and Glide street into one of the model stores of the city. Worked out on a plan that includes nearly every feature of modern arrangement, the store has greater possibilities for display and besides, presents a very attractive appearance.

The stock room as well as the front of the store has been subjected to the modernizing process with a consequent more efficient use of available space. Room for a small office, as well, has been found in the rear of the store.

The re-arrangement of shelves makes selection by the customer considerably easier. Counter space and a new device for unrolling, measuring and cutting such items as wire and roofing are compactly provided in the center of the store. Also in the center are new display racks for the Maytag washer, and Atwater-Kent and R. C. A.-Victor radios. Convenient arrangement has also been made for Norge and Majestic refrigerators and Apex vacuum cleaners.

STOMACH GAS RUINS

HEALTH AND BEAUTY

Stomach gas that causes loss of sleep and rest ruins your health and your beauty! Even people who have suffered for years from stomach troubles caused by acid stomach are getting relief from Bisma-Rex, a new, delicious-tasting antacid powder. Bisma-Rex brings lasting relief, too! Get it today at Child St. Pharmacy, Child and Jay Sts.—Adv.

BEAUTY WORK

Make your beauty shop appointment for Memorial Day now. The Bessie-Verla Heberger Shoppe at 282 Otis St. is a good place to get your permanent; only best of supplies are used and you get a beautiful wave for only \$3.50, by experienced, licensed operators. Also first class hair coloring, bleaching, henna packs, eyebrow arching, facials and all beauty work. Extra operator on Fri. & Sat. Phone Glen. 5793.—Adv.

Through a typographical error, a mistake was made in the last advertisement of the Ann Beauty Salon of Ames street. The price on marcelling and finger waving was intended to be 25c, and not 35c as published.

MRS. FOWLER ELECTED HEAD OF NO. 30 P. T. A.

The P. T. A. of No. 30 School elected officers on May 10. Those chosen for the coming year are Mrs. John D. Fowler, president; Mrs. Jos. Cornell, first vice-president; Mrs. Angelina Perisikini, second vice-president, Mrs. Rose Pappani, secretary; Mrs. Chas. Schenk, financial secretary and treasurer.

The president announced that the association will hold a rummage sale on Thursday, May 25, on State street, next door to the Kelso store. Anyone wishing to donate may call Mrs. J. D. Fowler, Glen. 168, or Mrs. N. Augustine, Glen 4202-W, and goods will be called for. Mrs. Wm. Murray and Mrs. Geo. Biechirch are in charge of the rummage sale.

Card Party, Food Sale Planned by Ladies Aid

The Ladies' Aid of Grace Presbyterian Church will hold a card party and baked food sale in Bryan's Restaurant, Lyell avenue, opposite Whitney street, on Friday evening, May 26, at eight o'clock.

Cards of all kinds will be played, with a prize for each table. A baked food sale will be held in the same place on the same day and evening.

MOTH PROBLEM IS OVER

Don't risk the loss of valuable furs through moth damage. One treatment of Edco Permanent Mothproof at our plant guarantees them moth free. No moth can ever live where our mothproofing has once been applied—neither cleaning nor wear affects the chemical. In addition to adding years of wear, it restores the original sheen and lustre that made your furs so beautiful when new. Inquire about this sensational service before moths have had a chance to damage your furs. Edco Dry Cleaners, 496 Lyell Ave. Glen. 3184. We call and deliver.—Adv.

KATHRYN DOYLE of the Agnes Hat Shop has big news for you. Here it is: Direct from New York—straw, pique, linen and felt hats for dress or sportswear; large or small brims as well as close fitting turbans. In both black and white and all lovely summer colors, all \$1.88. Hats remodeled \$1.75. Locust St. Open 9 to 9.—Adv.



WILSON'S SUGAR CURED SMOKED SKINNED
HAMS lb 12½c

Freshly Smoked, Small and Lean
A Real Bargain at this Price!

12 - 14 lb. Ave.

Lean Fresh PICNICS 6 - 8 lb. Avge. 7½c lb

HOME DRESSED, MILK FED Breast, Shoulder, Rump or Leg
VEAL ROASTS 10-12-15c lb

GROCERY SPECIALS

- LIBBY'S EVAPORATED MILK Tall Can 5c
- BLUE LABEL CORN No. 2 Can 10c
- WHITE LILY PEACHES Lrg. Can 12c
- DEL MONTE RED SALMON . . Tall Can 17c
- KRAFT'S MAYONNAISE Qt. 49c
- HEINZ KETCHUP Lrg. Bot. 17c
- RINSO Lrg. Pkg. 19c
- LIFEBUOY SOAP . . . 3 Bars 17c



Del Monte
VACUUM PACK
COFFEE
25c lb

- PLUMP, MEATY FRESH DRESSED **FOWL** ea 63c
- BEST CREAMERY **BUTTER** . lb 27c
- BEST GRADE A **EGGS** . doz 19c
- * FRUITS & VEGETABLES *
- LARGE CUBAN **PINEAPPLE** EXTRA SPECIAL 10c EA
- HOME GROWN **ASPARAGUS** Bch. 5c
- BANANAS** doz. 19c

MONDAY SPECIALS AS USUAL

Russer's
AMES ST., cor. MAPLE

KLIER'S WEEK-END SPECIALS

- 25c Colgate Toothpaste 2 for 25c
- 100 Bayer's Aspirins 57c
- \$1.00 Peppodent Antiseptic . 71c
- \$1.00 Gillette Blades (10's) . 69c
- 10c Lux Soap 4-23c
- 25c Lysol 19c
- \$1.00 Wampole's Preparation 69c
- \$1.50 AGAROL 86c
- \$1.00 Ovaltine 63c
- 85c Mellin's Food 57c
- 25c J. & J. Talc 17c
- \$1.00 Nujol 57c
- 35c Lifebuoy Shaving Cream 29c
- 50c Phillip's Milk Magnesia 30c
- 10c Lifebuoy Soap 5c
- 50c Multisifted Coconut Oil . 36c
- 85c Kruschen Salts 47c
- 25c Anacin Tablets 12c
- 50c Rubbing Alcohol 19c
- 50c Ipana Tooth Paste 28c
- 35c Kotex or Modess 18c 5-85c
- \$1.00 NANNT Face Powder 50c
- \$1.25 Mavis Toilet Water . . 69c
- Rubber Gloves 25c pair
- Aspirin Tablets 24's 19c
- Bay Rum Pint 45c
- Absorbine Jr. 79c
- INDOOR BALLS 25c - 50c
- Cold Cream 1lb Jar 50c
- 60c Mum 35c
- 60c Amolin 45c
- 50c Jergen's Lotion 39c
- Sayman's Soap 3-25c
- NEW LA CROSS NAIL POLISH 35c
- CLOSING OUT FACE POWDERS
- LaMay White (60c)-30 (35c)-23
- 75c HH AYER'S (White) . . 39c
- 75c GARDEN OF FRAGRANCE (Natural) . . 49c
- 65c KRANK'S (Natural) . . 39c
- 50c WOODBURY'S (Rachel - Natural) 29c
- 50c DAY DREAM (White) . 25c
- 75c PUSSY WILLOW (Pink - White - Brunette) . 39c
- \$1.00 MARY GARDEN (Flesh) 59c
- \$1.00 DE MERIDOR (Flesh - Brunette) 50c
- \$1.00 Raguel—Flor de la Noche (Flesh and Brunette) 50c
- ORANGE BLOSSOM FRAGRANCIA (Flesh - Brunette) 50c

KLIER PHARMACY 261 Ames Street
Genesee 2659

THE VICINITY POST

F. R. METZINGER, Editor and Publisher

DOWNTOWN OFFICE
25 South Water Street
Main 5412

VICINITY OFFICE
517 Lyell Avenue
Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.

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Successors to John C. Rossenbach

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TANK CAR TO YOUR CAR

**LEADER
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None Better Try It You'll Like It
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**Signal Radio & Electric
Service Notes**

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell avenue and Orchard

One thing has been brought forcibly to our attention in the answering of radio service calls in the home and that is the practice of home owners running electric cords to floor and table lamps under the rugs. More than one residence has cords running the entire length of the room in order that a floor lamp may be properly placed in respect to a chair or davenport. This, in our estimation, is the most foolhardy practice that a person can do.

The fire laws require us to run wires in partitions inside metal duct or piping, wires that normally would never be touched, yet the average house owner will run wires under rugs where they are tramped upon month after month subject to abrasion and wearing away of insulation. There is perhaps nothing more inflammable than a rug and isn't it far cheaper and more convenient to have a handy wall plug installed to eliminate this hazard than it is to risk having a fire when you are away from home or perhaps asleep during the night? Wall plugs are a good investment no matter how one looks at it, both from the insurance of burned rugs and property as well as the convenience.

Did you know that Bing Crosby, the Chesterfield singer, doesn't smoke at all; Stoopagle and Budd, who act on the Pontiac program, ride around in Packards; Rubinoff, who fiddles on the coffee hour, drinks only Russian tea, fresh from the samovar; Guy Lombardo, whose orchestra plays for Robert Burns cigars, smokes only paper cigarettes; and that Rudy Vallee actually uses yeast himself and insists that his friends use it also.

The end of next month will find an increase in the present prices of commercial radio receivers. Never before in its history have quality sets sold for as low as they have been during the past six months. Manufacturers claim that this can not continue, due to the upward trend in prices of other commodities and wages.

Chesterfield programs will be back on the air June 2 over CBS with Lou Holtz, Benny Baker and the Lennie Hayton Orchestra. Bing Crosby will do six guest performances. Later in the fall Crosby will be on as a regular feature.

John Mills, of the Mills brothers, is convalescing at his home. His recent illness cost \$50,000 for the brothers and Don Redman's Orchestra due to cancellation of programs.

Real Silk Hosiery Mills have extended for nine weeks at the regular program time on Sunday evenings. After July 9 they will appear for four additional weeks at an earlier hour Sundays.

Phil Cook has been retained for Bristol Shaving Cream until July 27. "The First Nighter" will continue at its regular time over NBC for another year. Singin' Sam, for the Barbasol Company, will start September 11 over NBC and WHAM will be heard five nights weekly. Will Rogers donated his salary for first appearance on the Gulf Oil program to Salvation Army and Red Cross.

It is considered quite the thing to rave about the objectionable nature of advertising credit announcements which clutter up the air. If one looks over the main programs of interest he will find that it is the big advertisers that make possible the best programs.

This summer a number of the most popular and costly sponsored features temporarily will be withdrawn—to be supplanted by sustaining programs. This will afford an opportunity to compare the quality and interest value of the two types.

We predict that an honest appraisal of the situation will reveal that, after all, Chase and Sanborn's, Fleischmann's, and Pepsodent aren't so bad, advertising blurbs notwithstanding.

**FOR PRINTING
PHONE THE POST
MAIN 5412**

Baseball Notes

Ehmann Market Indoor Team would like to book games with fast teams. Ackerman & Klein have recently put in a first class diamond at Howard and Lyell roads, where the team will play five nights a week. For games call "Fannie" Magin, Glenwood 2192-W.

The 24th Ward Democratic Indoor Team got off to a flying start in the Democratic League, soundly trouncing the 19th Ward Club, obtaining 14 runs and 21 hits off the opposing pitchers, while Joe Thomas hurled a steady game for the winners.

Next Sunday the team will open their home season at Lyellhurst field, Sunset and Otis streets, with the Colored Iroquois Club at 10:15. The colored outfit has a strong team, but can be relied on to furnish plenty of comedy.

All members of the Democratic Club, as well as those interested, are asked to be at the club house at 141 Lincoln avenue, at 9 o'clock Sunday, where a parade will leave for the grounds. On Sunday, May 28, the 24th Warders will meet the 9th Warders at Edgerton Park.

The Silver Leaf Club has entered a team in Ed Funk's Dutchtown League. The team will be managed by William Lenhard. "Mim" Marino will be business manager.

The Silver Leaf team presents a strong line-up: Mike Anthony, Dutchtown bowling star, will hold down the first base job; Hanna Fess will be at the keystone sack; Walter Kurz, Jr., West High's perennial cheer leader, will be at short; William Lenhard, the manager, will be at the hot corner; Joe Deisenger and Tony Marino will divide the catching assignment; Adel Fess, Peter Bylick, Vincent Di Sessa, Tommy Whalen and Angelo Valvano will cavort in the outer garden; John Berl, veteran of last year, and Chuck Moker will be on the mound.

The Dutchtown Braves defeated the Ehmann Market team to the tune of 22 to 8. The Braves got an early lead, scoring 3 runs in the first inning and 8 in the third. It was a well played game in the field but the teams were hitting the ball hard.

The Dutchtown Indoor League got off to a fine start Tuesday night. Results were:

F. J. Wuest Dairy 10, Freeman's Barbers 8.

Dutchtown Braves 8, Russers 7, Dengler A. C. 6, Silver Leafs 4.

The Vicinity's own representatives in the Powers & Vail League, the Fur Studio, won their first league game 7 to 6 from the Dixon Dairy. Kreuzer pitched a fine game.

GOLDIE'S INN OPENED

AT 785 BUFFALO ROAD

A new dining and dancing inn has been opened at 785 Buffalo road by Frank Goeltz, known as Goldie's Inn. Free supper and dancing with orchestra are regular Friday and Saturday night features. Perry's Musical Jesters furnish the music.

**NEWS ITEMS
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The Vicinity Post
25 S. Water St.

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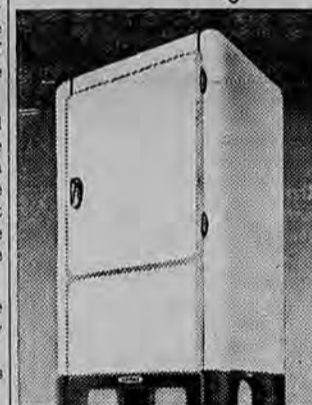
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Ann Beauty Salon
484 AMES ST.—Gen. 5029-J
Regular \$5 BONAT
OIL WAVES \$3.50
Marcel or Finger Wave 25c

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Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

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REFRIGERATOR
NOW!**



**IT'S ROLLATOR
REFRIGERATION
IN THE
NEW NORGE!**

A cabinet so beautifully designed as to make all other refrigerators obsolete . . . an almost everlasting mechanism with power to make plenty of cold on the hottest days . . . new features . . . certainly this new Norge has everything you could want in a refrigerator. And remember . . . it costs no more to buy and less to use. • When you've seen this new Norge . . . compared it with other refrigerators . . . you'll agree with us that Norge is really years ahead of its time. Come in and see it.

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Faith in God
 Faith in our Country
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These three are necessary before
 we return to Prosperity.

Start building for the future
 by subscribing for Shares
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**20th Ward Co-operative
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STORAGE
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Cold protects your furs — we have the most modern storage facilities and we give your furs the finest care. We keep them at 30° temperature.

We will call for and deliver your furs. Your furs are insured while stored with us.

FREE STORAGE We will store your furs free of charge until Fall if repairs are made on them before Sept. 1.

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OLD FASHION CRACKER CO.
 1190 Clifford Ave. Main 1951

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C. F. SCHEUERMAN SONS Funeral Home

The Display at Our Funeral Home shows the complete Funeral Service in plain figures

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Trinity Evangelical Church

The Young People's Class received a silver loving cup as an award for winning the attendance campaign held during the last two months.

The Brotherhood of Trinity Lutheran Church were the guests of Trinity Brotherhood on Monday evening, beginning with a supper. A fine program of entertainment took place.

Monday evening, May 22, the Brotherhood Federation will meet at Christ Evangelical Church.

On May 23, in the afternoon, a social tea will be held at the home of Miss Margaret Gerling, 54 Appleton street. All are invited to attend.

A special Ascension Day Service will be held May 25 at 10:15 a. m. in Salem Evangelical Church. Everyone is invited.

The Young People's League will present a three-act comedy drama entitled "The Wild Oats Boy," Thursday and Friday, June 1 and 2. Tickets, adults 25 cents, children 15 cents.

The league will have an outdoor meeting Sunday, May 21.

Grace Presbyterian Church

Morning worship begins Sunday at 11. The pastor will preach the third in the series of sermons on the Beatitudes. The topic for Sunday is "The Heritage of the Meek."

Sunday School will meet at the usual hour of 10. The Women's Bible Class will have charge of the worship service period.

The Christian Endeavor will meet at the church Sunday afternoon at 2:30 and go for an outdoor meeting and hot-dog roast. All those who intend to go will notify Marjorie Narrie before Sunday.

The Missionary Society has been invited by the society of North Presbyterian Church to meet at North Church on Tuesday afternoon, May 23, at 2:30.

There will be a card party and baked food sale by the Ladies' Aid in Bryan's Restaurant on Friday evening, May 26. The ladies will hold their regular monthly meeting on Wednesday afternoon, May 24, at 2:30. The place of meeting will be announced later.

The Church of The Holy Apostles

Members of the Holy Name Society will take Communion together Sunday morning at 7 o'clock mass. Their regular monthly meeting will be held Monday evening at 8.

The benefit card party of the Ladies' Auxiliary, Knights of St. John, drew an unusually large attendance. Mrs. Harold Johnson was chairman, assisted by Mrs. Frank Gifford, Mrs. Raymond Miller and a large committee.

Young Ladies' Sodality enjoyed a series of comic and serious recitations at their regular meeting last Friday night. Hazel Nolan, Betty Streicker and Ruth Magin took part. A large delegation will attend the Sodality Convention next Sunday, in the morning at the Cathedral and in the afternoon at Columbus Civic Center. The young ladies are also planning a treasure hunt to be held in June.

The regular monthly meeting of the Rosary Society was held in the parish hall on May 3. A number of new members were enrolled, and after the business meeting a social evening was enjoyed; cards, refreshments, and an entertainment helping to make the evening a pleasant one.

The chairman, Mrs. Anna Johnson, wishes to thank Frederick Packard, Doris Jean McBride, Jeanette Kruger, Rita Rabideau and Shirley Miller for the pleasing en-

Holy Family Card Party Listed Tomorrow Night

The eleventh in the series of card parties will be conducted in Holy Family auditorium tomorrow (Friday) evening. Pinochle, bridge, pedro, five hundred and dominoes will be played. Mrs. Hattie Rossenbach is general chairman, assisted by Mrs. Elizabeth Sauter. Chairman of the block committee is Mrs. Florence Lingl.

Preparatory parties are being sponsored by Mrs. Rose Statemiller, Mrs. Eleanor Collins, Mrs. Louis Spahn, Mrs. Anna Groetch, Mrs. Mary Kase, Miss Dorothy Keck, Mrs. Agnes Kreutzer, Mrs. Elizabeth Reichenberger, Mrs. Florence Lingl, Mrs. Gertrude Erb, Miss Elinor Szymanski, Miss Ceil Schmidt, Mrs. Helen Evans, Mrs. Imhoff, Mrs. Mary Metzger, Miss R. Prechtel, Miss Eva Ruf, Miss Teresa Klug, Miss Rita Metzger, Mrs. E. Miller.

Final Meeting of Women of 24th Ward on June 4

The 24th Ward Women's Republican Club will hold its last regular meeting until fall on June 4 and all members are urged to attend, as final arrangements for the annual picnic, to be held in July, will be made. Mrs. Lowe, general chairman of the picnic, will announce the committees, who will work with her and her assistant Mrs. John Pike.

The regular monthly card party was held last night with Mrs. Frank McCarthy as general chairman, assisted by the following ladies: Mrs. Scott, Mrs. Laeffler, Mrs. Pike, Mrs. Boone, Mrs. Gargan, Mrs. Underwood. At the May 3rd meeting Mrs. George Saile, president of the club, presided and much business of importance was transacted.

Henchen Lady Bowlers Choose New Officers

Henchen Ladies' Bowling League recently held their banquet at the Munich Club and distributed the prize money.

They elected the following officers for next year:

President, Lou Stallknecht; vice-president, Edna Schmucker; secretary, Mary Bocci; treasurer, Ruth Sailer.

PERSONAL

The Iota Phi Delta Sorority will meet tonight at the home of Miss Ida Heilman of Warner street. Plans for the sausage roast to be held on June 11 at the home of Miss Annette Metzinger of Lyell road will be made.

The Old Gang Bridge Club met at the home of Mrs. Leo B. Ehmann, Winbourne drive. Prizes were won by Mrs. Richard Tobin and Mrs. Clarence Falls. Mrs. Falls will be hostess tonight at her home in Spencerport.

NOTICE

The Vicinity Post has received lately a number of items to be printed under the "In Memoriam" heading. Correspondents have not indicated return addresses and it has been impossible to communicate with them. There is a charge of fifty cents for these insertions, payable in advance. Those who may wish their "In Memoriam" notices run should remit to the office of the Post.

Also the members of the society for their co-operation in making the evening a success.

This was the closing meeting of the season; the next regular meeting will be held on October 4.

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\$1.85

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FINGER WAVING **35c**

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Stop and see our new

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GLEN. 446 or 447

Peru's Capital Gets New Dress

Lima, Ancient City of the Pizarros, Is Undergoing Modernization.

Prepared by National Geographic Society, Washington, D. C.—WNU Service.

DEMOLISHING here, building there; installing modern water and sewerage systems; tearing up rough, age-worn cobblestones, putting down smooth modern concrete and asphalt in their stead; opening up new highways both to the mountain and the sea; and developing motor routes to the outlying regions of the plain: thus the makers of new Lima are transforming the Peruvian capital, city of the Pizarros.

The older portion of the city, as well as the newer region which circumscribes it, is sharing in the modernization. True the older section is and must remain an area of one-way streets, for its thoroughfares are so narrow that even street cars must observe the one-way law. Likewise, the sidewalks are so lacking in elbow room that only two people can pass one another at a time, and the one on the outside must keep a close watch lest he be struck by a passing trolley.

Old and new fight for supremacy. The blue-necked turkey buzzards have lost their role as the official scavengers; the ox-cart has given place largely to the motor truck; the old barouche has abandoned the streets to the modern automobile; and the patient, pattered donkey is making his last stand.

Even Pizarro's stern old palace is feeling the urge toward modernization. In days gone by, there was no street in Lima that had a single name throughout its length. Each block had its own particular designation. The two streets that led from the Plaza San Martin to the National Palace are six blocks long. Each possessed six different names, one for each block.

The municipal authorities wanted to change all this and gave each street a single designation for its entire length. The one they called the Giron de la Union and the other the Giron Carabaya.

But the populace would have none of it. The man who did business on the northwest side of the Plaza de Armas still wanted to have his store



Sale of Shoes in a Peruvian Market.

on Escribanos, and the one who held forth on the next block still insisted he was doing business on Mercaderes, and they continue to do so. Consequently the Giron de la Union is swallowed up by the several calles which compose it.

These may be named without modern-day rhyme or reason, and they certainly are without alphabetical or other indications of their sequences; but the people cling to them, despite whatever confusion it costs the post office, however, much it may complex the visitor, and whatever harvest it may bring the taxi drivers.

How the System Works.

Many interesting stories are told illustrating how this mysterious system works. One concerns a stranger who hailed a taxi in Calle La Merced and asked the chauffeur to drive him to "Baquijano veinte cinco." The driver did not bat an eye, but drove like Jehu up Jesus Nazareno, skidded on two wheels into Giron Carabaya, raced around Plaza San Martin, and whirled up through Boza, landing his shaken passenger at the address given—on the same street, but simply in the next block from where he started!

The name Mercaderes tells us of the day when that block was the Wall Street of Lima and Escribanos

or the public letter writers who were sheltered under the portals on the west side of the Plaza. Calle Mantas proclaims the square where the ladies of Peru's golden past "spent their husbands' substance in riotous purchase of shawls, home-spuns, Indian textiles, and lingerie."

The history of Lima's past is written in her streets, in names that the municipality long has wanted to wipe out in favor of through designations and numbered blocks. But the people of the city cling to their streets with a devotion that will not permit convenience to triumph over romantic ties with the past.

In wandering about the old city, one comes upon many an architectural relic of the days of the viceroys; but, among all of these, none is more impressive than the monastery of San Francisco. There one may be ushered into a porcelain garden where the artistic tiles of the cloister compete with the living flowers that bloom in the earth they inclose.

No one has described more beautifully the effect of this porcelain garden than Mr. F. P. Farrar, of the West Coast Leader. "Here," he says, "is a porcelain garden, a ceramic border of springtime, where the blues of delphinium and lupine, the yellow of cistus and the gold of colchicum, the creamy white of arabis and the mauves of aubrieta, blend into the fresh foliage of the overhanging trees and the azure of the new-washed skies."

The charm of the story of the origin of this porcelain garden almost equals the beauty of the ceramic triumph itself. On a November morning in 1619 a vast crowd had gathered in the Plaza de Armas, for there was to be a public hanging, and these events were Roman holidays for the populace.

The public crier had announced: "The Warrantable and Royal Audience of this City of the Kings has condemned to suffer a shameful death on the gallows Alonso Godinez, native of Guadalajara, in Spain, for the murder of Marta Villoslada without fear of judgment human or divine. Let him who did so pay the penalty! This sentence is to be read in the presence of all lest they meet a like end! Let justice be done!"

Came a Reprieve.

The condemned man had taken his stand beneath the noose and the hangman was nervously adjusting the fatal knot. Suddenly a monk pushed his way through the throng, climbed the gallows platform, and handed a parchment to the captain of the guard. After the latter had read it, the two engaged in a moment of animated conversation, after which the padre led the condemned man away and into the portals of the monastery of San Francisco. The crowd, disappointed, hung about the Plazuela de San Francisco discussing this strange overthrow of justice.

But later the reason for reprieve became known. That morning the condemned man had made what he thought would be his last confession on earth, to the prior of the monastery. He said that he was a potter by trade and that he had learned the art both of making and setting tiles.

Years before, Dona Catalina Huanca had brought from Spain a magnificent collection of tiles for the decoration of the new cloisters at San Francisco; but neither plan nor a tile setter had come with them, and Lima had no tile setters. So for years the tiles had been piled up in a corner of the monastery; many were stolen and more were broken. Would Providence ever open a way for their setting?

Here seemed to be the answer; the prior saw an opportunity to let the man who had murdered a woman in a drunken brawl repent his sins in a lifelong task of setting these tiles. So he hastened to the viceroy to implore the pardon of the murderer, and the viceroy, a descendant of the Borgias, seeing poetic justice in remitting the penalty of the scaffold and imposing a task of service that would require a lifetime, granted the commutation of sentence.

One can see today the wisdom of that act of mercy-tempered justice. Alonso Godinez was a true artist, who loved his work and threw his soul into it. Today "the walls blossom with pictures which in their mellowness, richness and seductive beauty rival those of the Alhambra itself; and it is doubtful if outside of Spain there is to be found a finer

example of porcelain entablature in the heyday of its art than here."

Lima is peculiarly a city of churches, with some 70 in its limits; and, with nearly four centuries of outstanding ecclesiastical tradition behind them, the people are much given to buying religious objects. The Cathedral is a magnificent structure, much larger than Pizarro built, but still not so grand as the one erected during the early years of the viceregal regime and destroyed by the great earthquake that wiped out Callao.

The high altar is of massive silver construction. In the chapel of the Virgin is a celebrated image presented by the Emperor Charles V of Spain, and in the Chapel Arcediano an original painting attributed to Murillo, representing Jesus and Veronica.

Here rests a glass-and-marble casket which is most interesting of all, for it contains the half-mummy, half-skeleton reputed to be the remains of the great conqueror.

Fashionable Hats Taboo.

The attire for church occasions is perhaps the most conservative in the New world. Even those women who dress in the latest Parisian modes elsewhere put on their plain black mantillas when going to church. In some congregations those who come in fashionable headgear are told politely to remove them and substitute their mantillas before they are allowed to be seated.

Among the fine old residences of Lima, one of the most impressively beautiful is the famous palace of Torre-Tagle, once the home of the marquise of that name, but now the headquarters of the ministry of foreign relations.

The City of the Kings long has been famous for its brilliant social life, with a constant succession of luncheons, teas, dinners, dances, champandas, and receptions. Nearly four centuries of wealth, leisure, and opportunity have written their impress of culture on the descendants of the nobility and official classes of the colonial regime.

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 26 S. Water St.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

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SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

CUT TULIPS 15c doz. Large mixed gladiolus bulbs 50c per 100. Rock garden and perennial plants 10c. 71 Barker St., off Jay. Gen. 6895-W.

WANTED—Children, any age, mother's care. Licensed home. Reasonable. Gen. 7116-J.

TO LET—Half double. All improvements, 6 rooms and bath. Inquire 468 Colvin St.

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ATWATER-KENT RADIOS
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BAUER & RAETZ, Inc.
383 Child at Jay St. Gen. 3977

DEAD NOW ALIVE—For the past two years business has been dead. We are now entering a period of prosperity, with prices reduced. The Quality Floral Shoppe, 24 Delmar St., is prepared to supply the demand for spring planting: Geraniums, Vincas, Alternanthea. Special: Asters, Snapdragons, Marigolds, Tomatoes, 15c doz. Petunias, Stocks, Clarkie, 25c doz. Many other bargains. Bring your basket and get it filled for little money. J. L. Dixon.

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PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., JUNE 15, 1933

No. 17

VICINITY POST TO REVIVE BIKE RUNS AT MAPLEWOOD PARK SAT., JULY 15

Years ago, Bike Runs were most popular among the sporting events of the day for boys of this and other sections of Rochester. For an afternoon of real fun, there was little to rival these annual tests of skill on bicycles.

Right now bicycling is probably as popular as it ever has been and The Vicinity Post, in co-operation with its allied newspaper in the northwest section, The Tenth Ward Courier, has decided to revive the Bike Run this year. The event will be known as the Post-Courier Bike Run and will be held on Saturday afternoon, July 15, at Upper Maplewood Park.

Entry will be open to every boy in the northwest section who owns a bicycle and there will be absolutely no charge of any kind. Beckwith's and Towner Bros., Lyell avenue bicycle dealers, are co-operating and entry tickets are now available free at their stores. One hundred will be passed out. To get a ticket, all you have to do is ride to one of these two stores on your bike and present the coupon from The Vicinity Post. No purchase is required.

Free Hots and Drinks
There will be a long list of events with prizes for every winner; bike races, stunts, games and everything to make up an afternoon of fun. In addition free hots and soft drinks will be served.

The girls, too, will have a chance to show their skill, providing enough of them are entered. Bicycling is returning to popularity even among the fairer sex, and if enough girls are interested, special races and prizes will be arranged for them too.

On the afternoon of July 15, the entrants will report on their bikes at Edgerton Park promptly at 1:30 o'clock. They will line up and lead by a police escort, will parade to Upper Maplewood Park for the start of the day's events.

Now there is one thing for every boy and girl to remember: the en-

**POST - COURIER
BIKE-RUN COUPON**
This coupon is good for one free entry ticket to the Post-Courier Bike Run to be held on Saturday, July 15, 1933, at Upper Maplewood Park, on presentation at:
Beckwith's or Towner Bros.
271 Lyell Ave. 179 Lyell Ave.

Right reserved to close entry list at 100. No tickets given out after Thursday, July 13, 1933.

try list has been limited to 100. So there is need for a little speed. Cut out the coupon printed herewith and ride your bike down to Towner Bros., at 179 Lyell avenue, or Beckwith's, at 271 Lyell avenue, just as soon as you can.

Names of boys and girls entered will be published in the next issue. Be among the lucky 100; get there early! Also in the next issue you will find the list of events and prizes as well as more details about the Post-Courier Bike Run.

The Iota Phi Delta Sorority will meet tomorrow night at the home of the treasurer, Miss Annette Lawrence, of 65 Crawford street.

NEW PLAN IS PROPOSED FOR L. A. B. M. A. PICNIC

A novel suggestion in connection with the annual outing of the Lyell Avenue Business Men's Association is being considered by the picnic committee and may be carried through this year as an experiment. The plan is to secure a cottage on Lake Ontario for a week, have it available to all members during the week with the picnic coming on the final Sunday.

At this writing, the committee, of which Thomas Taylor is chairman, is preparing data as to cost and available locations. Final decision will probably be made at a meeting this week-end.

If the plan were to be adopted, members only would be invited to make use of the cottage during the week and the picnic would likewise be restricted to members. This type of outing has found considerable favor among the members and if satisfactory arrangements can be made will take place next month.

Democrats Planning For Annual Picnic on July 16

24th Ward Democratic Club is making plans for its annual picnic on Sunday, July 16, at Johnson's Grove, Emerson street, opposite Glide street. John Normile, ward leader, is honorary chairman, and Ray Sage is general chairman.

A feature of the picnic will be a league ball game between the 24th Ward Democratic Club and the Colored Iroquois Club, which will be played at the ball diamond, Glide and Emerson streets.

A surprise party was held on Mrs. Walther of Smith street in honor of her 77th birthday on June 5. Covers were laid for 25 guests.

Final Card Party June 21 By 24th Ward Republicans

24th Ward Women's Republican Club held its last regular meeting of the summer months on June 7. On the evening of June 21 the last card party of the summer will be held. Mrs. Frank Hemmerick is chairman, assisted by the following ladies: Mrs. Grace Deavenport, Mrs. J. Lynch, Mrs. M. Buchyer, Mrs. M. Zimmer, Mrs. A. Roth and Miss Ruth Linder.

On Saturday, July 22, the club will hold its annual picnic at Durand-Eastman Park. Mrs. Frank W. Lowe is general chairman and Mrs. John K. Pike is assistant chairman. Mrs. Lowe has appointed Mrs. Johnson chairman of sports, assisted by Mrs. Whitman and the Misses Mary Raber, Albertine Burnett and Helen Martin.

The following ladies are assisting Mrs. Lowe on the general committee: Mrs. Looke, Mrs. Keenan, Mrs. Gargan, Mrs. Murphy and Mrs. McLaughlin. A picnic dinner will be served at 4:30 by Holthus Caterers. Sports of all kinds will be enjoyed during the day, including a ball game between the young ladies and the married women of the club.

TORNADO INSURANCE

Nearly a year has passed since the tornado struck this Vicinity, but, few, if any, have forgotten the terrible havoc it caused. Houses and garages wrecked so badly that thousands of dollars were spent by home owners in making repairs.

According to insurance records about 1 per cent of all those who suffered damages by the tornado had a policy protecting their property. But, think how welcome this protection was to those few who had it. One claim paid through this office amounted to \$4,300. This amount was required to repair one house.

No property owner who neglects to provide himself with tornado insurance can blame anyone but himself if his property is damaged by wind, cyclone or tornado. Especially so, as the cost is so little as to be hardly noticed. The average home can be protected by a Tornado Policy for a term of 3 years for about \$5.00.

And remember, it is not necessary to wait until your fire policy expires. "Be prepared," call Gen. 3046 and order a Tornado Policy now. If your roof blows off your house, 3 minutes after you call, we guarantee to replace it for you without costing you one cent. Chas. A. Claus, General Insurance Agency, 7 Immel St. Gen. 3046.

HOLY FAMILY'S PICNIC SUNDAY AT DOUD FARM

Holy Family Parish will hold its annual picnic next Sunday, June 18, under the auspices of the Holy Name Society at the Doud Post grounds. The entrance to the grounds is just beyond the Barge Canal on the north side of Buffalo road.

Francis Hoffman, general chairman, announces that plans are complete to handle a big crowd, all members of the parish being invited to attend. A large program of events, including a ball game and races for all, with suitable prizes for the winners, has been arranged by Norbert Vay, chairman of the sports committee.

There will be music and dancing from four until eight o'clock in the large dance hall located on the grounds. This building will afford ample protection for those who attend in case of rain or unpleasant weather.

Edward Haubner, chairman of the grounds committee, states that there will be plenty of parking space available and everything possible will be done for the convenience and comfort of the picnickers.

An admission charge of ten cents will be required of adults who will be furnished with tickets to identify themselves. Children will be admitted free.

Committees In Charge

In addition to those named above the following will be in charge of the various committees: tickets—Frank Voelke and Joe Stenuff; sports—Eugene Fess; hots—Leonard Gallagher; ice cream—Andy Wuest; candy—Frank Helfer; soft drinks—Michael Fisher and Simon Viza; entertainment—Chas. Miller; publicity—Ed. Dennstedt.

Anyone willing to help on committee at the picnic will please make it known to Francis Hoffman.

NEW LOW PRICES

Karle Studio, 399 Emerson street, has adopted new low prices which will enable everyone to enjoy picture taking this summer. In addition to our FREE DEVELOPING SERVICE, the following prices for prints will prevail:

All sizes up to and including No. 118—3/4 x 4 1/4—5c ea.
Sizes over No. 118, up to and including No. 122—3/4 x 5 1/4—7c ea.
There will also be a reduction on all size enlargements. Your saving will be 15c to 30c per roll.

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CLEAN-QUICK SOAP CHIPS 5 lb. pkg. 22c
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Castoria, Fletcher's . . 24c
ExLax 25c 16c
Feenamint 19c
Horlick's Malted Milk . 34c, 69c, \$2.79
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Kirn's Tea 24c
Kruschen Salts 42c
L. B. Q. 16c
Lysol 16c, 33c, 69c
Listerine 24c, 45c, 79c
Lavoris 23c, 34c, 69c

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Ovaltine 63c
Petrolagar 83c
Phillips' Milk Mag. . . . 29c
Pertussin 49c
Aspirin, Squibbs 43c
Cod Liver Oil, Pint . . . 39c
Sal Hepatica 21c, 43, 69c
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Unguentine 37c
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THE VICINITY POST

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DOWNTOWN OFFICE
 25 South Water Street
 Main 5412
 After 5 P. M., on holidays and Sunday, call Vicinity office.
 News matter must be in the hands of the editor not later than the Monday preceding date of issue.

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Signal Radio & Electric Service Notes

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell Avenue and Orchard

Radio sets having voltage regulators installed as part of the set have less chance of burning out the power transformer than those without the regulator, as we shall point out farther on. These so-called voltage regulators are usually in two forms; either a resistance contained in a perforated metal can, or it may be a lamp-like affair somewhat the size of a power tube.

There are two reasons for automatic voltage control. First, some power houses have standard voltages of 105 volts, others 115, and still others 125 volts. Secondly, the voltages at any one place fluctuate depending upon the loads on the line. Even in the larger cities, the standard 110 volts is not always maintained.

Electric power companies maintain practically constant voltage at a so-called "load center." But it is very difficult to keep it constant at your home where the voltage depends upon the drain in the supply line. Cracking noises in a radio are usually caused by condensers or resistances that have been overloaded.

Power pack burn-outs are also caused by high line voltage. Those sets equipped with these voltage regulators never experience a transformer burn-out for they really act like a shock absorber in a car—eliminating the line voltage bumps. Regardless of the line voltage at the radio set these regulators are so constructed that practically no more current (and it is the current that does the burning-up of the windings) goes into the set operating on high voltage than it consumes on low voltage.

"The First Nighter" program tomorrow night offers the play "The Third Strike," a realistic baseball play with Hal Totten, veteran NBC ballcaster, added to the lineup to give the script's play by play. . . . The CBS program income for last month was less than half the amount for the same month in the year previous while the NBC took about 30 per cent drop. . . . June Meredith, leading woman in "The First Nighter," is recovering from an appendix operation. . . . Tony Wons left a week ago for Chicago with a new CBS contract in his pocket, unsigned by him as yet. . . . Jan Garber's musical program starts Sunday on the Yeast Farmers' program from Chicago over NBC, replacing "The Northwestern Chronicle." . . . W. C. Fields, comedian, will replace Will Rogers on the Gulf Oil program in another week over NBC on Sunday nights.

For those who have a radio installed in their automobile this information is given. Each spark plug in the car has mounted between it and the lead wire running from the plug, a resistance unit commonly called in radio parlance a suppressor. These are necessary on every car to eliminate the ignition interference from bothering radio reception. No doubt but what 90 per cent of car radio owners already know the above facts, but we wager that 99 per cent of those owners do not know of the following facts we are about to relate.

There are several different suppressors on the market, some manufactured by reputable firms at a higher price than those made by other firms. We conducted tests recently with these different make of suppressors and discovered that on cars using the cheaper priced suppressors the gas mileage averaged 12 miles per gallon and after replacing with a trifle higher priced suppressor of a reputable make the gas mileage jumped to 16, saving in gas consumption of 34 per cent. This saving is due to the better material used in the higher priced suppressor resulting in a hotter spark at the plugs.

PLAYING CARDS LOANED BY 20TH WARD ASS'N

The offer of the 20th Ward Savings and Loan Association to loan playing cards free of charge for card parties has been taken up by many Vicinity organizations. Small parties as well as large ones have had the use of the cards during the two months since the service has been announced. Cards for bridge and pinochle may be borrowed from the association by any responsible persons.

Daniel L. Lee Appointed Delegate by Democrats

Appointment of Daniel L. Lee to the Monroe County Democratic Club as delegate and special representative of the 24th Ward Democratic Club was announced this week.

Mr. Lee's appointment came as a result of a wide-spread movement in Democratic circles, fostered by the County Club, in an attempt at unified co-operation and co-ordination among the various clubs of the county. The oldest group in the county, the Monroe County Democratic Club, passed a resolution recently inviting the various other clubs to become affiliated in an active sense with the parent organization. It was felt that a union of such a nature would be more effective for the interests of the party.

Mr. Lee, or "Butch," as he is known to many, carries with him to his new office many years of service in public life. For eight years he was constable of the town of Gates and for one term served as deputy sheriff. For four years, from 1920 to 1924, he acted in the capacity of supervisor.

SIPPEL-EISENHAUER

The marriage of Miss Bernadotte Eisenhauer, daughter of Mr. and Mrs. Joseph Eisenhauer of Coldwater and Eustace Sippel of Rochester, took place on Tuesday morning, May 30, at nine, in Holy Family Church. Rev. Henry Bleier performed the ceremony and celebrated High Mass.

The bride wore a gown of white satin, with chantilly lace jacket. Her tulle veil, worn in cap fashion, was caught with orange blossoms. Her bouquet was of white gardenias and lilies of the valley.

Miss Tillie Eisenhauer, sister of the bride, was bridesmaid and wore Nile green georgette with hat to match. She carried Columbia roses and sweet peas.

Little Clotilde Hoepfl, niece of the bride, was flower girl and wore pink taffeta and carried a basket of sweet peas and lilies of the valley.

Oscar Rieflin was best man and ushers were Joseph Eisenhauer and Thomas Sippel.

The bride's mother wore a gown of blue georgette and shoulder bouquet of roses and lilies of the valley.

After the ceremony, a reception was held at the home of the bride's parents. Covers were laid for 60 guests.

Prenuptial events were given by Misses Tillie and Mary Eisenhauer, Mrs. Thomas Sippel, Mrs. Arno Hoepfl and Leo Sippel.

Mr. and Mrs. Sippel left on a motor trip to Baltimore and Washington. They will make their home in Rochester.

MURRAY THEATRE

Week-end Program

Tonight—"Mystery of the Wax Museum" with Lionel Atwell and Fay Wray; and "Breach of Promise" with Mae Clarke and Chester Morris.

Fri.-Sat.—"Billion Dollar Scandal" with Carole Lombard and Robert Armstrong; and "The Cheyenne Kid" with Tom Keene.

Sun.-Mon.-Tues. Review

The old axiom of "love at first sight" is pretty well shattered in the story of "When Strangers Marry."

In the picture Jack Holt first meets his future wife, as played by Lilian Bond, in a Parisian dive on terms that could hardly be called auspicious. She demands that he be thrown out, and slaps his face when he proposes an insulting toast to her. To her amazement he administers a good old-fashioned spanking to the young lady.

However, after such pugilistic preliminaries, they start chatting and finally wake up at the end of a week's celebration to discover, to their mutual amazement, that they are man and wife.

Charlie Murray and George Sidney have made a number of pictures in the "Cohen and Kelly" series, all of them packed full of laughs. These veteran comedians have found themselves in many a peak of trouble.

But never have they found themselves in so much trouble as in their latest release, dubbed "Cohens and Kellys in Trouble." Here they are right in the midst of it and how they get in and out of trouble is nobody's business. It's one of their best.

ATTENTION, TENNIS PLAYER

A semi-private tennis club is being formed in the Vicinity. Anyone interested is asked to call Maurice Farrell at Glen. 6922-W for details. As membership will be limited, those interested are advised to call early.

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 MANY OTHER ITEMS!
SENZ' LYELLHURST VARIETY STORE
 LYELL at GLIDE ST. OPEN EVENINGS

Holy Family Card Party Scheduled For June 23

The thirteenth in the series of card parties will be conducted in Holy Family auditorium Friday evening, June 23. Pinochle, bridge, pedro, five hundred and dominoes will be played. Mrs. Jean Mensing is chairman of the block committee. Preparatory parties are being sponsored by Mrs. Jean Mensing, Miss Agnes Boehm, Mrs. Matilda Schaffer, Mrs. Anna Toth, Mrs. Clementine Haubner, Mrs. C. M. Schuchardt, Mrs. Anna Springer, Mrs. Rose Schrammel, Mrs. Minnie Guerinet, Mrs. Margaret Hoffman, Mrs. Catherine Guerinet, Mrs. Mary Vogt, Mrs. Cecelia Wild, Mrs. Francis Miller, Mrs. Sophia Visa, Mrs. Frances Lays, Mrs. C. Knebel, Miss Marie and Lucille May, Mrs. C. M. Cole, Mrs. Louis Schmaltz and Mrs. Mary Heig.

Baseball Notes

The 24th Ward Democrats are in second place in the Democratic League. Last Sunday they defeated the 9th warders, pounding out 25 runs and 28 hits, while Jerry Fess held the opposition well in hand. Val and Willie Ehmann, Ed. Drojarsky and Ed. Fredericks poled out home runs for the winners.

Next Sunday the 24th Warders will be at home on the Sunset street field, taking on the league leading 22nd Warders and "Fannie" Magin expects to dent their undefeated record. On Sunday, June 25, the 24th will also be at home, taking on the 15th Warders. Both games will start at 10:15 a. m.

Floyd Reichart's Art-In-Memorials have yet to taste defeat. Sunday, for their sixth win, they defeated the Ranger A. C., 10 to 8. Their home grounds are Lyellhurst. Saturday and Sunday, June 17 and 18, are open dates. For games in the 16 and 17 year class, call Glen. 4823-J between 5 and 6.

PERSONAL

Mr. and Mrs. Donald Dryer of Colvin street accompanied by Mrs. Dryer's grandfather, Mr. Wilder, and her cousin, Jack Wilder, of Batavia, are leaving Saturday, June 17, to attend the Exposition of Progress at Chicago.

The Old Gang Bridge Club met at the home of Mrs. Wm. McCoy of Holworthy street. Prizes were won by Mrs. Henry P. Lenhard and Mrs. Richard Tobin. Mrs. Billy Falls of Spencerport will be hostess tonight.

The Alteration Sale at Senz' Lyellhurst Variety Store running for the next 10 days offers you wonderful opportunities to make large savings. In the face of advancing prices, you will do well to note the prices quoted in our advertisement on page 3 and then to come to the store at Lyell and Glide St. and see for yourself. Buy during this sale before prices advance. Store open evenings.—Adv.

A son, James Michael, was born on June 8 at the Highland Hospital to Mr. and Mrs. James Ryan of Curlew street. Mrs. Ryan was the former Lillian Kane of Austin street.

Russell Schuler of Wilder street and Harold Metzinger of Lyell avenue are in Chicago this week to attend the convention of the American Institute of Banking and to visit the Exposition.

Ray Collins Senz of Glide street was given a surprise party Tuesday night by 25 friends on the occasion of his 25th birthday. Members of Alpha Beta Phi fraternity and young men from the Lyellhurst section attended.

Eeru Marquissette Curtains with fringe, 2 1/4 yards long, regularly 69c, are 50c pair during the Alteration Sale now on at Senz' Lyellhurst Variety Store, Lyell at Glide St. Many other items. Quick action means large savings to you.—Adv.

Special on Guaranteed
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\$3.50 and \$5
Finger Waving 35c
MARIE LAMBERT
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Trinity Evangelical Church

Next Sunday Children's Day will be observed in Trinity. The service will begin at 10 o'clock. A fine program has been arranged in which all departments of the school are taking part. A cordial invitation is extended to all members and friends to be present.

Beginning next Sunday the summer schedule will go into effect. The Sunday School will meet at 9:45 and join in the church service which will begin at 10 during the summer months until after Labor Day.

Tomorrow (Friday) evening the Elmhurst College Glee Club will give a concert at Salem Evangelical Church. Tickets for adults are 25 cents, children 10 cents.

On Saturday afternoon the Brotherhood of Trinity Lutheran Church and the Brotherhood of Trinity Evangelical Church will unite in a picnic at Churchville Park Beach Grove.

On Sunday the Bible Class will have an outing at the home of Mr. and Mrs. Edw. Heunemann, 13 Kestrel street. Members and their families will leave after the service for dinner and supper.

Young People's Class will hold their outing Sunday at Powder Mills Park. They will meet at the church at 2 p. m. A fine program of events and a sausage roast in the evening has been arranged by the committee.

Martha Society will have its annual Ice Cream Social, afternoon and evening of June 29.

Lyell Ave. Baptist Church

Sunday School at 9:30. Morning Service, 10:45. Children's Day was observed last Sunday. A pageant entitled "In God's Garden" with a cast of 85 children and young people was beautifully carried out. Miss Mildred Ludwig, assisted by Miss Pearl French directed.

The trustees will meet in the church on Tuesday evening at 8. The mid-week service will be held on Wednesday evening at 7:45. The Men's Fellowship Club will meet at the church on Thursday evening, June 15. Mrs. Minnie Allan of Santee street will entertain the Missionary Circle on Thursday, June 15.

The Managers' June Meeting and

Grace Presbyterian Church

Morning worship begins Sunday at eleven o'clock. The pastor will preach on the theme, "The Hunger of the Righteous." Sunday School will meet at ten o'clock as usual and continue on the regular schedule.

The Christian Endeavor Society will meet at the church Sunday afternoon at two-thirty o'clock. There are but two meetings left to be held this season. The group will disband for the months of July and August.

On Tuesday, June 20, starting at 6:30 p. m., the Chalice Circle will sponsor an evening of entertainment. A toureen supper will be served, and following the supper movies will be shown. Included among the pictures will be one called "Indian Trails." An invitation is extended to all who care to come.

On Sunday, June 25, the pastor of this church will exchange pulpits with the pastor of Emmanuel Presbyterian Church, the Rev. Albert E. McClements. The choirs of both churches will also exchange.

The baseball team of the United Men's Class will play next Monday evening. Details as to where and when will be announced in class on Sunday.

Maltby Street Chapel

Children's Day was observed June 11 with a large attendance. The regular church service and Sunday School were both omitted, giving the full time for an excellent program.

Church service and Sunday School will go back on regular schedule next Sunday: 9 a. m., Sunday School; 10 a. m., Church Service, the Rev. V. P. Bodein officiating.

A bigger and better annual lawn social will be held July 15, afternoon and evening, on Lyell avenue near Glide street. Further details will be announced in the next issue.

Social will be held at the Baptist Home, Fairport, N. Y., Friday, June 16, at 3 o'clock. Representatives from this church are Mrs. Barnes and Mrs. Harriman.

The World Wide Guild will hold its annual picnic at the home of Mrs. Pearl Cogger Ewell of Wyoming, N. Y., on June 24.

The Church of The Holy Apostles

Examinations are now being conducted and school will be out next week. Graduation exercises are scheduled for Sunday, June 25, at 7:45 p. m., with Father Lyons, Prefect Discipline of St. Andrew's Seminary, delivering the address.

Rosemary McCarthy, member of the graduating class, has won a scholarship at Nazareth Academy. In competitive examinations with 109 girls chosen from the parochial schools, she had an average of 98.4% which was equalled by only one other girl.

Holy Apostles delegation was one of the largest at the Holy Name Rally Sunday at Red Wing Stadium, with about 400 men present. In the morning the men attended communion service and a communion breakfast together and Rev. Phillip Golding addressed them briefly.

Young Ladies' Sodality meets tomorrow night at 7:30 in the school hall and on Sunday morning will receive communion together. The young ladies are planning a treasure hunt to be held later this month.

Mr. and Mrs. John Hook of Masseth street attended the New York Central Square Club's convention last week-end at the Kenmore Hotel in Albany.

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**"COHENS and KELLYS
IN TROUBLE"**

Normandy Dons Festival Attire

Greets Spring With Quaint
Age-Old Ceremonies.

Prepared by National Geographic Society,
Washington, D. C.—WSU Service.

NORMANDY is planning for apple blossom time. Like Winchester, in the Valley of Virginia, and other great apple-growing regions of America, Normandy fares forth in festive attire when the buds of its famous apple trees burst in the spring.

Although the French are largely a wine-drinking people, the natives of Normandy drink apple cider. There, you can't eat a meal without cider, you can't be born without cider, and you can't get married or die without cider. The old duchy, slightly smaller than the state of Maryland, is one huge orchard.

Even "When it's apple blossom time in Normandy, however, the duchy has many world famous spots that also attract the attention of the traveler—Rouen, Deauville, Cherbourg, Havre, Bayeux, Honfleur, Dieppe, Falaise, Alencon.

Northmen swooping down, raiding, destroying, but finally settling on the land and giving it a softened form of their name; stalwart son of duke and tanner's daughter crossing the channel to make world history at Hastings; Norman dukes reigning in England; the king of the English reigning in Normandy. Armored knights, clanking about, in London, Sicily, Naples, at the tomb of Christ. The Maid burnt at the stake. Darling sons of Normandy roaming the seas to fish, to explore and colonize unknown lands, from Newfoundland to the Antarctic, to the South Seas, around the world. Normans building lordly castles, chateaux, cathedrals, and abbeys of distinctive "Norman architecture," painting pictures, writing poetry, plays, and novels of enduring fame. Poussin and Millet, Pierre Cornelle, Alain Chartier and Malherbe, Flaubert, De Maupassant, and others—Norman galaxy.

Normandy does more than sit around and dream of the long ago. Through Havre, second seaport of France; through Cherbourg, it saw some of the legions pass to the western front. It has greeted kings and queens, admirals and generals, and heard the roar of cannon salutes, the hum of sky craft. Through these ports today pass travelers from the western world, and processions of consuls, agents, buyers, salesmen, ambassador of commerce of every kind—hunters all, scenting the romance and adventure in foreign trade, in anything from anchovies to antiques.

Dress designers, looking to Paris for the first and last word on fashions, send "scouts" to the golden beaches of Deauville and its less aristocratic vis-a-vis, Trouville. Here, where the beau monde disperses itself in season beneath gaily striped tents, at the casinos, along the promenades, and at the races, the gods and goddesses of style display their latest creations on beautiful women.

Back from the white chalk cliffs and sandy beaches stretches a green and pleasant land of winding streams, fertile grain fields and pastures, hedgerows, orchards, well-kept farms, and villages of thatched cottages. There are hills, and dales and glens, forests and waterfalls, and the typically Norman long, straight roads.

Famous for Cattle.

And cows! Innumerable herds spot the lush meadows everywhere, but especially in the Contentin, the peninsula which points toward England. It has given its name to a Norman breed of cattle famous for beef, but more so for milk production. Paris drinks Normandy's milk and cream, and both London and Paris eat its fresh butter and cheese—Cumberland, Neufchatel, Pont L'Eveque—with histories as distinguished as the duchy's own.

In one field men in blue smocks are loading hay into carts drawn by ponderous horses. "They are percherons!" exclaims the horse lover from the Middle West. "My Indiana neighbor used to import carloads of them. Don't they remind you of Rosa Bonheur's 'Horse Fair'? As a matter of fact, most of her models for that picture were percherons."

Another Normandy product is its patois; one's school book French will not serve here. In the daily common speech one authority has counted some 5,000 words which are foreign to French.

On an early visit to England, the future Conqueror found Normans everywhere. There were "Norman prelates in the bishoprics, Norman lords and soldiers in the fortresses, Norman captains and sailors in the seaports." The Conquest itself affected every phase of England's national activities, especially its political and social institutions. One writer has called attention to the fact that for more than 800 years the British parliament has used Norman French when imploring the king to approve or reject its laws.

Though the old Norse language died out quickly in Normandy, it left tokens of its Scandinavian origin in such place names as Dieppe, "deep"; in Harfleur and Parfleur, fleur, the Norse flot, meaning "small river"; in Yvetot, Ivo's "fort" or "inclosure." Another proof that this is the land of William the Conqueror lies in the fair-haired Scandinavian types which persist to this day in various districts.

As to the origin of the Norman's inclination to "hedge" on every question, let historians argue as they will, but it is a fact that one must usually labor hard to extract a plain yes or no from him. "Was the apple crop large this year?" you ask. His classic reply is: "Well, for a good apple year, it is not too good; but for a bad apple year, it is not too bad!"

The tendency to avail himself of subtle distinctions may account for the Norman's reputation as a somewhat grasping character, and the fondness for legal forms and lawsuits has earned him and his fellows the title of "the lawyers of France."

Natural Curiosity.

Thirty miles southwest of Vire, as the crow flies, on the border between Normandy and Brittany, towers the duchy's most imposing natural curiosity and its finest coastal monument of the Middle Ages—stupendous Mont Saint Michel. It is a granite islet 3,000 feet in circumference, girt with immense walls and towers, plastered with houses climbing up its sides, and the whole crowned with an ancient abbey, shrine of the Archangel Michael, saint of high places. Lovers of the antique find in its historical associations, in the grandeur of its outward aspect, an appeal and a fascination similar to those of Carcassonne.

East of Vire is Falaise, where Robert the Devil, the Magnificent, looked out of the castle window and saw Arlette, the tanner's daughter.



Norman Women Astroll.

Another story goes that he first saw her washing clothes at the fountain one day when he was returning from the chase. However, it was, her "pretty feet twinkling in the brook" led to her becoming the mother of the Conqueror.

North of Falaise is Caen, a Norman Athens and unrivaled center for the study of Norman art. Here the Normans' extraordinary faculty for adaptation appears at its best. Though they invented little that was new, they adopted from other countries, developed and improved. French language and literature, French feudal doctrines, and Romanesque architecture in particular bear the stamp of their genius. In Norman hands this architectural form from northern Italy became a distinctive, living thing, marked by great size, simplicity, and massiveness and love of geometric ornament. The two abbeys founded here by the Conqueror and his wife are

superb examples of the architecture which preceded the rise of the early Gothic in the Thirteenth century, and which also crossed the channel even before the Conqueror.

The Conqueror was buried in one of these abbeys, and Matilda, his cousin-wife, in the other.

What a courtship was William's! A seven-year siege of Matilda's hand, disdain from the lady, slights not to be endured, and finally a wrathful lover rushing into Matilda's presence, seizing her by the hair, dragging her about the room, striking her, flinging her to the floor. After that she said yes!

Gathered His Hosts.

Still farther north is Dives. Here in those stirring days of 1066, the future victor at Hastings gathered together "an innumerable host of horsemen, slingers, and foot soldiers," wild, adventurous spirits, the war strength of northern Europe, eager for the battle over the sea. In the river's mouth lay some 700 ships. The largest could hold fifty knights with all their horses and men; the smallest boats were not even decked over, and were loaded to the gunwales with stores and provisions, including small grinding mills for the grain.

For pictorial history of the Conquest, go to Bayeux and look at the 38 scenes embroidered on linen—the famous Bayeux tapestry. Probably no other fabric anywhere in the world surpasses it in interest and importance. Crude though it is in design, and partly defaced, it nevertheless recreates a momentous period in the world history.

But all Norman roads lead to Rouen at last. Rouen, "Gothic Queen of France" and the duchy's ancient capital, where "each monument is a book, each stone a souvenir." Yet, more than architecture, more than antiquities, Joan of Arc is the strongest lure; for Rouen is her town, saturated with glorious and tragic memories of her. Her spirit still hovers over the market place where, condemned for "having fallen back into the errors," she went to fiery martyrdom.

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WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

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EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 288 Flower City Park.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

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WANTED—Children, any age, mother's care. Licensed home. Reasonable. Gen. 7116-J.

FOR RENT—3 room apartment, furnished or unfurnished. Gas, light and heat. Reasonable. Glen. 5622. 35 Myrtle Hill Pk.

WANTED—Used bicycles, both boys' and girls'. Beckwith's, 271 Lyell Ave. Glen. 811.

WANTED—Tandem, high wheel or any other "freak" bicycle for Post-Courier Bike Run, July 15. Beckwith's, 271 Lyell Ave. Glen. 811.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

SPECIAL NOTICE—For \$2 we will overhaul your vacuum cleaner and give you brush or bag free. Now is the time to do it, before Spring cleaning. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

WRINGER ROLLS \$2 up, for any make washer. Washers oiled and greased for \$1.50. Call Glen. 4141.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

APARTMENT for rent, 5 rooms, heated. Cheap. 849 Jay St.

WINDOW SHADES—Draperies, curtains made to order. Color schemes arranged. Samples and free estimates. Edgett Shade Shop. Gen. 3299. 390 Frost Ave.

GUARANTEED Rebuilt Vacuum Cleaners as low as \$5. Variety Vacuum Cleaner Co. 254 Lyell Ave. Glen. 4141.

FLOWERS, PLANTS for garden, cemetery or porch box. Special: Asters, tomatoes, snapdragons 15c doz. Petunias 25c. Other bargains. A basketful for little money. Quality Floral Shoppe, 24 Delmar St. J. L. Dixon.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

BOYS and GIRLS—Don't forget to cut out the coupon on page 1. Get your ticket for the Post-Courier Bike Run at Beckwith's or Towner's.

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155 HAGUE STREET
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GLOVES 30 to 40% OFF
25c BALLS **19c**
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THE VICINITY POST

PHONE:
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Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., JUNE 29, 1933

No. 18

POST-COURIER BIKE RUN ENTRANTS NEAR 100; LIMIT IS RAISED TO 200

With 96 entered up to Monday of this week, the limitation of 100 entries for the Post-Courier Bike Run on July 15 at Maplewood Park has been raised to 200, so that boys and girls with bicycles who have not entered yet should do so immediately. (The coupon to be found on this page entitles you to a ticket if you take it to Towner's or Beckwith's.) There are probably less than 100 left, so hurry!

Such a large number of entries was not expected, but with interest in bikes increasing every day, the record entry at such an early date is not altogether surprising. Business men, too, have shown a fine spirit of co-operation and as a result there will be at least 40 different prizes, thus assuring plenty of opportunity for every boy and girl to take home a valuable reward.

The Vicinity Post is also pleased to announce that the services of Julius Friedrich's Girls Sunshine Band have been donated to lead the parade. These snappy girl musicians will furnish music all along the line of march, riding in a platform truck furnished by the Sidney B. Roby Co.

Arrangements have been made with the Department of Public Works to close Maplewood avenue between Driving Park avenue and Rose street for the afternoon and all events will be held there. The program will include races for boys and girls in various age classes and in addition several special events, including a tug-of-war in which a chain of bike tires will be used in place of a rope.

KATHRYN DOYLE

Is all ready for the Fourth of July—at least—in the matter of hats. Whatever your choice may be, you will find it at the Agnes Hat Shop, 75 Locust St. All one price, \$1.88. Remodeling \$1.—Adv.

Bike Run Entrants

Earl A. Lenhard, Leonard C. Waterman, Norman C. Wall, John Sheehan, Carl Copeland, Charles Fritsch, Vitus Stuhler, Hugo Stuhler, Harold Barnes, Francis Sharpe, George D'Ambrosia, Bob Rake, Fred Ludico, Lucius Campbell, Charles Ewald, Warren Glende, Anthony Sobb, Ernest Becker, John Lucia, Carl Grammatico, Edward Sweeney, Francis Burgess, Joseph Santillo, Edwin Smith.

Vincent Paxhia, Joseph Polizzi, Albert Jones, Homer Vary, Joseph Vogt, Anthony Coco, Albert Fisher, Emanuel Paxhia, John Romano, Louis Guzzetta, Leslie Arthurton, Joe D'Ambrosio, Bernard La Cross, Vitus Stuhler, Henry Rahn, Herman Geith, Fred Venti.

Dean Coffee, Eugene Evangelist, Norman Metzinger, George Mathews, William O'Neal, George Dickson, Don Gallagher, Charles Steffen, William Ruppel, Jerome Barker, Albert Fisher, Joe DeFalco, Joseph Grecco, Anthony Lucarelli, Daniel Mascaritolo, Frank Benson, Lester Bilby, Joe Polizzo, Edw. Kelley, Mike Salvaggio, John McGovern, Robert Hart, Erick Michaelson, Wigbert Frank, Sam Lamagra, Raymond McGinn, Louis McGinn, Arthur Spahn, George Schwab, James Ferrare.

Theodore Fehlner, Robert Tarnow, George Brooks, John Mogaham, Neil R. Tuttle, John Swartz, Neal Palmer, Willard Klauck, Hubert Smith, John Henry, Fred Dallas, Fred Parisi, Herbert Heil, Wm. Ritchie, Siegfried Langer, Charles Waffle, Jack End, Frank Ugino, Gilda Di Land, Mike Giunta, Charles Cipolla, Marge Boehler, Willie Welch, James Cipolle.

POST-COURIER BIKE-RUN COUPON

This coupon is good for one free entry ticket to the Post-Courier Bike Run to be held on Saturday, July 15, 1933, at Upper Maplewood Park, on presentation at:

Beckwith's or Towner Bros.
271 Lyell Ave. 179 Lyell Ave.

Right reserved to close entry list at 200. No tickets given out after Thursday, July 13, 1933.

Picnic Committee Named By 24th Ward Democrats

The 24th Ward Democratic Club is making arrangements for its annual picnic to be held Sunday, July 16, at Johnson's Grove, Emerson street, opposite Glide street.

General chairman Ray Sage has appointed the following committees; publicity, Carl Mastrella; program, Eugene Hammill; entertainment, John Normile; refreshments, Daniel Lee, Richard Tobin and Charles Eber; transportation, Charles Held; baseball, Francis Magin; sports, Richard Ward; grounds, Michael Madlen; and tickets, Frank Eichas.

Harlan W. Rippey, William Hunt, Walter Cox as well as other prominent Democratic leaders will attend.

EDCO DRY CLEANERS

At 496 Lyell Ave. will be known in the future as the Epstein Dry Cleaners, under the personal management of Mr. Epstein. The Edeco process of cleaning and finishing garments will be used as before, insuring the highest quality of finished workmanship. The phone number is Glen. 3184. We call and deliver. Epstein's have been established over 25 years.—Adv.

Class of 45 Graduated At Holy Apostles School

Graduating exercises at Holy Apostles were held Sunday evening, June 25, in the church. Father Lyons, perfect of discipline of St. Andrew's Seminary, delivered the address. Sixteen boys and 29 girls comprised the class of 45 receiving diplomas. A member of this class, Rosemary McCarthy, has won the Nazareth Academy Scholarship.

Program of Exercises

Hymn—Salve Mater
By the Seventh and Eighth Grades
Presentation of the Class
The Reverend William B. Connell
Awarding of Diplomas
The Reverend Pastor
Address to the Graduates
The Reverend Edward M. Lyons
Hymn—Jesus the All Beautiful
By the Graduates
Solemn Benediction of the Most Blessed Sacrament
The Rev. J. E. McKay, Celebrant
Hymn—Mother At Your Feet
By the Graduates
Graduates

John Francis Sullivan, John William Dolan, Raymond Joseph Ranalletta, Thomas Francis Scabill, John Lloyd Cunningham, John Thomas Donnelly, Roy Joseph Mulliger, Gerard Francis Weins, Savino Vincent Petite, Vincent Frederick Weaver, Walter John Guerinot, Alfred Raymond Nolan, Robert Francis Lennon, Louis James Maginn, Roe William Donahue, William Thomas Shea, Margaret Sara McGovern, Consetta Angelina La Biondo, Clementine Marie Polizzi, Mary Frances Gilligan, Palma Mary Giffe, Lauretta Margaret Sullivan, Frances Paula Arata.

Rosemary McCarthy, Lillian Anna Weeks, Vincenzina Seraphine La Biondo, Columbia Theresa Grande, Alice Katherine Gundy, Louise Agnes Maisenbacker, Marguerite Elizabeth Adams, Dorothy Marion Smith, Margaret Hilda Dougherty, Thelma Marie Nolan, Loraine Lillian Fischer, Marita Loraine Mensing, Arline Louise Deuter, Joan Marie Fitzgibbon, Evelyn Pauline Fien, Dorothy Gertrude Yockum, Margaret Lucille Dwyer, Wilma Edna Senz, Bernadine Magdaline Fritz, Alice Elizabeth Legan, Bernadine Helen Pemp, Marie Josephine Weidman.

Canning Supplies

Make Leichter's your headquarters for canning supplies: Parowax 9c lb.; Fruit jar covers 25c doz (for limited time only); Fruit jar rubbers 5c doz., 6 doz. 25c; Fruit jar tighteners 10c; jelly glasses 39c doz. Leichter Hardware, 705 Maple St. Gen. 3126.—Adv.

Holy Family Graduation Exercises Held for 100

A class of 100 was graduated Sunday from Holy Family School. The following are the graduates:

Charles Andrews, Bernard Batz, John Bauer, Anthony Emanuele, Theodore Fehlner, Gerald Foss, Robert Hart, Bernard Guck, Herbert Klingenberger, Robert Knebel, James Lee, Walter Loco, Herbert Magin, Leonard Missler, Joseph Roedi, Eugene Roth, William Ruppel, Thomas Scally, Francis Scheidt, George Schwab, Earl Townsend, Joseph Vogt, Francis Wagner, Wilfred Winghart, Mary Beley.

Seraphina Bonafede, Bernadine Carr, Caroline Ciesinski, Gertrude Cook, Jean Decker, Eleanor Hept, Rosemary Hiebler, Catherine Hoy-sack, Jeanette Knapp, Marie Kohl, Lorraine Lamphron, Norma Lane, Elizabeth Lenhard, Verna Leo, Eleanor Mandel, Kathleen May, Catherine Moscaritolo, Evelyn Quetchenbach, Agnes Reeners, Bertha Reisinger, Catherine Saxe, Almarose Schaller, Mildred Schneider, Geraldine Schramel, Lillian Spitz, Gladys Stiffler.

Robert Blum, James Carroll, John DeMay, Anthony DePasquale, William Fess, George Fischer, John Gerego, Lawrence Klueber, William Kramer, John Kunz, Joseph Lagiewski, George Paul, Raymond Razzanti, Gordon Saile, Roland Sauter, Kenneth Schneider, George Schonenwitz, Rudolph Schwarzer, Vitus Stuhler, Clement Wolf, Harold Zimmer, Bernadine Arnold, Margaret Batz, Lois Bartl, Monica Boss.

Theresa Church, Catherine Cipura, Edith Claus, Marie Doxtater, Mary Fontana, Grace Freund, Virginia Grapensteter, Dorothy Keown, Arline Kunz, Florence Lauterborn, Rita Lenhard, Marie Leo, Dorothy Lester, Eleanor Lynch, Victoria Marino, Clara Mezzanotti, Evelyn Reisdorf, Sophie Sauer, Phyllis Schneider, Anna Soppel, Mary Spodaryck, Lillian Weaver, Bernice Zavacki, Dorothy Zill.

Business Men Change Plan For Their Annual Outing

The week's house-party tentatively plan in connection with the Lyell Avenue Business Men's Association picnic has been abandoned as impractical. It is now expected that the annual outing will take the form of a family picnic.

No date has been set, but it has been indicated that the day will be a Sunday in August. The plan of holding it at a lakeside cottage is still being considered.

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Cross Rib Or Shldr. **ROAST BEEF** Cut from best Western Steers **12c lb**

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Del Monte PEAS . . . 2 for 27c

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No. 2 Can
Floriana GRAPE FRUIT . . 10c

DOMINO SUGAR 10 lb. Sack . . **47c**



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COFFEE
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Small Rib End
PORK LOINS . **1b 9c**

PLUMP FOWL 3-4 lb. . **1b 17c**
MEATY

THURINGER
Summer Sausage . **1b 17c**

BEST COUNTRY ROLL
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New York State Mild
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Grade A Eggs . . . 2 doz. 39c

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Auto Sponges 25c
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West's Tooth Paste . 2 - 35c
Cutex Preparations . . 27c
1 Pint Witch Hazel . . 27c
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Agarol 83c
Johantgen's
Corn Solvent 25c
Ovaltine 63c
Cream of Nujol 79c
\$1 Eveready Flashlight 49c
Kolynos
Large Tooth Paste . . . 27c
Pond's Cream, Large . . 37c
Bathing Caps 10c

Colgate's
Tooth Paste 2 for 25c
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Vaseline Hair Tonic 31c-54c
Ex Lax 16c
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Dolly Madison
Bath Powder 39c
Insulin, U20 10cc. . . . 95c
Phillip's Magnesia . . . 28c
Unguentine 34c
Fitch's Shampoo 39c
Bayer's Aspirin, 100's . 54c
Jergen's Soap . 15c, 2 - 25c
Mosquito Cream 35c
Beach Bags 15c
Sun Tan Oil . . 33c and 49c
Fitch's Shaving Cream 19c
Peterman's . 25c - 35c - 60c
Sun Goggles 25c
Kotex Super Size 23c

BE PREPARED FOR THE FOURTH: Picnic Plates, Cups, Napkins, Kodak, Fruit Syrups and Ginger Ale

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THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE 25 South Water Street Main 5412
VICINITY OFFICE 517 Lyell Avenue Glenwood 5318-M
 After 5 P. M., on holidays and Sunday, call Vicinity office.
 News matter must be in the hands of the editor not later than the Monday preceding date of issue.

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Buy FIRESTONE Now!
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Signal Radio & Electric Service Notes

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell avenue and Orchard
 The new program "Potash and Perlmutter" was first heard Monday night over NBC. Sponsored by Feen-a-mint and to be heard Monday, Wednesday and Friday evenings. . . . G. Washington Coffee has signed for resumption of "Sherlock Holmes" over same stations as before to begin September 27. . . . Nestle's Chocolate Company has signed for resumption of programs over NBC beginning August 25. . . . Pond's Cosmetic program will continue, having renewed program with Harry Horlick and orchestra using same day and hour as at present. . . . The "Skippy" program has extended its programs three additional weeks, beginning July 8. . . . Phillips' Dental tooth paste renews its Monday and Wednesday "Hot from Hollywood" programs beginning July 3 with Abe Lyman and orchestra. . . . Have you heard Harry Fink's parodies on popular songs? Started last week over WJZ system and is on Monday and Wednesday evenings. . . . Ed Wynn leaves the Texaco program July 5 for a vacation. Will return August 17 on same line-up. Taylor Holmes takes his place during that period as Ed's "Uncle Tex." . . . Colonel Stoopnagle and Budd closed their Pontiac program last Thursday and will vacation for a few weeks. . . . "Sunny Jim" Force breakfast food is to break into radio soon via CBS using the optimistic character of "Jim." . . . Paul Whiteman's two-hour program from WEAJ for Kraft-Phenix Cheese corporation was first heard last Monday at 9:30 p. m. They are contracted for 13 weeks. . . . "Great Moments in History" program left the air Sunday night, to return on October 8.

Vacation Bible School to Start Here on Wednesday

On Wednesday morning, July 5, at nine o'clock, in Grace Presbyterian Church parish house, a Daily Rates per insertion: 2c word, minimum charge 25c; no ads taken over 100.
 The Woman's Doctor by Anonymous, The Professional Virgin by Roswell Williams, Sin-Child by Anonymous, Gin Wife by Ann Lawrence, Ex-Lover by Anonymous, The Damned Lover by Roswell Williams, Hollywood Wife by Anonymous, Easy Lady by H. L. Gates, A Lady Tumbles by Sally Chayes, Ladies of the Evening by Milton Gropper, Marriage and Morals by Bertrand Russell, Sold by William G. Hosie, Age of Consent by Clem Yore, The Interne by A. L. Furman and Wallace Thurman, Dark Lustre by Geoffrey Barnes, Cake Without Icing by Maysie Greig, The Student Fraternity Murder by Milton Propper.

Announcing that our dry goods business is going on as usual during our alterations. Many bargains still available during our alteration sale. Senz Lyellhurst Variety Store, Glide St., at Lyell. Open evenings.—Adv.

Baseball Notes

The 24th Ward Democratic baseball team will open up the second half of the league race Sunday at 10:15 at Sunset and Otis streets, with the strong 19th Ward outfit. The team finished in third place the first half and with the addition of Barnes, Deissinger, White and Dick Tanner, "Fannie" Magin expects to finish at the top of the second half. The Colored Iroquois Club will be the opposition at Emerson and Glide streets, at the 24th Ward Democratic Club's picnic, Sunday, July 16, at 2:30. Ehmman Market Indoor Team is enjoying a good season, having won 18 and lost seven games. The team plays every night at Ackerman-Klein field, Lyell and Howard roads, and some of the best teams in the city are scheduled. Tonight (Thursday) the Amazon Girls will be played at 6:30. On Tuesday, July 11, the Champion Knit Girls will be opponents. Games are wanted with fast teams. Call "Fannie" Magin at Glenwood 2192-W. Art-In-Memorials added another win to their list of 10 straight by defeating the undefeated Rochester Wings, 6 to 3. Rip Sitzenger, Jack Wilson, Fenda White and Al Tyler featured with long hits. Kewley at third made several brilliant plays. Art-In-Memorials have several open dates. For games call the manager at Glen. 4823-J.

New Books Announced by Downs Lending Library

The following new books are now available at Down's Lending Library, 468 Child street:
 The Woman's Doctor by Anonymous, The Professional Virgin by Roswell Williams, Sin-Child by Anonymous, Gin Wife by Ann Lawrence, Ex-Lover by Anonymous, The Damned Lover by Roswell Williams, Hollywood Wife by Anonymous, Easy Lady by H. L. Gates, A Lady Tumbles by Sally Chayes, Ladies of the Evening by Milton Gropper, Marriage and Morals by Bertrand Russell, Sold by William G. Hosie, Age of Consent by Clem Yore, The Interne by A. L. Furman and Wallace Thurman, Dark Lustre by Geoffrey Barnes, Cake Without Icing by Maysie Greig, The Student Fraternity Murder by Milton Propper.

THE 4TH IS COMING!

From now on, until after the glorious Fourth, we will see and hear plenty of firecrackers, sky-rockets, etc., and we will also see and hear about several fires which will be directly caused by these same fireworks. During the past depression many home owners reduced the fire policies on their houses and just as many more have absolutely no insurance on their furniture. Now! If anything is worth owning, it is surely worth protecting and when you consider that you may pay the small premium in monthly installments, without interest or finance charge, it seems impractical for anyone to go one day longer without protection. It is the natural desire of insurance men to write more business and we keep this constantly in mind in dealing with our clients. We have facts and figures to show the good condition of our companies, but it takes a fire or tornado loss to show how good our companies are in paying claims. It is our established policy to meet fair claims, fairly and squarely, without petty bickering over terms of settlement. People insured by us who suffer a fire loss must be satisfied. Charles A. Claus, General Insurance Agent, 7 Immel St. Gen. 3046. Associates: Edward Schied, 5 Waldo St.; Anthony Hettel, 250 Avey St.—Adv.

Back Again!
The Variety Shoppe
 153 Otis St. at Santee
 DRY GOODS—FURNISHINGS
 GREETING CARDS

VAZZANA RESTAURANT IS OPENED ON LYELL AVENUE

Vazzana Restaurant and Beer Garden was introduced to the public last Saturday night with a capacity crowd in attendance. It is located at 490 Lyell avenue. James Vazzana, proprietor, announces that he will have an orchestra and dancing with free lunch each Wednesday and Saturday evening.

IN MEMORIAM

Reichenberger—In loving memory of Esther R. Reichenberger, who entered into rest July 4, 1930. Just three years ago you left us, Oh, there is such a vacant place, Often we think we hear your footsteps
 Or see your smiling face.
 You left behind some aching hearts
 That loved you most sincere,
 That never have and never will
 Forget you, Esther dear.
 Sadly missed by Mother, Father, Sisters and Brother.

BEER
 Iroquois and Yeungling's **3 for 25c**
 American, Genesee, Standard 10c bot. \$1 doz. \$2 case
 Mixed or all one brand
 FREE TABLE MATS
 Imp. Munchner Hofbrau 35c 3 for \$1
Lyell Food Products Co.
 Glen. 317-318 We Deliver
 191 Lyell Ave., at Saratoga

Special on Guaranteed
PERMANENTS \$3.50 and \$5
 Finger Waving 35c
MARIE LAMBERT
 150 Sykes off Ames Gen. 6164-J

SPECIAL — POCKET PHOTO ALBUM 69c
 Films developed free at

KARLE STUDIO
 399 Emerson Street

Pure Quill
 Gasoline and Oil
 155 HAGUE STREET
 191 Mt. Hope - 280 Exchange

Romano Restaurant
 258 Child St., opp. Firehouse
 20 oz. Glass 10c
 8 oz. Glass 5c
 Genesee, American & Standard

FURNACES VACUUM CLEANED and REPAIRED ROOFING & SIDING
E. J. BARNER
 485 Dewey Ave. Glen. 4515

Now at 499 Lyell Ave.
GEO. L. STIFTER OPTOMETRIST
 OFFICE HOURS—9 to 12:30
 2 to 5:00. Evenings 6 to 8
 499 LYELL AVE. GLEN. 6756

Free Fish Fry — Friday
 Free Spaghetti — Sat.
BEER 10 oz. glass 5c
 By case \$1.95
 Genesee Beer and Standard Ale
Babe's Restaurant
 472 Child Street

HOPKINS—BALLARD

Mr. and Mrs. Claude H. Ballard of Trumansburg, N. Y., announce the marriage of their daughter, Gladys Anna Ballard to Mr. Rodger D. Hopkins, son of Mr. and Mrs. John G. Hopkins of Lisbon street.

The ceremony, which took place May 27 at the home of the bride's parents in Trumansburg, was performed by the Rev. Henry Dickerson, uncle of the bride.

The bride, who was given in marriage by her father, wore a gown of Sorrento blue chiffon, with hat and shoes to match. Her white kid gloves were her mother's wedding gloves. She carried a bouquet of brides roses and lily of the valley.

Miss Helen Hopkins, sister of the bridegroom, was bridesmaid and wore a gown of Eleanor blue crepe with white hat and shoes. She carried a bouquet of spring flowers. Harold Ballard, brother of the bride, was best man.

The bride's mother was attired in flowered chiffon and wore a shoulder bouquet of Dutchess roses and sweet peas. The bridegroom's mother wore beige chantilly lace and a shoulder bouquet of Dutchess roses and sweet peas.

After the ceremony dinner was served to the immediate families. The house was beautifully decorated with spring flowers.

Pre-nuptial events were a shower by the bride's office associates at McCurdy's, a kitchen shower by Miss Helen Hopkins, and a linen shower by Mrs. Jessie Horton.

The couple spent their honeymoon on a motor trip and are now at home at 195 Meigs street, Rochester.

The Snappy Eight Pinochle Club held its second annual dinner at the home of Mrs. Gertrude Hondorf of Lyell avenue on June 13. After the dinner cards were played and prizes won by Miss Ebertine Burnett, Mrs. Gertrude Hondorf and Mrs. Bernice MacAdam.

NOLAN—FOX

The marriage of Miss Lillian Fox, daughter of Mr. and Mrs. Frank Fox of Rockview terrace and Daniel Nolan, son of Mr. John Nolan of Delmar street, took place Saturday morning, June 10, at Holy Apostles Church, the Rev. Father William B. Connell officiating.

The bride wore a gown of white embroidered organdie with a large organdie hat and white accessories. Miss Pearl Fox, sister of the bride, was bridesmaid, and wore blue organdie with hat and slippers to match. Both bride and bridesmaid carried old fashioned bouquets.

Charles Nolan, brother of the groom, was best man, and ushers were Raymond Fox, brother of the bride, and Gordon Fox, cousin of the bridegroom.

The bride's mother wore a black lace gown with white accessories, with a corsage of yellow roses, while the aunt of the bridegroom wore a gray flowered dress with white accessories and a corsage of pink roses.

Following the ceremony, a wedding breakfast was served at the Holthus Tea Room for the immediate families. A reception took place in the afternoon and evening at the home of the bride's parents.

Pre-nuptial events were given by Mrs. Anna Fox, Miss Pearl Fox, Delta Zeta Phi Sorority, Mrs. Elizabeth Fox, and former employees of Duffy Powers, Inc. A stag party was given for the bridegroom by his friends.

Following a wedding trip to New York, Mr. and Mrs. Nolan will be at home at 8 McNaughton street after June 18.

C. F. McLaughlin of Rockview terrace left Monday on a 10-day trip to Chicago.

The Iota Phi Delta Sorority met last night at the home of the vice-president, Miss Dorothy Schubert of Avery street. Plans were completed for the house party to be held in July.

Lyell Ave. Baptist Church

Morning church service Sunday at 10:45; Sunday School at 9:30.

Miss Mildred L. Van Voorhis, daughter of Mr. and Mrs. D. L. Van Voorhis, was married at the parsonage on Thursday to Leonard M. Meacham. They left immediately for a trip through Pennsylvania and to Atlantic City. The young couple will make their home in the city.

Twenty-five of the girls from the church enjoyed a picnic on Saturday at the home of Mrs. Pearl Cogger Ewell at Wyoming.

At the mid-week service Andrew French will tell the story of our favorite hymns.

On Friday evening Mrs. George Smith of 231 McNaughton street will be the hostess to the Fidelis Class. Mrs. Nicholson and Mrs. Shafer will be the assisting hostesses.

Miss Eleanor Nicholson who graduated on Tuesday from high school will enter the University of Rochester in the fall.

Trinity Evangelical Church

Sunday services: July 2, Sunday School assembly at 9:45 and morning worship at 10:00 with the pastor preaching on "The Great Things the Lord Hath Done for Us." At 2 p. m. the Young People's League will go to Hamlin Park for a social and vesper service.

July 9, worship in German at 9 and in English at 10 with the Rev. Fred Wilkins conducting both services in the absence of the pastor who will be at St. John's Church, Dunkirk, N. Y., to ordain George Merl Shiffman into the ministry of the Evangelical Synod of North America.

Tonight the Martha's Society is holding an ice cream social at the church. Tickets for ice cream and cake are 15 cents.

On Wednesday, July 5, a two weeks' Summer Bible School will open at 9:30. Members of the Primary and Junior Departments are invited to attend.

The Frauenverein will hold its annual picnic at Ontario Beach on Thursday, July 6, for dinner and supper. The annual Sunday School and congregation picnic will be held on Wednesday, July 19, at Ontario Beach.

A number of the young ladies of the church will attend the camp at Dunkirk, N. Y., July 7 to 16.

Grace Presbyterian Church

Morning worship begins Sunday at 11. The pastor will preach on the theme, "The Higher Patriotism." Sunday School begins at 10, preceding the church service.

On Wednesday morning, July 5, at nine o'clock, the Daily Vacation Bible School begins. Due to the limitation of available funds the number of children will be limited and parents who desire that their children attend are urged to send them to the school for enrollment on the opening day.

NEW RESTAURANT OPENED ON CHILD ST. BY TATA

A new restaurant has been opened at 472 Child street, owned by Paul Tata. It is known as Babe's Restaurant. Free suppers are featured every Friday and Saturday night.

Have You Heard?

The Line Variety Shoppe, Clara H. Line, Prop., has re-opened at 153 Otis street, where they will be glad to welcome back all former as well as new customers. You can still obtain the special front-lace corset and nice house dresses which we have always featured.—Adv.

LADIES' MEN'S SWIM SUITS BOYS' GIRLS'

Ladies' and Men's All-Wool Suits \$1 to \$2.95

Boys' and Girls' All-Wool Suits 50c to \$1.95

Children's Sun Suits 25c and 50c

Bathing Shoes . 40c Bathing Caps . 10c - 25c - 35c

Open Evenings **ROLAND'S** Furnishings
Till 8 P. M. 415 Lyell Ave.


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GEN. 6569 WE DELIVER 115 MURRAY ST.

Big Hit COFFEE lb. 23c	Fresh Dressed SPRING CHICKENS . . lb. 23c While you wait!
La Touraine COFFEE lb. 26c	Veal Cutlet . . . lb. 23c
Van Camp's MILK 3 cans 17c	BEER case \$2 Right off the ice!
BROOMS 21c	Fresh Popcorn . . . 5c Popped while 2 lb. bag you wait
Toilet Paper 3 for 11c	

Fresh Fruits & Vegetables—Call us, we deliver

"Hey: Dad I Passed!"



And, Dad, before you know it, he will be ready for College.

Are you preparing to give him that advantage?

\$2.00 PER WEEK COMPOUNDED SEMI-ANNUALLY

will provide a fund sufficient for that purpose

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FINANCE YOUR AUTO REPAIRS!

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Permanents \$3.50 up
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Special attention given to
Gray Hair and Hair Dyeing
FINGER WAVING OR MARCELLING 35c

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Vazzana Restaurant and Beer Garden
490 Lyell Ave.

Pure Quill
Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

All-Wool 2 piece SUMMER SUITS \$15

Regular Weight All-Wool SUITS from \$17.50 up

A. HAMMERER
1006 Lyell Ave.

Trade With Independents



FOR SUMMER SPORTS

MEN'S SPORT Mocassins Gro-Cord Sole Black & White \$4

OTHER SPORT SHOES \$3 to \$4

White is the thing for summer wear and white is what we are featuring now for men, women and children.

Brownbilt Shoe Store
Open Evenings. 900 W. Main St. (opp. St. Mary's Hospital)

Spring Heralds Coming Circus

Much Actual Geography Seen
in Sawdust Ring.

Prepared by National Geographic Society,
Washington, D. C.—WNU Service.

THE circus, land of sawdust and spangles, pink lemonade and peanuts, is about to emerge from winter quarters. The magic rumble of red wagons and the footsteps of circusedom's spangled battalions have echoed down the corridors of many summers; yet few really know the phantom white city, a nomadic world, a geographic marvel and a mystery from beginning to end.

There is more actual geography within the narrow borders of Spangleland than in any similar space on the face of the earth. From the shores of the seven seas come its citizens, their faces turned toward the open road where lies the winding trail of the big tops. Dainty equestriennes from France and handsome Russians from the steppes; pink-cheeked athletes from Britain and Scandinavia; flashing brunettes from Italy, Argentina, Mexico and sunny Spain; blond Germans with iron bodies; suave, charming Austrians; almond-eyed maids from Yokohama, Tokyo, and Nagasaki and from the seething land of the dragon; sun-tanned shells from the shifting sands of Araby; whip-crackers from Australia and hard-riding cowboys from the western plains; clowns, acrobats, aerialists, riders, staff executives and laborers from every state in the Union all owe allegiance to the transient country of tents.

A game of checkers in the circus "backyard" between a genial young Japanese tumbler, heir to half a million dollars, and an old clown who ran away from his home in the Middle West long ago, lured by the spangled Pied Piper and his steel-throated calliope, shows how the big top draws together the ends of the earth. Such is the population of Spangleland, where people from nearly every country under the sun are fed into the hopper of a highly organized machine to emerge firmly woven into the brilliant mosaics of a fast-moving performance, subscribing without reservation to the supreme law of the trouper—"The show must go on."

Gets Start in Circus.

Circusedom has been a springboard form which men have vaulted to prominence in other fields. Will Rogers was the "Cherokee Kid" with Wirth's circus in 1904. Al G. Fields, the minstrel king, started trouping as a Shakespearean clown. Fred Stone wore spangles before the footlights claimed him, and some of his best antics were born back in "Clown Alley" during his circus days.

Many persons still look upon circus trouping as something akin to robbing a bank, which accounts for the interesting fact that many present-day circus stars had to run away from home to join. Take Mabel Stark, for example. Her relatives virtually disowned her when she laid aside the crisp, white uniform of a trained nurse to expose herself to the mauling of "big, striped tomcats," as she affectionately refers to her tigers. But the call of the calliope and the magic of the midway were in her ears and she immigrated to Spangleland, there to become the only woman in the world who breaks, trains, and works tigers.

The almost unlimited geographical aspects of the circus are nowhere more in evidence than in the wild-animal menagerie. To the traveling college of zoology belong animals from every continent, each a splendid physical specimen, receiving the utmost care from the animal attendants. Zoological experts from leading universities never cease to marvel at the exceptionally fine condition of the circus animals, despite the fact that they are moved from city to city almost every day. Variation in climate in different sections of the country presents a serious problem for circus animal attendants, who often pass hours in a cage with a sick jungle charge, so fond are they of their animals. Seldom does a beast die while the circus is on the road.

Under a single spread of canvas are gathered hundreds of animals

and birds—tigers from Bengal, Sumatra, and Siberia; lions and leopards from Africa's tangled jungles; tall, silent giraffes from the open stretches of Ethiopia; nilgai, black buck, aoudad, tapir, and Gemsbok antelope. In the same circus colony are Russian brown bears, huge black fellows from Alaska, and polar bears from Greenland's icy slopes. But the circus animal population does not end here. There are hippopotamuses from north of the Transvaal; orangutans from Borneo; tiny rhesus monkeys with pathetic faces, affectionate dispositions and delicate lungs; llamas from the mountains of Peru; pumas from North and South America; macaws from Mexico; sea lions from California; a sea elephant from the Antarctic wastes; wise, friendly elephants and a curious armored rhinoceros from India; the more familiar rhino from Africa, together with hyenas, dromedaries, zebras, and water buffaloes. Australia contributes the kangaroo.

The rhinoceros, despite his perpetual grinch and his amazing ugliness, is one of the most valuable beasts in the circus, costing \$10,000 by the time he has been purchased from an exporter and raised to maturity. While the more impressive rhino hails from India, a dwindling species, the African, is a formidable fellow of steam-roller disposition. Rhinoceros, elephant, or water buffalo can whip a tiger or at least discourage him in most instances. In contrast to the evil-tempered pachyderm, with the deadly horn and the tiny, piglike eyes, is the good-natured hippopotamus, as genial as he is fat.

Elephants From India.

Circus elephants, almost without exception, come from India. Their African cousins, though larger, are much harder to handle and have proved pretty generally useless in circuses except for display purposes. Jumbo was an African and he was stubborn, like the rest of his four-footed countrymen. One night many years ago, in St. Thomas, Ont., Jumbo got into an argument with a freight train on the wrong track, with the result that his funeral was held the following morning.

Indian elephants are natural actors and enjoy doing tricks in the big show. They are quick to learn, once they realize what is expected of them, and their ears are tuned to applause like those of a born trouper. Most of them are surprisingly good-natured, and they are so anxious about a firm footing that in most cases they will not voluntarily step on a man. Giraffes are captured by means of a lasso, and often an African-born giraffe will be seen to have about two inches of hair missing from his stubby mane



Trained Circus Elephant.

—evidence that the lasso was instrumental in his capture.

The big circus cats, unless born on the show, are captured in the jungle regions with traps and pits covered with young goats. A new method of capturing wild beasts alive involves shooting them with a gas bullet that puts the animal to sleep without pain. When the creature wakes up he finds himself a prisoner. These recently perfected gas bullets are said to be capable of bringing down a lion or a tiger at a distance of 200 feet. But circus animals from the four corners of the earth are imported for a far more interesting purpose than mere exhibition. Many of them are educated. In the circus "classroom" the natural enemies of the jungles are taught to tolerate one another.

Mystery of Circusedom.

Much of the mystery of circusedom lies in the moving of this miniature cosmos, with its citizenry of animals and people from every clime, and in the pitching of the tents that compose the canvas city.

The largest circus carries its own doctor, lawyers, detectives, barber shop, blacksmith shop, fire department, chefs, business experts, and postal service, and it travels on 100 railroad cars in four sections. There are long, steel flat cars for the wagons and other vehicles; huge box cars for the hundreds of horses, elephants, camels, llamas, zebras; commodious sleeping cars for the performers, staff, and laborers.

That the moving of the show may be expedited, cook and dining equipment is packed up at 5:30 in the afternoon, and is sent ahead aboard the flying squadron, along with the wild animal cages and the menagerie tent, which is loaded immediately after the start of the night performance. The land of the white top remains static for just about six hours—between the time the last wagon moves upon the lot, in the late morning, until loading begins again, in the late afternoon. But, if there is a late arrival, the time between unloading and packing up again is shorter still. Of course, when the circus arrives on Sunday or when it remains in a city for more than one day, as it does in a few very large cities, this schedule is not followed. The longest run made by a circus in 1931 was the Ringling-Barnum Jump from Springfield, Mass., to Montreal, Canada, a Sunday trip of 335 miles. The shortest run was 12 miles, from Philadelphia to West Philadelphia.

Circus exhibition in the United States had its beginning in 1785 and President Washington attended Rickett's circus in Philadelphia in 1793. The circus of those early days was a puny ancestor of the present-day show. Indeed, it had no elephant! The first pachyderm to set foot in the United States arrived several years later, aboard a sailing vessel called America.

Spangleland scarcely could lay claim to being a complete world in miniature were it not for the fact that within its boundaries can be seen the freak as well as the normal handwork of Nature. The side show is a separate and distinct kingdom.

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1½ to 2 lb. Average
BROILERS ea 35c

Fresh Dressed
FOWL . . . 18c

Roll Butter . 25c

Big Hit (in tins)
COFFEE . 16 23c

Small
Pork Loin Rib End 9c

Boneless
Veal Roast . 15c

Sm'k'd Ham 16-19c

Full Variety of Cold Cuts for picnics and outings

Niagara 22 oz. cans
Vegetable & Tomato Soup 2 for 25c

KRAFT'S MIRACLE WHIP } Qt. 30c Pt. 18c
SALAD DRESSING, Special } 8 oz. 10c
So near like mayonnaise you can't tell the difference

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All the highest grade of shoe polishes and cleaners of all shades, including suedes and very best in whites
10c - 15c - 25c sizes

PEOPLE'S SHOE REPAIR SHOP
Frank Gioseffi, Prop.
545 Lyell Ave. Glen. 6434

ALBERT WARD Optometrist

198 LYELL (Near Saratoga)
9 to 12:30—1:30 to 6
Evenings by Appointment
Glen. 4419

WANT ADS

Rate per insertion—25¢ word, minimum charge 25¢; no ads taken over telephone; cash or stamps must accompany ad; send to 26 S. Water St.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

WANTED—Children, any age, mother's care. Licensed home. Reasonable. Gen. 7116-J.

FOR RENT—3 room apartment, furnished or unfurnished. Gas, light and heat. Reasonable. Glen. 5622. 35 Myrtle Hill Pk.

WANTED—Used bicycles, both boys' and girls'. Beckwith's, 271

WANTED—Tandem, high wheel or any other "freak" bicycle for Post-Courier Bike Run, July 15. Beckwith's, 271 Lyell Ave. Glen. 811.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

WRINGER ROLLS \$2 up, for any make washer. Washers oiled and greased for \$1.50. Call Glen. 4141.

SPECIAL NOTICE—Why spend a lot of money on your vacuum cleaner repairs? We guarantee to repair it from \$1 up. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

GUARANTEED REPAIRS on all makes of washing machines. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

CLEANING SOLVENT—Non-inflammable, 25c gal. A safe cleaner to use on your light summer clothes. Leichtner Hardware, 705 Maple St. We deliver. Glen. 3126.

WE PAY CASH for used washing machines. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

ROCK PLANTS, Portulaca or 7 Sisters, 3 doz. 25c. Cemetery Bouquets. 71 Barker St., off Jay. Gen. 6895-W.

FOR SALE—Wetmore Pk. Nearly new six room house. All improvements, double garage, nice lot. Gen. 6896-J.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

WINDOW SHADES—Draperies, curtains made to order. Color schemes arranged. Samples and free estimates. Edgett Shade Shop. Gen. 3299. 390 Frost Ave.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

BOYS and GIRLS—Don't forget to cut out the coupon on page 1. Get your ticket for the Post-Courier Bike Run at Beckwith's or Towner's.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6356-W.

Trade With Independents

For the 4th Lovely Hats Lower Prices

New Felt in Pastel Shades, Piques, Crepes, Taffetas in White and Pastels, Black and Navy. Also Panamas. Sizes 21¼ to 24



\$1.85

Griffin Hat Shoppe
154 Sherman St. Glen. 4970-W

REPLACE YOUR ROOF!

Ask for an estimate
Gutter, Conductor
& Furnace Work
Elmer G. Willis
64 Austin St. Glen 5792

ABSO-PURE ICE

SEMET - SOLVAY
COKE

and the best grade of
COAL

HETZLER BROS. ICE CO.
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GLEN. 446 or 447

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Watch them win at the
Post-Courier Bike Run!

Cash your free coupon at

Beckwith's 271 Lyell Ave.
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THE VICINITY POST

PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI

ROCHESTER, N. Y., JULY 13, 1933

No. 19

24th WARD DEMOCRAT OUTING LISTED SUNDAY

The 24th Ward Democratic Club will hold its annual picnic next Sunday at Johnson's Grove, Emerson street, opposite Glide street. Festivities will begin with a parade from the grounds at 11:30 a. m., headed by a 12-piece band.

The program will include dancing, sports, games, and a ball game between the Colored Iroquois Club and the 24th Ward Democratic Club at 2:15.

Democratic leaders expected at the outing are Judge Harlan W. Rippey, Milton Gibbs, William J. Hunt, Austin Mahoney, Councilman Charles Stanton and Walter Cox.

Ticket sales reported up to this week indicate a record-breaking attendance at the outing. Under the leadership of John F. Normile, the Democrats of the 24th Ward feel that they have progressed considerably in their organization and expect to demonstrate this fact with attendance at the outing.

Ray Sage is general chairman, assisted by the following committees: publicity, Carl Mastrella; program, Eugene Hammill; entertainment, John Normile; refreshments, Daniel Lee, Richard Tobin and Charles Eber; transportation, Charles Held; baseball, Francis Magin; sports, Richard Ward; grounds, Michael Madlen; and tickets, Frank Eichas.

YOUNG LADIES' SODALITY HOLDS TREASURE HUNT

The Young Ladies' Sodality of Holy Apostles Church held a Treasure Hunt at Seneca Park on

Sunday, July 9. The members had an enjoyable time participating in the many games and other activities arranged for them by the committee in charge.

Donate Bike Run Prizes

The merchants listed below have contributed the prizes indicated for the Post-Courier Bike Run on Saturday, July 15, at Maplewood Park. This publication herewith expresses its appreciation, publicly, of their kind co-operation. There are 40 prizes in all.

\$5 Share—20th Ward Co-operative Savings & Loan Asso., 764 Jay street.

Camera—Lang Drug Co., 449 Lyell avenue.

Bicycle Locks—James E. Shatzel, 498 Lyell avenue.

Camera—James T. Murray Drugs, 492 Lyell avenue.

Fountain Pen—A. T. Albrecht, 1018 Lyell avenue.

Baseball and Bat—H. C. Pomeroy, 1106 Lyell avenue.

Flashlight & Harmonica—Billy Senz' Variety Store, corner Lyell avenue and Glide street.

Indoor Balls—McKinney & Trump, 1011 Dewey avenue.

Baseball Bat—Henry Sachs & Son, 185 Lyell avenue.

Baseballs—Bert L. Paulus, 459 Lyell avenue.

Sneaks—A. Wolf Shoe Store, 485 Lyell avenue.

Rollin's Hosiery (Girls)—Bastion's Dress Shop, 493 Lyell avenue.

Indoor Ball—Wm. Pomeroy, 497 Lyell avenue.

Necktie—Stillman's, Men's and Boys' Wear, 831 Dewey avenue.

Flashlight—Lenhard Auto Supply, 519 Lyell avenue.

Water Balls—Ralph's Grocery & Market, 85 Otis street.

Keds—Otis Shoe Repair Shop, 122 Otis street.

Camera—Maid Drug Co., Dewey and Emerson street.

Baseball—Rosen's Confectionery Store, 548 Dewey avenue.

Boy Scout Knives—Lotz Hardware, 795 Dewey avenue.

Sneaks—B. Spallino, 222 Lyell avenue.

Camera—Wichman Drug Co., 858 Dewey avenue.

Oranges—Dewey Fruit Co., 1808 Dewey avenue.

Boy Scout Knife—DeVisser Hardware, 1430-32 Dewey avenue.

Sneaks—Schmanke's Brown-bilt Shoe Store, 1480 Dewey avenue.

Necklace—J. O. Ledlie, Jeweler, 842 Dewey avenue.

"Sign of the Cross" Is Murray Theatre Feature

Cecil B. DeMille, Paramount producer, who made America bath-tub conscious, reveals the surprising information that Rome and America, most amazing of civilizations, revelled in—the Saturday night bath!

While indulging in extensive research work on "The Sign of the Cross," featuring Frederic March, Elissa Landi, Claudette Colbert and Charles Laughton, showing tonight, Friday and Saturday at the Murray Theatre, Mr. DeMille and his staff discovered that Rome's emperors and empresses repaired on Saturday night to their huge tiled pools accompanied by scores of genuflecting acolytes who slowly and ceremoniously filled the giant bath with spring water, exotic perfumes and rare flowers.

In "The Sign of the Cross," the rite of the gala Roman bath is authentically re-enacted as the Empress Poppaea is seen reclining with luxurious abandon in a huge marble pool filled with gallons of fresh asses' milk and scented with hundreds of rose petals.

Second feature on this bill is a musical comedy, "Trouble Indemnity," with Jack Haley.

Two first rank pictures will be shown Sunday and Monday—"Zoo in Budapest" and "Out All Night." "Zoo in Budapest," first Jesse L. Lasky production for Fox Film, is one of the most elaborate pictures (Continued on Page Two)

Ornamental Cake—Town Talk Bakery, Glen. 6772.

Tickets—Murray Theatre, Murray street.

Tickets—Riviera Theatre, 1451 Lake avenue.

Carbide Lamp—Towner's 179 Lyell avenue.

Canteen—Beckwith's, 271 Lyell avenue.

ALL ARRANGEMENTS COMPLETED FOR BIKE RUN SAT.; ENTRY LIST GROWS

The Post-Courier Bike Run Saturday of this week is about the liveliest topic of discussion among the younger folks of The Vicinity. Registration has exceeded all expectations of the sponsors and with well over 200 entered, the limitation as to number of entrants has been lifted entirely. All boys and girls entered up to tonight will be eligible.

A limit of 100 was originally placed on the entry list, but the demand for tickets brought the limit up to 200 and now everyone who gets his coupon to Beckwith's or Towner's tonight will get a ticket.

Here is about the way things will be run Saturday. All entrants, with their bicycles, will meet at Edgerton Park in the circle around the bandstand promptly at 1:30. The parade will form at that point and headed by motorcycle police and Julius Friedrich's Sunshine Girls Band on a platform truck, will proceed through to Lake avenue and out Lyell avenue. The route from that point on will lead to Upper Maplewood Park where the events will be held.

To Decorate Bikes

Special prizes for the best decorated bicycles have been decided upon and all entrants are urged to compete. All decorated bikes will be judged at a reviewing stand. Colored bunting and flowers will be used by most of the entrants to achieve various decorative effects. Some are expected in costume.

At least two old-fashioned bicycles will be included in the parade, perhaps more. Dwight Beckwith has one of the old-time high-wheelers and he will be dressed in the costume of the gay 90's. Richard Towner's two daughters will be in the parade riding a tandem, so popular with lovers years ago.

The section of Maplewood avenue between Driving Park avenue and Rose street will be closed and roped off Saturday afternoon and will be the scene of all the events. There will be straight-away bike races in three classes: under 18 years of age, 13 to 16, and over 16. There will be a hill-climbing contest and in addition a number of special events and games which will not require the use of bikes. Prizes to the number of 40 have been contributed by business men,

POST - COURIER BIKE-RUN COUPON

This coupon is good for one free entry ticket to the Post-Courier Bike Run to be held on Saturday, July 15, 1933, at Upper Maplewood Park, on presentation at:

Beckwith's or Towner Bros.
271 Lyell Ave. 179 Lyell Ave.

No tickets given out after today (Thursday).

thus making possible several awards for each event.

It will be of interest to everyone entered to know that prizes will be awarded on the stage of the Riviera Theatre in Lake avenue on Saturday night. All prize winners will be admitted to the show free of charge.

Another popular feature of the Bike Run should be the refreshment stand where hot and soft drinks will be passed out free.

This is the final announcement before the Bike Run. The entry list closes tonight. (Incidentally there is no charge to enter.) And here are the main points for each one to remember: Get plenty of

sleep Friday night so as to be in condition; Decorate your bike if you want to compete for the decoration prizes; Be at Edgerton Park promptly at 1:30 Saturday afternoon on your bicycle; Bring your ticket with you, for you will not be eligible without it.

Parents and friends who wish to see the events should be at Upper Maplewood Pk. no later than 2:30.

Canning Supplies

Make Leichter's your headquarters for canning supplies: Parowax 9c lb.; Fruit jars, pints 79c doz., quarts 85c doz.; Fruit jar covers 25c doz. (for limited time only); Fruit jar rubbers 5c doz., 6 doz. 25c; Fruit jar tighteners 10c; jelly glasses 39c doz. Leichter Hardware, 705 Maple St. Gen. 3126.—

PLUMP MEATY FRESH-DRESSED **FOWL** 3 - 3 1/2 lb. Average EA. **53c**

CERTIFIED **HAMS** 10 - 12 lb. Average lb **16c**

HOME DRESSED—MILK FED BREAST, SHOULDER, RUMP, LEG **VEAL ROASTS - - - 9-12-15c lb**

PET MILK . . . 3 tall cans 19c

CERTO, Fruit Pectin . . bot. 25c

BISQUICK pkg. 29c

CAMPBELL'S PORK & BEANS can 5c

Brighton Blend COFFEE . lb. 23c

Fels Naptha SOAP . 10 bars 49c

KRAFT'S MIRACLE WHIP

Salad Dressing . . pt. 15c, qt. 24c

DEL MONTE **COFFEE**  **2 lbs 55c**

MONDAY SPECIALS

KELLOGG'S CORN FLAKES . . . pkg. 6 1/2c

10 lb. Sack **SUGAR . . . 47c**

Fresh Dressed **BROILERS** 1 1/2 - 2 1/2 lb. AVE.

Our Own Sugar Cured **BACON** Whole or Half Strip **lb 15c**

BEST COUNTRY ROLL **BUTTER lb 27c**

Grade A EGGS 2 doz. 45c

SWIFT'S SILVER LEAF

LARD 4 lb. print 35c

FRUITS & VEGETABLES

Home Grown ENDIVE . . hd. 5c

BUTTER BEANS lb. 5c

CANTELOPE . . large, ea. 10c

RED ONIONS lb. 10c

Russers
AMES ST. cor. MAPLE

KLIER'S WEEK-END SPECIALS

DRUG SPECIALS

Absorbine 76c

Agarol 85c

Castoria 24c

Palmolive Shaving Cream 19c

Cold Cream 1 lb. 49c

Salhepatica . . . 21c, 43c, 69c

Ken-L-Ration . . . 3 for 27c

Agfa Camera 89c

Colgate's Toothpaste 2 for 25c

Palmolive Tale 19c

Mary Garden Face Powder 59c

Lemon Soap Cake 5c

WE STOCK A COMPLETE LINE CLAPP'S STRAINED VEGETABLES

SAVE OUR PROFIT SHARING COUPONS

KLIER PHARMACY 261 Ames Street Genesee 2659

ARE YOU IN NEED OF A TRUSS?

IF SO CALL US FOR AN APPOINTMENT

SATISFACTION GUARANTEED

FOR THE WARM WEATHER

FEE BROS. FRUIT SYRUPS

at 23c PINT

MAKES FIVE PINTS OF DELICIOUS DRINK

STOCK UP FOR THE CANNING SEASON

WE CARRY A FULL LINE OF SUPPLIES

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE
 25 South Water Street
 Main 5412
VICINITY OFFICE
 517 Lyell Avenue
 Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.

BUY YOUR GAS and OIL FROM YOUR INDEPENDENT DEALER

TANK CAR TO YOUR CAR
LEADER
GAS Full Measure Assured from Sight-feed Pumps **15c**
KINSO CORP., 585 Lyell Ave.-Opp. Burrows St.

C. J. SCHEUERMAN C. A. SCHEUERMAN

C. F. SCHEUERMAN SONS
Funeral Home

The Display at Our Funeral Home shows the complete Funeral Service in plain figures

230 BROWN STREET Phones, Genesee 5411-438

SPECIAL SALE!

Now is the time to buy your suit. These prices are in effect for short time only.

All-Wool Materials
 All garments made to measure

SUITS - - \$16.50

FOR PRINTING

PHONE THE POST

MAIN 5412

With extra trousers \$19

Summer (Coat & Trousers)

SUITS - - \$11.50

With extra trousers \$16

OVERCOATS

High-grade Materials **\$17.50**

TROUSERS or KNICKERS \$4.50

A. HAMMERER

1006 Lyell Ave.

Pure Quill

Gasoline and Oil

155 HAGUE STREET

191 Mt. Hope - 280 Exchange

Don't fool yourself!
 You cannot look "dressed up" unless your shoes are!

Let FRANK take care of them for you. Then ask him about the proper dressing—all shades, including suede and white cleaners, the best on the market.

PEOPLE'S SHOE REPAIR SHOP

Frank Gioseff, Prop.
 545 Lyell Ave. Glen. 6434

BECKWITH'S BETTER BIKES

Watch them win at the Post-Courier Bike Run!

Cash your free coupon at

Beckwith's 271 Lyell Ave. Opp. Firehouse

Arrange for Kitchen Comfort



cook Electrically

● Many women think that because an Electric Range does such wonderful things that it is expensive to use.

But Electric Cooking only costs a penny per person per meal.

Don't be without your Electric Range another day. Arrange, NOW, for the leisure that its automatic features permit—the clean pots and pans that a flameless heat assures—the kitchen comfort that super-insulation permits.

Stop in. Learn the facts about Electric Cooking today.



Signal Radio & Electric Service Notes

Editor's Note: This column is written especially for The Vicinity Post by Signal Radio Service, located at Lyell Avenue and Orchard

The past few weeks of warm weather should convince us that this is typical electric fan weather and is a mere sample of what may be expected in the weeks to follow. Those owning fans should see to it at once that they are in good operating condition. There is nothing complicated about a fan or its maintenance and with a few pointers anyone can overhaul them at home.

Electric fans have two types of motors; one uses an induction motor with starting reactance or coil in base of fan. If fan starts all right but will not operate at other speeds this coil in the base is open circuited and will have to be replaced. In the other type, a commutator and carbon brushes are used. This commutator should be kept smooth and clean and the proper grade of carbon brush used to eliminate brush noise while operating. If this type fan refuses to run on other speeds the resistor for this purpose in base of fan is also probably open. Both type fans should be cleaned throughout.

If the fan operates with a rattle, examine bearings for looseness around the shaft, see that case and guard of fan is well tightened and last remove the propeller, laying same on a flat surface to see if all tips of the blades touch the surface at one time; if not, bend those that need to be.

After final assembly, fill grease cups with a light grade of grease or vaseline making sure on replacing the cups that the felt wicking touches shaft, otherwise no lubrication will result. On fans not equipped with grease cups you will find a small oil hole at each end of case; use a few drops of light oil in each of these.

While we are in the midst of this electric fan weather a few pointers on the proper placing of the fan for best comfort would not be amiss. At night when it's too hot to sleep place your fan at or as near as possible to the open window slightly tilted to the floor and operated on low or medium speed. This will greatly reduce humidity,

increase ventilation and maintain a circulation of fresh air. The same method applies during the day, only raise the fan to a more level circulation of air. Always place fan near a window, never in a corner of the room for the reasons outlined above.

Holy Apostle Auxiliary Picnic Next Wednesday

Annual picnic of Holy Apostles Ladies' Auxiliary, Knights of St. John, will be held at Ontario Beach Park Wednesday, July 26. Mrs. Peter Hemmer is chairman, assisted by the following committees: Sports: Mrs. Frank Gifford, Mrs. C. Welsh, Mrs. Bert Kase, Mrs. Anna D. Weis, Mrs. Frank Moore, Mrs. William Sheehan, Mrs. George O'Neil and Mrs. Joseph Dalton.

Refreshments: Mrs. Wesley Miller and Mrs. Albert Gottemeir; peanuts: Mrs. Ray Miller; suckers: Mrs. Harry Dunham; publicity: Mrs. Joseph Dalton.

"Sign of the Cross" Is Murray Theatre Feature

(Continued from Page One)

made in recent months.

Loretta Young and Gene Raymond have the featured roles.

"Not many bridegrooms would bring along a checkerboard on their honeymoon."

ZaSu Pitts was right. Few, indeed, would be so thoughtful—or, perhaps, so thoughtless. But it came in mighty handy (in "Out All Night") when the wistful ZaSu and Slim Summerville, her bridegroom of a few hours, were forced to sit up all night on the train which was bearing them to Niagara Falls on their honeymoon, and they felt the necessity of doing something to keep their minds occupied.

PERSONAL

Mr. and Mrs. Edward Schubert and daughters of Avery street have returned after spending several days in the mountains.

The Convention Committee of the Knights of Columbus Ladies' Auxiliary is holding a picnic today at Camp Bil-Leo on Conesus Lake. The ladies will be joined by their husbands tonight in a steak roast. Camp Bil-Leo is the summer home of Mr. and Mrs. William H. Senz of Glide street.

Mrs. Phillip Lambert and Marie, Anna and Gerard Lambert of Sykes street, accompanied by Mrs. Daniel Naylor, were in Dayton, Ohio, this week to visit Brother Clements, son of Mrs. Lambert, who is teaching at Mt. St. John's.

Mrs. M. Blake of Murray street was in Dansville, N. Y., recently to attend the graduation of her granddaughter, Ruth Blake, from the Dansville Central High School.

Alterations have been completed at Senz' Variety Store, Lyell at Glide street. All departments, including dry goods and soda fountain, are being continued, in some instances with a larger assortment. We are still giving out our coupons and the 5-piece sets of dishes. Shop at Senz'.—Adv.

FOR PRINTING PHONE THE POST MAIN 5412

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

FOR SALE—Used velocipede for child 4 to 7. Reasonable. Beckwith's, 271 Lyell Ave.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

FOR RENT—3 room apartment, furnished or unfurnished. Gas, light and heat. Reasonable. Glen. 5622. 35 Myrtle Hill Pk.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell Avenue.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

WRINGER ROLLS \$2 up, for any make washer. Washers oiled and greased for \$1.50. Call Glen. 4141.

FOR SALE—Wetmore Pk. Nearly new six room house. All improvements, double garage. Nice lot. Reasonable price. Gen. 6896-J.

Anna C. Hallock, who has been attending Northfield Seminary, in Massachusetts, is spending her vacation with her parents, Rev. and Mrs. Wm. A. Hallock of Austin street.

Louis Sweetman of Austin street and Hazel Kordt of Burrows street, are attending the Presbyterian Christian Youths' Conference at Aurora, N. Y., this week.

Miss Dorothy Fischer of Schley place has returned from a week's vacation at the summer home of Lucy Marcille of Grand View Heights.

Mrs. Eugene Fess of Jay street, her daughter, Mary Lou and Mrs. Josephine Fess of Glide street have returned from a motor trip through the Berkshire Mountains, Boston and Mohawk Trail with Mr. and Mrs. Frank Sellmeyer of Culver road.

Mrs. Lillian Reber just returned from two weeks in Pittsburgh and a two weeks' stay in Cleveland with her uncle, the Rev. George Reber.

George T. Hubbard of Sherman street, who has been attending the Louisville, Ky., Presbyterian Theological Seminary, and is now supplying the Presbyterian Church at Jasper, Ind., happily surprised his parents by coming home for a short vacation this week.

The Iota Phi Delta Sorority will meet tonight at the home of Miss Agnes O'Neil, 902 Jay street. The following week the annual house-party of the sorority will be held at Grand View Beach.

SPECIAL NOTICE—Why spend a lot of money on your vacuum cleaner repairs? We guarantee to repair it from \$1 up. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

GUARANTEED REPAIRS on all makes of washing machines. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

FOR SALE—Used girl's bicycle. Good condition. \$10. Beckwith's, 271 Lyell Ave.

CLEANING SOLVENT—Non-inflammable, 25c gal. A safe cleaner to use on your light summer clothes. Leichter Hardware, 705 Maple St. We deliver. Glen. 3126.

WINDOW SHADES—Draperies, curtains made to order. Color schemes arranged. Samples and free estimates. Edgett Shade Shop. Gen. 8299. 390 Frost Ave.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

PERENNIAL & Rock Plants—\$ for 25c. Gladiolas and other flowers. 71 Barker St., off Jay. Gen. 6896-W.

CASH paid for second-hand bicycles. Beckwith's, 271 Lyell Ave.

FOR SALE—Shelving, like new; reasonable. 153 Otis St.

FOR SALE—Double bed and springs. Clean; reasonable or will trade for pullets. 143 Cameron St.

WOULD like an invalid to care for at my home. Glen. 3329-R. Call mornings.

WAR OR AUTOMOBILES
During the Revolutionary War, the War of 1812, the Mexican War, the Civil War, Spanish-American War, and the World War, a total of 300,000 American soldiers were killed. These wars lasted a total of fifteen years. During the same number of years, automobiles killed 325,000 in the United States. In 1932 there were 745,300 reported automobile accidents; 30,000 people were killed, and 905,000 persons injured not seriously enough to die from their wounds. This means one death every fifteen minutes day and night, and one person injured every thirty-five seconds. How many injuries were suffered by persons who did not report them is impossible to even guess.

In one of our previous articles in this paper, we spoke of the necessity of carrying automobile insurance and we feel that we cannot emphasize this fact too strongly; and at the same time to remind you that you can obtain this insurance by paying as little as \$10.00 a month at no extra cost for financing or interest.

Call Genesee 3046 today and let us explain this plan in detail. Chas. A. Claus Agency, 7 Immel St.—Adv.

IN MEMORIAM
Gropp—In loving memory of William V. Gropp who passed away July 17, 1930.
Three years have passed,
Our hearts are still sore,
As time flies on
We miss you more.
While you lie in peaceful sleep,
Your loving thoughts we always keep,
No one knows the bitter pain,
We have suffered since you went away,
Life has never been the same,
In our hearts your memory lingers,
Sweetly, tender, fond and true,
There is not a day, "Dear Billy,"
That we do not think of you.
The family.

BEER
Iroquois and Yeungling's **3 for 25c**
American, Genesee, Standard 10c bot. \$1 doz. \$2 case
Mixed or all one brand
Free glass with each case bought at store
Imp. Munchner Hofbrau 3c, 3 for \$1
Lyell Food Products Co.
Glen. 317-318 We Deliver
191 Lyell Ave., at Saratoga

LINE VARIETY SHOPPE
153 Otis St. at Santee
DRY GOODS—FURNISHINGS
McCALL PATTERNS

Special on Guaranteed
PERMANENTS
\$3.50 and \$5
Finger Waving 35c
MARIE LAMBERT
150 Sykes off Ames Gen. 6164-J

Pure Shell
Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

During JULY and AUGUST
FINGER WAVING . . . 20c
Dry Your Own Wave
Free net with every wave
SHAMPOOING 25c
Nelson Beauty Shoppe
29 Robin St. F. E. Gowin

ALBERT WARD
Optometrist
198 LYELL (Near Saratoga)
9 to 12:30—1:30 to 6
Evenings by Appointment
Glen. 4419

Elsie Beauty Shop
500 LYELL AVE. GLEN. 4880
Finger Wave
Marcel, Shampoo **25c**
Or Eyebrow Arch
except Sat.

CLEARING-SALE

Girls' dresses, Voiles & Rayons size 3 to 8. Reg. 95c value @ **49c** **ROLANDS** 415 Lyell Ave.

HOLY APOSTLE PARISH TO PICNIC ON JULY 23

Holy Apostles Parish will hold its annual picnic at Johnson's Grove, Glide and Emerson streets, on Sunday, July 23. The committee has arranged a program of sports and other interesting events for the day.
Raymond Foley is general chairman, assisted by the following committees:
Cashiers: Harold Charles, Walter Corcoran and Thomas J. Clinton.
Refreshments: William McGlynn, John Miller, Henry Steicher, Clarence Piehler, Frank Miller, John McGovern, Harry Dunham.
Corn Game: Bernard Tindale, Andrew Smith, Joseph Gill, Jerry Moynihan, Thomas Hammill, Gordon Fox, Norman Foss.
Sports: George O'Neill, William Erb, Leslie Burns, Albert Mason, Lawrence Koen.
Hots: Michael Fredericks, Peter Hemmer, Frank Moore, Charles Young, Edward Young.
Candy: Mrs. Leona Gifford, Mrs. Rose Moore, Mrs. Peter Hemmer.
Soft Drinks: Mrs. George O'Neill, Mrs. Sarah Marx, Mrs. Mary Kuder, Mrs. Madelyn McKague.
Ice Cream: Mrs. Mary Sheehan, Mrs. Frances Kase, Mrs. May Dunham, Mrs. H. Wadsworth, Miss Emma Stehle, Mae Brown, Laura Stiffler, Elizabeth Tierney.
Coffee: Helen Kennedy, Phyllis Gifford, Geraldine Dunham, Margaret Coveney.
Prizes and Donations: William McGlynn, George O'Neill, Bernard Tindale, Norman Foss, Mrs. R. Speckgoor, Mrs. George O'Neill.
Transportation: Frank Lane, Arthur James.

Grounds Committee: John J. Kennedy, Daniel Byrne, Milton Fess, John Dembs, Frank Tschiederer, George Robbins, Simon Mohan, William Batz, Frank Henneberger, Clifford Welch, Albert Stiffler, Frank Gardner, Charles Charon, Gordon Weilert, W. A. McCormick, Louis Magin, Thomas Smith, J. R. Sage.
Prizes for all events and grounds prizes have been arranged for. Tickets may be had from any member of the committee.

Irish-German Ballgame At Liederkrantz Outing

Rochester Liederkrantz will hold its 60th annual picnic Sunday at the Doud Post Grounds in Buffalo road. An auto parade starting at 10 a. m. will precede the outing. The sports feature will be a baseball game between the Irish and the Germans.
John Spitz is general chairman and his committee includes: sports, Gerold Schiesen, Arthur Tuschong; parade, Albert Wischmeyer; tickets, Edward Unger; program, Edward J. Heiligenthaler; dancing, William J. Callahan, Edward H. Keith and Joseph Murphy; publicity, Gebhard Schwarz, Joseph A. Temby, Fred J. Blum and William F. Butler.

ELKS' BAND SERENADES DUTCHTOWN RESIDENTS

A number of Vicinity men were ceremoniously saluted Monday night of this week in a surprise tour of Dutchtown by the Elks' Boys Band under the leadership of Charles Miller. The appearance of the band was a distinct surprise to each of the honored men.
The tour started and ended at the Munich Club in Wilder street. Among those serenaded were Charles Henchen, John Piehler, Daniel Sloan and Frank Schaffer.

Grace Presbyterian Church

Morning worship begins Sunday at 11. The pastor will preach on the theme, "The Mirror of Life."
Sunday School meets at 10. Final arrangements for the Sunday School picnic will be announced Sunday during the Sunday School session. The picnic is planned for Friday afternoon and evening, July 21, at Genesee Valley Park. All details of the picnic will be announced Sunday, and all those desiring information about this event can obtain it at that time.
The trustees and elders will hold their annual picnic Sunday, July 16, at the cabin in Ellison Park.
Daily Vacation Bible School is now open for all children from kindergarten age up to fifteen years of age. They meet every week-day morning, except Saturday, from nine until 11:30 through July 28.

Trinity Evangelical Church

Sunday services: 9:45, Sunday School Assembly; 10, morning worship with members of the Junior Grade of the Summer Bible School taking part. They will present a playlet "Just Suppose"; 2 p. m., Young People's League meets at church to go to Churchville Park for meeting and vesper service. Supper will be provided. Tickets are 25 cents.
On July 19 Trinity will have its annual Sunday School and Congregation Picnic at Ontario Beach Park, Picnic Grounds No. 2. Children will meet at church at 8:45 sharp. This will be a basket picnic but coffee and orangeade will be served to all free. A fine program is being planned for the day closing with a short vesper service.
The pastor and his family are leaving Rochester for their vacation to Kansas City on July 20 and will be back again by August 12. Those wishing pastoral service please get in touch with Mrs. R. W. Durning, 63 Midvale terrace, Gen. 3817-W.
Rev. C. G. Baltzer will occupy the pulpit in both the German service and the English service on July 23.

Maltby Street Chapel

Plans are made to accommodate a large crowd at the annual lawn social to be held Saturday on the grounds of the 24th Ward Republican headquarters in Lyell avenue.
The Sunday School Picnic, held at Churchville Park July 8, was well attended.
Daily Vacation Bible School is now held at the chapel every morning except Saturday and Sunday from nine to 12, for children four years old and up.
Sunday School meets at 9 a. m. and church services are from 10 to 11.
On Sunday, July 30, the Rev. V. P. Bodein will preach his farewell sermon. The pastor for the coming year will be Rev. Harold Cooper of the Rochester-Colgate Divinity School.

Lyell Ave. Baptist Church

Morning service Sunday opens at 10:45; Sunday School at 9:30 a. m. The theme of the pastor's sermon will be: "The Struggle for Supremacy in Us."
Fidelis Class will hold its annual picnic at Ontario Beach on the afternoon and evening of July 18. The Sunday School Picnic will be held on August 12 at Ontario Beach.

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MURRAY STREET AND LYELL AVENUE
TODAY (Thurs.) — FRIDAY — SATURDAY
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FUNERAL DIRECTORS
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No. 30 Parent-Teachers Enjoy Annual Outing

The P. T. A. of No. 30 School held their annual picnic at Ontario Beach on June 29. Committees were as follows:
Mrs. Earl Martin and Mrs. Geo. Bieckirch, orangeade; Mrs. Chas. Schenke, sports; Mrs. N. Augustine, Mrs. E. Hancock and Mrs. Angeline Periskini, coffee.
Prizes were won as follows: ladies' clothespin race, Mrs. E. Kraft; time race, Mrs. Violet Woodard; potato race, Mrs. Diflice; guessing contest, Margaret Dougherty; oldest member, Mrs. Geo. Cooper; boys' lollypop race, Junior Allen; ball throwing, Arthur Smith; running race, John Pogue; treasure hunt, Charles Schencke; peanut scramble, Billie Schencke; youngest child, Richard Dinehart; girls' lollypop race, Julia Arazy; potato race, Betty Thompson; clothespin race, Dorothy Pogue; treasure hunt, Virginia Nagel; peanut scramble, Christine Allen.

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Penn's Dream Is Now Jewel City

Philadelphia Continues to Be a Credit to Founder.

Prepared by National Geographic Society, Washington, D. C.—WNU Service.

WILLIAM PENN'S statue that adorns the portal of the Philadelphia Federal Reserve bank, is soon to be removed because the bank is to have a new facade. The statue has for four decades been a famous landmark of Philadelphia, in whose history Penn played a prominent part.

"At this time, Gov. William Penn and a multitude of friends arrived here and erected a city called Philadelphia about a half mile from Shackamaxon," reads the quaint minutes of a meeting of the Society of Friends held at Shackamaxon on the banks of the Delaware on November 8, 1682.

In two and a half centuries Philadelphia has become one of the world's greatest urban centers, possessing colorful history of leadership in the development of the arts and sciences and in the progress of industry. Meanwhile, Shackamaxon became a tiny park on the Delaware river, tenderly cared for by the big city.

Philadelphia now is a metropolis of two million souls, third in size among all American urban communities and eleventh among the municipalities of the earth. It covers 80,000 acres. Despite its spread, it continues to be the city of its founder, for William Penn established its plan, selected its name, and projected its future.

His care and forethought in laying out its central area in the unshaped district between the Delaware and the Schuylkill, with its central and satellite squares, have been perpetuated to this day. This area stands as a monument to his genius as a city planner, even in these times of amazing urban developments.

Perhaps one may gain his best idea of the city of the Plains Penn.

With its capitol, all, and from the parapet tower getting a bird's-eye view of this metropolis. First, one notes above, the heroic statue of the founder. This huge bronze statue of Penn weighs 53,348 pounds and stands 37 feet high. All of its proportions are of amazing scale—the hat 9 feet in diameter, the shoes 5 feet 4 inches long, the coat cuffs 3 feet deep, and the buttons 6 inches across.

A Great World Port.

Look over the outstretched city below. A magnificent river front proclaims one of the world's great ports; a towering business district tells of a financial center of the first order; a dozen industrial areas speak of manufacturing operations; parks, parkways, a canalized river, museums, stately art galleries, and fine libraries write the superscription of culture over the city; suburbs of rare beauty environ it and make such areas along the mall line and Reading route resplendent jewels in the city's crown; railroad facilities of latest electrified type extend the city into the country and bring country into town.

It was always the dream of William Penn that his city should ever remain "a green country town." Through these two and a half centuries the citizens steadily kept faith with his purpose, and today we find one acre out of every thirteen within its confines devoted to parks and squares. The beauty spot of the whole city is Fairmount park, one of the largest in the world. With 43 miles of drives and 41 miles of paths winding through its 3,000 acres of scenic beauty and romantic history, one who has a day to spend there revels in delightful prospects.

Here is Lemon Hill, the country home of Robert Morris, the financier of the Revolution, frequented by Washington and Jefferson, Adams and Lafayette, who sat down to business with the banker where the populace now may come and eat and be entertained at the concerta for which Fairmount park is famous. At the foot of this historic hill runs the Schuylkill, its east bank covered with the clubhouses of the "Schuylkill navy."

For years on end Philadelphia has been conscious of a dire need for a parkway from the center of the city into Fairmount park and the northwestern section of the city. There were no diagonals from the city's center at City Hall square. Then came a time when the passenger train facilities of the Nineteenth century no longer were adequate to the second quarter of the Twentieth. Steam trains for suburban traffic became archaic. The old Broad street station of the Pennsylvania was outgrown, the old Chestnut street station of the Baltimore & Ohio seemed a page from an almost forgotten past; and the Reading terminal—well, that might have been modern in Centennial times, but it was antiquated in the late twenties. Electrification had to come. Underground traffic was the only way to speed up the city's great suburban transportation.

The opening up of the new monumental Pennsylvania station and the putting into service of the Broad street suburban station made possible the razing of the "Chinese Wall," as the great viaduct into the old Broad street station was called.

In its stead there will be opened up in the not-distant future a new highway, known as Pennsylvania boulevard, extending from City Hall square to the imposing and classical east facade of the Pennsylvania terminal.

The railroad improvements are resulting in the unsightly section of the Schuylkill immediately south of Fairmount park being canalized and boulevard-bordered and in giving the heart of Philadelphia that sort of a cleaning that delights every eye. Green will grow tomorrow where grime flourished yesterday, and the dreams of city planners will be living realizations where ugliness but lately reigned supreme. On her part, Philadelphia plunged into a new era of urban planning of startling proportions and magnificent conception. She would provide the diagonals to the northwest and the northeast that became so needed in the day when the automobile began to crowd every main thoroughfare.

Modern Highways.

The famous Roosevelt boulevard,

the great diagonal to the northeast, with its broad, high-speed central lane bordered on either side by parking and local traffic lanes, took care of the northeast situation. To the northwest, from City Hall square to the entrance to West Fairmount park, runs the other diagonal, Fairmount parkway, that marvelous \$30,000,000 thoroughfare which the city has opened. It was a frank appeal for the city beautiful that created this magnificent drive from city hall to the Art museum, where Fairmount park begins. A thousand buildings had to be razed.

The city's industries are rooted in that remote past before the machine



Philadelphia Guards a National Treasure.

age reached its height and when men of high skill had to do by hand what mere machine tenders can do today. Such men loved their little homes and had no taste for tenements. Their sons and their sons' sons have followed.

This home-loving spirit has played an important role in shaping Philadelphia's problems. Those of urban transportation have never been so pressing, for the Philadelphia wage earner prefers to have his home within walking distance of the factory in which he is employed; and whether in Tacony or Manayunk, Bridesburg or Passyunk, Kensington or Southwark, you will find the average workman living near his

place of employment. The same circumstances that served to make the Philadelphia artisan a man with a distaste for tenements, but intent with an ambition to own a home, have served to make him a man with a leaning toward savings bank accounts and building and loan investments.

A concomitant of all of these qualities is the industrious habit, through which Philadelphia has attained the distinction of having the highest percentage of skilled labor of any major city. With such a fine quality of labor, it is little wonder that the national census-takers were able to find 277 distinct lines of commodities being manufactured in the Philadelphia metropolitan area; that it ranks first in the output of hosiery and knit goods; in carpet and rugs; in cotton lace and saws, and high in the manufacture of leather, hats, fur felt, linoleum, and many other commodities.

In a normal year the great workshop of the world produces \$2,000,000,000 worth of manufactured products, including 45,000,000 yards of carpet, 7,000,000 hats, 400,000,000 cigars, and 10,000,000 saws. With but one-sixtieth of the nation's population, the city of the great Penn produces about one twenty-fifth of all its manufactures.

Travel where he will, from polar circle to polar circle, in any longitude, around the earth, the traveler will never get away from the things that Philadelphia buys, the things it makes, and the things it sells. From every land come the raw materials it needs in the fabrication of the thousand and one things it manufactures. Philadelphia-built locomotives draw trains to the top of the Andes, into the heart of China, through the solitudes of the Congo. Philadelphia-built steamships sail the seven seas and fly their flags in every port in the world. Philadelphia-made medicines heal the sickness of the savage in Borneo and Zululand, soothe the aches and still the pains of people from Tombouctou and Kamchatka to Nome and Rio.

Forest and field, mine and quarry, ocean bed and mountain top, jungle and desert, pampa and steppe, frozen tundra and tropic beach, alike trade with the metropolis of Penn.

Baseball Notes

Dengler A. C. won the first half championship in the Ed Funk Dutchtown League with F. J. Wuest and Braves in second place. Standings of teams ending first half:

	W	L	Pct.
Denglers A. C.	6	1	.857
Braves	5	2	.714
F. J. Wuest	5	2	.714
Russers	4	3	.671
Haag A. C.	3	3	.500
Silver Leafs	2	5	.285
Freemans	2	5	.285
Clippers	0	6	.000

Results of the games of the second half:

Silverleafs, 8; Denglers, 7. Braves, 15; Russers, 0.

F. J. Wuest, 10; Freeman Barbets, 2.

Haag A. C., 9; Clippers, 0.

Benson Philco team still have a clean slate in the Maplewood "Y" League, winning their first six games and tying one, which will be replayed later in the season.

Becker Lunch team have been playing good ball of late. For games write 861 Jay street.

Fur Studio are still in second place in the Powers & Vail League with six wins and four losses.

Ames I. G. A. broke the winning streak of the Art-In-Memorials by the score of 10 to 4. They also defeated the Piehler's Service, 9 to 4, Sully Espisito pitching both games. For games in 16 and 17 year old class call Glen. 4517-W.

The Ekmann Market indoor team will line up against the strong Wynner team tomorrow (Friday) night at Ackerman-Klein Field. "Fannie" Magin has signed "Moe" Shaver to pitch two games each week and he will be in the box against the Wyners. For games call Glenwood 2192-W.

CAMELIO'S MARKET

Fresh Dressed **BROILERS ea 35c**

Fresh Dressed **FOWL . . . 19c**

Boneless large end **RIB ROAST - 19c**

POT ROAST 12c

Small **Pork Loin Rib End 9 1/2c**

Boneless **Veal Roast . 15c**

Leg of Spring LAMB - - 19c

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MRS. FRANCES L. THOMPSON
President of the Tenth Ward
Women's Republican Club and
Chairman of Publicity for
the Picnic

Ladies Hard at Work on Details of Annual Picnic

With the appointment of Mrs.

John J. Mulrone as chairman of the prize committee, all major committee places have been filled for the annual picnic of the Republican Women of the ward. The picnic date has been announced as Wednesday, July 26.

More Bike Run Entrants

Listed below are 101 more entrants received up to Tuesday morning. This brings the total of entrants to 197. The limit has been eliminated to take care of all boys who register today.

George Fischer, John Barren, Eugene Trost, Gordon Meicht, Edward Capauldy, Thomas Glende, Carl Sleight, Francis Culhane, Sam Cepolla, Louis Capzilo, Louis Herschler, Rapheal Simeon, Lena Santolla, Leo Coveney, Howard Hetzler, Patsy Basset, Howard Zenkel, Earl Zenkel, Harold Knight, Mike Maddelina, Joe DeFendis, Al Nolan, Don. Crowley, Mauro De-Roma, Agnes Landers, Muriel Sheffield, Richard Windley, John Kipferl, Robert Lobdell, Mary Simmerlein, Audry Dietrich, Paul Cardinal, Mario Cerame.

Francis Valle, Patsy Bonacci, Frank Bellaprinta, Roger Liberator, Vito Bellapeanta, Jack Bird, Bud Volk, Stewart Knell, Frederick Stadtmiller, Mildred Paulus, Chas. Waffle, Helen Engert, Robert Van Dusen, Dean Gordier, Floyd Morey, Robert Morey, Thorrington Plummer, Norman Welsh, Deloss Werner, Jack Radle, Jr., Louis Schweder, William Spahn, Joe Santolla, Robert Kinslow, Daniel Lydings, Betty Wilton, Robert Smith, George Graham, Robert Storendt, Paul Suter, Ken Marriott, Dick Taylor, John Gormey, Edwin Bohrer, Robert Van Dusen, Bob Blum, Philip Palma, Ken Snyder.

Don Manly, Emmet Turner, Henry Smith, Clarence Laney, Joseph Lester, Paul Osite, Joseph Giordanella, Jack Warren Frank Lacancellera, Harold Batz, Walter Heizyk, Harry Loungdue, Joe Bruno, William Haines, Betty Lerch, Harold Abbott, Ralph Tallento, Lenard Davidson, Vito Acito, Milford Tenny, James Carroll, James Mathews, Raymond Tranella, James Ferrare, Raymond Schulte, Marie Cerame, Fred Boehm, Alphonse Furano, John Langer, Frank Young.

SALE ALL HATS \$1.00

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154 Sherman St. Glen. 4970-W

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BEER (10 oz. glass) 5c

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THE VICINITY POST

PHONE:
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Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., AUGUST 24, 1933

No. 21

NRA DRIVE OPENS WITH FULL FORCE IN RADIO, THEATER PROGRAM TONIGHT

Mobilization of the citizenry of the country behind the Blue Eagle of the NRA will be under way tonight throughout the nation with a broadside highly reminiscent of war time fervor. Here, too, in The Vicinity, the campaign will have its formal opening.

The part which every person is to play in this united drive against unemployment and depression will be made known and all details of the plan will be placed before the American public. The educational campaign will be carried on through the theaters, over the radio, in the newspapers and by speakers and at the same time the "manpower" division will swing into action checking up on the number of employers signed up under NRA codes and the extent to which the program is being followed.

Tonight WHAM and WHEC each will give 45 minutes to speakers in the early evening, and beginning at 7 p. m., a 15-minute program, broadcast over both stations, will be given on the RKO Palace stage. At the end of the quarter-hour period, the stations will switch to the Century Theatre for another 15-minute "act" and the series will close with a 15-minute broadcast from the stage of Leow's Rochester, from 7:30 to 7:45 o'clock.

Entertainment to be offered in connection with the program will include James Gordon Selwood, tenor, of the Opera Comique, New York City; a double male quartet composed of the Zenith Quartet and the Mirthmakers; Zelpha McDonald, blues singer. In addition, there will be offered at intervals during the evening three separate orchestras under the direction of well-known local orchestra leaders; 20 pieces directed by Carl Hallbert, 25 pieces directed by Peter Laurini and 15 fiddlers directed by Clarence Hofferbert.

Minute-men who will speak will be Col. Oscar N. Solbert, "colonel" of the manpower division; George J. Nier and Mayor Percival D. Oviatt.

Up to this time, the National
(Continued on Page Two)

SENZ TAVERN OPENED AT LYELL AND GLIDE

One of the most distinctive and attractively decorated cafes in the city has been formally introduced to the public by Billy Senz, following several weeks of alteration and refinishing in his block at Lyell avenue and Glide street. It will bear the name of Senz Tavern.

Part of the floor space formerly devoted to the business of the Lyellhurst Variety Store was utilized for the main floor of the tavern. The walls have been done over in rich coloring, paneled and decorated in scroll. On one wall is an attractive oil painting. The bar and tables are located on the main floor.

The basement has been made over into a rathskeller. Here likewise the walls have been paneled and covered with ornamental designs. The rathskeller, which is just being completed, will be available for special parties.

The tavern is featuring popular beer and ale and in addition is serving hot and cold lunches and full meals.

Vicinity Post Appears Again Next Thursday

A change in schedule of publication will bring the next edition of The Vicinity Post out next Thursday, August 31. The issue following that one will appear on Thursday, September 21. Thereafter, the Post will resume its regular schedule of publication, appearing every other Thursday.

Benefit Ball Game to Feature Lyellhursts

What promises to be a first class baseball attraction, will be staged Sunday afternoon at Lyellhurst Field, Sunset street, at three o'clock, when the champion Lyellhurst hard ball team of 1922-1923 collides with the Art-In-Memorials, a young and fast team of The Vicinity. The game will be played as a benefit for "Dick" Tanner, first baseman of Ehmann's who was injured early in the season.

The "old boys" have been practicing hard for the past two weeks and expect to take the youngsters in camp. The Lyellhursts will show the following familiar faces: Ed. and Ray Fredericks, Kennedy, McKechnie, Kuhn, Pshierer, Breehl, Martin, Magin, Tindale, Val and Harold Ehmann, Kitzel, Warner and Marsh.

ADDITIONAL DANCE ROOM AVAILABLE AT VAZZANA'S

Further additions are being made to James Vazzana's beer garden in Lyell avenue, known as Paradise. Partitions have been removed and another wing in the back is being finished to provide more room for dancing. By this addition, available space for dancing has been practically doubled.

GUESSING CONTEST IS STARTED BY BECKWITH

Boys and girls of The Vicinity will be given free opportunity to win any one of five valuable prizes at Beckwith's, bicycle store of 271 Lyell avenue. The task involved will be to guess how many parts there are in a bicycle. The contest will close Saturday, September 9.

A Beckwith bicycle (the new balloon tire type) has been completely dismantled and placed on display in the window of the Lyell avenue store. The parts will be counted at the close of the contest and awards made to the five guessing nearest to the right figure. The prizes are: 1—\$3 Football; 2—Bicycle Lamp; 3—Bicycle Saddle; 4—Bicycle Basket; 5—Bicycle Horn.

In determining the exact number of parts, everything on the bicycle will be counted. This goes for bolts, nuts, spokes, etc. For instance, each link in the chain has 10 parts. Multiplying the number of links by 10 you get the number of parts in the chain. (Of course it will be up to all boys and girls to guess how many links there are in the chain for themselves.)

By a careful study of the dismantled bicycle in the Beckwith window, it should not be too hard to arrive at an accurate guess. Each boy and girl will be entitled to one guess, which he or she will be allowed to write on the entry book in the store. There is absolutely no charge or obligation involved.

All guesses must be made in person at Beckwith's, 271 Lyell avenue. The contest is now open.

L. A. B. M. A. Planning for Clambake Next Month

It was decided at the last meeting of the Lyell Avenue Business Men's Association to omit the picnic from this year's program. However, it was voted to have a clambake about the middle of September. Further details will be announced later.

DINE AND DANCE

At 752 Lake Avenue, the home of pre-cooled Standard Ale. Steak and chicken dinners 75c. Exclusive entertainment.—Adv.

LAWN SOCIAL PLANNED THURSDAY BY CHURCH

Holy Apostles Parish will hold a lawn fete on the school grounds, corner Lyell and Austin streets, on Thursday evening, August 31. John J. Kennedy is general chairman, assisted by the following committees:

Tickets: Harold Charles, Thomas J. Clinton, Daniel Byrne, George Robbins, Louis Magin, Simon Mohan, Frank Tschiderer, William Batz, Frank Henneberger.

Refreshments: William McGlynn, Frank Miller, Harry Dunham, Arthur Dubois, Henry Streicher.

Hams and blankets: George O'Neill, Clarence Piehler, Andrew Smith, John Dembs, Frank Gardner, John Schwabach, John Miller, Bernard Tindale, Lawrence Koen.

Corn game: Joseph Carroll, Edward Tydings, Thomas Hammill, Jerry Moynihan.

Hots: Peter Hemmer, Edward Young, Charles Young, Michael Fredericks.

Dancing: Raymond Foley, Eugene Kase, William Erb.

Ice cream and cake: Mrs. Mary Sheehan, Mrs. Florence Kase, Mrs. H. Wadsworth, Mrs. Peter Hemmer, Mrs. H. Dunham, Mrs. K. Specksgoor, Mrs. Joseph Dalton.

Candy: Mrs. Frank Gifford, Mrs. Frank Moore, Mrs. Ray Miller, Mrs. Wesley Miller, Mrs. Albert Gottemeier, Miss Phyllis Gifford.

Soft drinks: Mrs. George O'Neill, Mrs. Mary Kuder, Mrs. Madelyn McKague, Mrs. Sarah Marx; ground prize: Mrs. R. Specksgoor.

A program of refreshments, games, dancing and musical numbers has been arranged by the committee and an enjoyable time is promised all who attend. The school grounds will be brightly illuminated for the occasion.

KAPPA RHO SORORITY HAS ITS ANNUAL HOUSE PARTY

Kappa Rho Sorority held its annual house party the week of August 13 at Braddock's Heights. The following girls of the Vicinity attended: Helen Sullivan, Geraldine Dunham, Miriam O'Neil, Dolores Himes, Phyllis Gifford, Sally Lane, Monica Dougherty, Katherine Southworth and Bessie Richter.

The next meeting will be held at the home of the president, Dolores Himes, of Campbell park.

Tender Shoulder or Cross Rib

BEEF ROASTS Cut from Best Western Steer Beef **lb 12 1/2c**

ARPEAKO SUGAR-CURED SHORT SHANK HAMS Whole or Half **lb 18c**

FRESH DRESSED **BROILERS**
1 1/4 lb. Avge. **35c each**



GENUINE SPRING **LEGS of LAMB**
lb 19c

BRIGHTON BLEND **COFFEE** Steel-Cut **lb. 21c**

SALADA TEA Blue Package 1/2 lb. **29c**

LIBBY'S MILK Tall Cans **3 for 17c**

Beechnut KETCHUP Large Bottle **16c**

CAMPBELL'S TOMATO SOUP can **6 1/2c**

DEL MONTE RED SALMON can **19c**

DEL MONTE Sliced PINEAPPLE No. 2 1/2 Can **19c**

ROYAL GELATIN 4 pkgs. **25c**

DEL MONTE ALL-GREEN ASPARAGUS No. 2 Can **19c**

RINSO, Large Pkg. **19c**

Fels Naphtha SOAP 10 bars **49c**

MONDAY SPECIALS

BIG B BREAD 24 1/2 lb. Sack **FLOUR \$1.15**

10 lb. Sack **DOMINO SUGAR . 49c**

BACK BACON **lb. 23c**

Veal Roasts **lb. 12c - 15c**

ARPEAKO DAISIES . . . **lb. 25c**

CLEARBROOK BEST CREAMERY

BUTTER
2 lbs 51c

Grade A EGGS **2 doz. 45c**

Hard Ripe TOMATOES . **3 lbs. 10c**

Best U. S. No. 1 POTATOES **pk 49c**

FRESH LIMES **doz. 15c**

WEALTHY APPLES 2 qt. bskt **19c**



KLIER'S WEEK-END SPECIALS

KOTEX 19c 5-85c
MODESS 19c 5-85c
KLEENEX 23c 5-95c
LISTERINE 1ge. 69c
LYSOL 19c-43c-69c
Pepsodent Toothpaste . . . 31c
ASPIRINS, 100's 29c
DEXTRO MALTROSE 59c-2.49
Lifebuoy Shaving Cream . . 29c
Krank's Face Powder, box 29c
Colgate's Toothpaste . . . 2-25c
FEENAMINT 19c
EPSOM SALT, 5 lb. 25c
25c COLGATE or PALMOLIVE
TALC and 10c STYPTIC
PENCIL, ALL FOR 19c
50c Coconut Shampoo . . . 26c
WILLIAMS' GLIDER
SHAVING CREAM
And 5 GILLETTE BLADES
ALL FOR 49c
Reg 50c Rouge Cases . each 19c
25c Sanitol Baby Soap, 3 b'rs 29c
Cure your ACHE and Pains
by using an Ultra-Violet
Health Lamp
Specially Priced \$5.95

Psyllium Seed, Black
Finest Quality 39c lb., 2 lbs. 59c
EDISON MAZDA LAMPS
20-40-50-60-75 Watt . each 20c
100 Watt 25c; 150 Watt 60c
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Quantities of 6 or More
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Reg. 10c cake 5c
Closing Out
FEE BROS. SYRUP
SOCIAL ADE
Makes 5 Pints pint 19c
50c PREP 3 for 50c
Used by Most Master Barbers
1 lb. Delicious Chocolate . 29c
Assorted
Shell Peanuts . 10c, 3 lbs. 25c
KEN-L-RATION . 10c, 3-27c
\$5.00 Bathroom Scales . \$2.98
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THE VICINITY POST

F. R. METZINGER, Editor and Publisher
 DOWNTOWN OFFICE 25 South Water Street Main 5412
 VICINITY OFFICE 517 Lyell Avenue Glenwood 5318-M
 After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.


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LEADER
 Full Measure Assured from Sight-feed Pumps **15c**
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The ELECTROLUX is now air-cooled. It is even more economical than ever. It is SILENT, AUTOMATIC. We invite you to call at the Gas and Electric Building and see this modern refrigerator and compare it with the other refrigerators we sell: the General Electric, Frigidaire, or Jewett electric refrigerators. Buy now, before present low prices advance.

Ask about Special THRIFT TERMS on Thrift Gas Water Heater

Now is the Time To buy your Automatic Refrigerator



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Your last opportunity, probably for many seasons to come, to buy clothing at these prices!

SUITS - - \$16.50
 With extra trousers \$19

LAST CHANCE ON **SUMMER SUITS**
2 piece . \$11.50
 With extra trousers . . \$16

OVERCOATS
 And TOPCOATS
 High-grade Materials **\$17.50**

TROUSERS or KNICKERS . . . \$4.50

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Gasoline and Oil
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NRA We, too, are enrolled. We buy from NRA members, using only first class merchandise and thus assuring satisfactory service to you, our customers.

PEOPLE'S SHOE REPAIR SHOP
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This Ad Worth 50c 'Til Sept. 1, it entitles you to Special \$3.50 Permanent for . . . **\$3.00**

Bonat Oil Wave
 With Oil Shampoo and 3 Finger Waves **\$5.00**
 Marcel or Finger Wave . . . 35c

Ann Beauty Salon
 484 AMES ST.—Gen. 5029-J

Missionary Maids Hold Annual Outing at Park

Seventh annual picnic of the American Missionary Maids was held August 7, at Genesee Valley Park. Dinner was served at one, followed by games and races for both young and old.

The following committee was in charge: chairman, Margaret Frank; sports, Veronica Guerinet; prizes, Betty Dentinger; tickets, Maria May, Lucy Voelkl; serving, Lorraine Burke; publicity, Dorothy Schubert.

NRA Drive Opens in Radio, Theatre Program Tonight

(Continued from Page One)

Recovery Administration has been busy perfecting its organization, national, state and local, and now it is turning its attention to recruiting the great force of public opinion and co-operation behind the plan.

George J. Keyes is "general" of the Rochester forces and under him are various "colonels" in charge of the different phases of the campaign. Colonel Oscar N. Solbert is "colonel" of the man-power division, the branch which has been organized in every ward of the city. A "major" has been appointed in each ward and under him are an "adjutant," "captains" and "privates." In some instances there are also "lieutenants" to work directly under the "captains." Election districts of the wards are used as units.

Following are the officers appointed in the wards included in The Vicinity:

24th Ward, Henning Peck, major; C. M. Stanton, adjutant; John Pike, Howard Watkins, T. J. Maloney, Harold V. Madigan, C. F. Ruckdeschel and B. A. Harness, captains.

15th Ward, James E. Shatzel, major; Clarence Pehler, adjutant; August Muehleisen, Jr., Charles Meyers, Fred R. Metzinger, Elmer Fess, Milton Fess, Albert Dentinger, Ralph Mack and William Erb, captains.

Ninth Ward, Harry J. Murphy, major; Frank E. Lawn, adjutant; Herman Rozzi, Fred Maurizio, J. G. Maher and Ralph Talento, captains.

20th Ward, Mrs. Bert Van Wie, major; James C. Hughey, adjutant; Michael Hoffman and Dr. W. G. Stedman, captains; Charles Quinn, Edward Lintz, John Bovee, Albert Doser, William K. Fulkerson, Sherman Collins, Walter Smith, Frank Meyer, John Bauer and Joseph Schloffer, lieutenants.

Checkup Starts Monday

The checkup by the man-power division will be started Monday. All employers, including all stores, will be asked to display their emblems. Those who have not already signed up with NRA will be requested to do so. Most stores and factories in The Vicinity have already obtained their emblems and those who have not are expected to do so before Monday. In addition each employer will be asked the amount of money added to his payroll, and how many men have been put to work under NRA.

Typical of the spirit throughout this community and in fact in the entire nation is that evidenced in the 15th Ward where James E. Shatzel, president of the Lyell Avenue Business Men's Association, is "major."

"We find that we are nearly 100 per cent behind the NRA even before we start our survey," said Mr. Shatzel. "It does not seem that the work of this committee will be very difficult with such wonderful co-operation. Nearly every store and factory is displaying the emblem and those few still outside the fold, we are sure will be in line before we call on them. We are confident that it will not be necessary in the 15th Ward to make a house to house plea asking people to patronize stores flying the eagle, for everybody will be a member. We are behind this drive to a man."

Mrs. Dick Fletcher and her sister, Miss Nellie Sutton, of Hamilton Beach, Ontario, formerly of Glide street, have been guests of Mr. and Mrs. Otto Miller of Glide street. Accompanying Mrs. Fletcher on her trip here were Mrs. Bertha Hendershot and Mrs. Edward Christian and her daughter, Margaret.

PERSONAL

Rev. Carl G. Haass, pastor of Trinity Evangelical Church, and family have returned from their vacation spent in Kansas City, Kansas.

Ivor L. Brawley and Norman Child of Toronto, Canada, were recent guests of Mr. and Mrs. E. J. Wickenden of 713 Glide St.

Miss Lillian Doyle of McNaughton street has returned home after spending ten days at the Century of Progress Exposition.

Henry Bauman and Miss Helen Bauman of Island Cottage and Miss Helen Merkel of Masseth street just returned from a two-weeks' motor trip to Cleveland, Ohio, Thousand Islands and St. Ann De Beaupre shrine at Quebec, Canada.

Jeanette Dorn of Amarilla, Texas, and Mrs. Minnie Hook and family of Buffalo, spent Sunday with Mr. and Mrs. John Hook of Masseth street.

Mr. and Mrs. James Wegman of Lisbon street are camping at Keuka Lake this week-end.

Miss Alice Faust of Rogers avenue has returned from Cape Cod, Mass., where she spent two weeks.

Miss Lillian Metzinger of Lyell avenue spent last week at East Bay.

A daughter, Sandra Elaine, was born to Rev. and Mrs. Henry J. Walch of Avery street on August 5 at Genesee Hospital. Rev. Walch is pastor of Grace Presbyterian Church and Mrs. Walch is the former Geraldine Klis.

Mr. and Mrs. Anthony Camelio and family of McNaughton street are spending the week at Brad-docks Heights.

Members of Ecabeta Phi Sorority recently enjoyed a trip to Cobourg by boat, chaperoned by Miss Mary Sullivan of Delmar street.

Aunt Lorinda, who is again vacationing in The Vicinity, has some real personal information for you. Here's what she says:

"As usual, I dropped into Senz' Lyellhurst Variety Store at Lyell and Glide street, but I was quite surprised to find the store quite differently arranged. It looked as if the store was a little smaller, but it seems to me their stock of dry goods is just about as complete as before they made the alterations.

"I brought in some of the coupons I had and with what I bought I had enough to get one of those good-looking 5 piece sets of china. Imagine, with a dollar's worth of coupons, the set only cost me 29c. Now I don't often allow myself to get off the diet, but I couldn't resist sitting down at the fountain and having a soda before I left and was it good! Take my advice, when you're around Lyell and Glide streets, drop into Senz' Variety Shop. You'll like it.—Adv.

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 288 Flower City Park.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

WRINGER ROLLS \$2 up, for any make washer. Washers oiled and greased for \$1.50. Call Glen. 4141.

EXCELLENT board and room. Gentleman preferred. Call Glen. 5582-W. or 20 Myrtlehill Pk.

LINE VARIETY SHOPPE, 153 Otis St., at Santee. Dry Goods—furnishings. McCall Patterns. Member NRA.

FOR SALE—Marshall Wendell piano, good condition, bench and music. Also child's desk and chair. Glen. 872. 691 Emerson St.

ASK ABOUT special combination offer with Liquid Veneer Polish. Your chance to get some silverware at give-away prices. Leichtner Hardware, 705 Maple St.

SPECIAL NOTICE—Why spend a lot of money on your vacuum cleaner repairs? We guarantee to repair it from \$1 up. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141. Member NRA.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

GUARANTEED REPAIRS on all makes of washing machines. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141. Member NRA.

CLEANING SOLVENT—Non-inflammable, 25c gal. A safe cleaner to use on your light summer clothes. Leichtner Hardware, 705 Maple St. We deliver. Gen. 3126.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

PAPERHANGING, etc.—Lowest prices. Free estimates. F. Baker, 463 Lyell Ave. Glen. 3523-R.

CUT GLADIOLUS, 25c doz. 71 Barker St., off Jay. Gen. 6895-W.

EYES EXAMINED—Glasses fitted, repaired, adjusted. Satisfaction guaranteed. Edward B. Cooke, Optometrist, 316 Arnett Blvd. Genesee 5713.

LOST—Ladies' Alwin Swiss white gold wrist watch and link chain. Near Lyell and Murray. Phone Glen. 3210. Reward.

LET US help you build your new lawn or re-establish your old one. Best quality lawn seed and fertilizers. Information free. Farmers' Exchange, 55 Dewey Ave.

WANTED—Used doll carriage. Must be in good condition. Glen. 872. 691 Emerson St.

LACE CURTAINS laundered at home. 32 Michigan St. Call and delivered.

FOR SALE—Clean, double bed and springs, like new. \$3.50. 143 Cameron St.

BEER

Iroquois and Yeungling's **3 for 25c**

American, Genesee, Standard Utica Club and Cataract
10c bot. \$1 doz. \$2 case
Mixed or all one brand
Free glass with each case bought at store

Imp. Munchner Hofbrau 35c, 3 for \$1

Lyell Food Products Co.

Malt, Hops, Extracts
Glassware
Food Specialties
Glen. 317-318 We Deliver
191 Lyell Ave., at Saratoga

RITZENTHALER'S RESTAURANT

685 Maple Street
Same place for 25 years
Beer, Ale and Wine
Hot and Cold Lunches at all times
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AIRPLANE STYLE ONE BUTTON CONTROL



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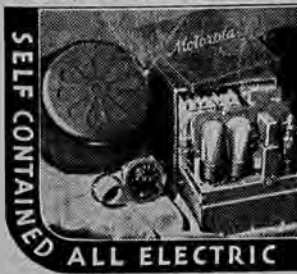
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DINE AND DANCE

At 752 Lake Avenue, the home of pre-cooled Standard Ale. Steak and chicken dinners 75c. Exclusive entertainment.—Adv.

BUY NOW!
GET READY

Childrens School Apparel and Supplies at ROLANDS

415 Lyell Ave.

FIND WAY TO OFFSET BREWERY'S RETAILING

Rochester retailers are considerably wrought up by the continued two-headed policy of local breweries. They object strenuously to the brewers being in both the wholesale and retail end of the beer business, contrary to the established practice in other merchandise.

The retailers point out that it has long been considered improper and unfair for the manufacturer or jobber to engage in trade direct to the public. To this code of ethics, the breweries have turned a deaf ear.

One of the local retailers has found, however, that there is a sound, logical method of overcoming the brewery competition. They have found a sales argument which the breweries cannot offer. The Lyell Food Products Co. are selling 15 or more different brands of beer, ale and porter and mixing each case according to the customer's desire.

They found at Lyell Food Products Co. that the same beer does not appeal to all members of the family. In buying direct from the brewery, to satisfy everyone's taste, one would have to buy several cases, one from each brewery. In buying from the Lyell avenue store, the various brands can be mixed in one case at no extra cost.

In addition Lyell Food Products Co. gives a crystal clear 9 oz. goblet with each case of beer purchased at the store. (This offer does not extend to deliveries.)

Trinity Evangelical Church

Services next Sunday, 9:00 a. m., German, "Die Liebe Christi"; 9:45 a. m., Sunday School Assembly; 10:00 a. m., Worship in English, "Sing a New Song."

The executive committee of the Martha Society will meet at the summer home of Mrs. Otto Preiss, Grandview Beach Heights next Tuesday.

The Martha Society will have their regular monthly meeting on Wednesday, September 6 at 8 p. m.

The Ladies' Aid will meet on Thursday afternoon, September 7, at 2:30 p. m.

The Church Council will meet on Thursday evening, September 7, at 8 p. m.

Grace Presbyterian Church

Morning worship begins Sunday at eleven o'clock. The pastor will preach the final sermon in a series on the Beautitudes on the theme "The Reward of the Christian."

Sunday School meets at ten o'clock preceding the church service. Mr. Nolta will lead the worship and lesson periods in the adult department.

The annual lawn festival will be held Saturday afternoon and evening, September 9. Neil D. Henry will have charge as general chairman.

Maltby Street Chapel

The new pastor of the Maltby Baptist Chapel, Rev. Harold Cooper, formerly of Roanoke, Va., and at present a student of the Rochester Colgate Divinity School, will preach his first sermon Sunday, September 3. Sunday School at 9 a. m. Church service at 10 a. m.

The next meeting of the Friendly Circle will be held at the chapel Friday evening, September 8, at eight; Miss Clara Tillman, vice-president, conducting.

Lyell Ave. Baptist Church

Sunday School opens at 9:30 a. m.; morning worship at 10:45.

Byron Heizer, assistant pastor, is the preacher during August. His theme for Sunday will be, "Making Their Apples Sour." Prayer meeting on Wednesday evening at 7:45.

The pastor and family have returned from Canandaigua Lake where they spent part of their vacation. While there they entertained Dr. E. W. MacEwen and family of Iowa City. Dr. MacEwen is the Professor of Anatomy at the Iowa State Medical School, and a nephew of Mrs. Hooper. Their son, C. E. Hooper of New York City, Mr. and Mrs. George Marvel and Mr. and Mrs. C. E. Davenport were guests for a day also.

Mrs. Lucile Hooper has returned from a trip to Boston, Wilton, Conn., and New York.

Miss Marion Ludwig has returned from a visit to Chicago and the Exposition.

Miss Mildred Ludwig, Miss Ruth Johnson, Miss Elisabeth Arva and Robert Arva are in Chicago at the present time seeing the Exposition.

Shamrock Gridders Start Preparations for Season

The Shamrock Football team met Monday night to start off their third year and they hope to make it their most successful one. They expect to make their bid in a heavier class and are in need of a few good linemen.

The following players of last year are expected back: Kane, Enright, Ryan, Dowdell, Wielert, Bresnahan, Greenauer, Camallaci, Rehak, McElligott, Sheehan, Shatzel, Tennity, Sablosky, Heberlie, Biekirk, Wallace, Merchant, Moystan, Kenealy, Johnson and Rousch. For information call B. Kirby at Glen. 2677.

Win Prizes at Picnic of St. Johns Auxiliary

At the picnic of Holy Apostles Ladies' Auxiliary of St. John held recently at Ontario Beach all children under 6 years received a beach ball and the following won prizes:

Shirley Miller, Mary Lippa, Bernadette Smith, Bobby Specksgoor, Billy Herbst, Billy O'Neil, Bobby Raymond, Florence Gilmore, Annabelle Meritt.

Rosemary Werner, Helen Pettifer, Leo Coveney, Frank Baerschmidt, Ileen Neary, Marcella Smith, Raymond Shatzel, Wilma Volkmar, Chas. Bruman.

Mrs. Sarah Marx, Mrs. Esther Allen, Mrs. Leona Gifford, Mrs. Mary Gortorff, Mrs. Florence Gottemeier, Mrs. Hanna Cooper, Mrs. Violet Woodard, Mrs. Marg. Coveney, Mrs. Frances Kase, Mrs. Bertha McAdams.

VICINITY MEN HOME ON LEAVE FROM ARTILLERY

Private George Cragg, 7th Field Artillery, Madison Barracks, N. Y., spent a three-day leave of absence recently with his parents, Mr. and Mrs. G. Cragg of Campbell park. Private Cragg has received a medal as pistol expert and was also no-

tified he passed examination as first class gunner with a grading of 96 on 75 m. m. guns.

He made the trip back by auto with Private Elmer Papkiss, son of Mrs. C. Wright of Glide street, who was also on leave. Both are in the same battery.



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20th Ward Co-operative Savings & Loan Association

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FROM FARM TO YOU

Large, Plump, Milk Fed Split, drawn, ready for pan
BROILERS any size lb 21c
Smaller Broilers 4 for \$1
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EGGS, large, strictly fresh doz. 28c

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BOYS! GIRLS!

Enter our contest. It's simple. Just guess the number of parts in the Beckwith Bicycle on display in our window and win a valuable prize!

CONTEST CLOSES SEPTEMBER 9

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FINANCE YOUR AUTO REPAIRS!

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All Popular Fiction
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Pure Quill
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155 HAGUE STREET
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NRA GIVE YOUR EYES A NEW DEAL

Be prepared to take that job

ALBERT WARD
Optometrist

198 LYELL (Near Saratoga)
9 to 12:30—1:30 to 6
Evenings by Appointment
Glen. 4419

DANCING—FREE LUNCH EVERY WED. & SAT.

FREE CHICKEN and SPAGHETTI
Saturday Nite

All Beers on tap

James Vazzana's
PARADISE
490 Lyell Ave.

WHAT CHICAGO HAS TO EXHIBIT

Manifold Attractions of the Exposition City.

Prepared by National Geographic Society, Washington, D. C.—WNU Service.

CHICAGO will be the host this summer to hundreds of thousands of Americans who will go to witness the city's spectacle of 1933—the gigantic fair depicting a century of progress.

Chicago is vibrant, an intense giant among cities, dynamic with the spirit of growing youth. Its residents are confident of its destiny.

The forces of nature and the paths of man, which mold the state of Illinois, center in Chicago. These national roads of earth, water, and air converge. In a century it has grown from a frontier stockade in a swamp to fourth place among world cities.

The traveler away from Chicago is always told about his city. Chance acquaintances, from Kamchatka to Tierra del Fuego, exclaim: "So you have lived in Chicago without being shot!" and dubiously feels his vest to see if it is bullet-proof.

Chicago is pictured as a wicked, turbulent city, a wilder West than the movies ever staged; yet the percentage of crime is lower than that of many cities with a more righteous reputation. Its crime and gunmen, while not to be smiled at as playful diversions, are no more representative of the city, or of any other city, than the ejection of a stray disturber is the story of a convention's deliberations. They are surface growing pains of a lusty young city. Whatever happens in Chicago has, in newspaper parlance, "news value," and the sensational and bizarre are remembered after the serious and prosaic are forgotten.

Chicago lacks the glamour of age; it has no ancient ruins nor even time-stained buildings. A cross stands where Marquette landed, the first white man to cross the portage between the lake and river; but that was only 260 years ago. Of those buildings that stood on downtown LaSalle street 37 years ago, only one now remains.

Growth in a Century.

The white population around Fort Dearborn was massacred on August 15, 1812. In 1833 Chicago was a town covering two and one-half square miles. The first steamboat and the first Sunday school had arrived the previous year. On March 4, 1837, it had 4,000 inhabitants and was incorporated as a city with ten and one-half square miles. It was swept by fire on October 9, 1871. Today it spreads over 210 square miles, with more than 3,350,000 inhabitants. Chicago's yesterdays are the boyhood of its men today.

Standing on the portico of the Field Museum of Natural History, one gazes on a pinnacled city stretching into the distance. It rises higher with the weeks. In front is a green park—only a few years ago a debris-strewn beach with a railroad on wooden trestles—cut by broad driveways, lagoons, and islands, and spotted with the ornate structure of the Art Institute, Shedd aquarium, Adler planetarium, Buckingham fountain and the peristyles and pylons of boulevard entrances. On the other side of the museum is a stadium rivaling those of ancient Greece.

Boulevards, over land reclaimed from Lake Michigan to give the city a front yard, stretch to the north and to the south. The Museum of Science and Industry, founded by Julius Rosenwald, occupies the rebuilt Fine Arts building of the World's fair held in 1893, admittedly one of the world's finest pieces of architecture.

Miles of broad roads and promenades skirt the water, with its superb beaches backed by green parks, which afford facilities for rest and recreation enjoyed by few cities. With more than a hundred parks and playgrounds, more than two hundred public and private golf courses, and miles of forest preserve, all Chicago can enjoy the fresh air; while the lake, with its unlimited bathing beaches, boating and yacht clubs, provides unusual aquatic diversion.

Some years ago Chicago began to outgrow itself, and the Chicago plan for a City Beautiful was adopted.

New streets have been cut and old ones widened at stupendous cost. The Chicago river was unkninked as part of the developing waterway to the gulf.

A distinctive style of architecture, to which has been given the name "Twentieth Century American," has developed here. The city restricts the primary height of buildings to 264 feet, but towers comprising not more than one-sixth the bulk of the building may soar to the clouds.

Bigness Due to Location.

On a part of the near North side, where only a generation ago Captain Streeter's schooner, stranded on a sand bar, was the only habitation, a Gold Coast district has risen on land which then was lake—towering hotels and apartments, factories and warehouses, and, until three years ago one of the largest commercial buildings in the world, the American Furniture Mart. Another, the Merchandise Mart, now is larger.

A pride in bigness, or even the home needs of Chicago, do not produce these. The city's central location creates them. Chicago has a hotel with 8,000 rooms, and one of the largest indoor sports stadiums. Convenient location brings a million visitors to national conventions each year. The booster who delights in "bigger" also adds that it has a plebeian gas tank that could be dropped like a candle snuffer over the 23-story Times building in New York.

It is a city of contrasts. Its people reflect it, make the throbbing city theirs. Scholars mix in politics and business men are artists. The city is the same structural panorama. In the corridors between Chicago and the Indiana line more industry and high-pressure recreation are mixed than in any similar area in the world—steel mills, oil refineries, railroad shops, foundries and factories, with country clubs, two race tracks, and a dozen golf clubs, wooling devotees to fresh air and sunshine. Under its pall of smoke, smell of stock yards, and hum of aggressive materialism, Chicago has art, science, music, education, and other factors which add to the comfort and contentment of humanity. It is Illinois intensified.

Chicago is a musical city. One of its music schools is among the largest in America.

With more students than any other school of its kind, the Art Institute gives Chicago an assured place in art circles, but the fact that it has more sustaining members than most similar institutions shows a city's appreciation of art.

Great City for Reading.

Chicago reads as it hustles. The American Library association classifies it among the great reading cities of the world. Its public library, revived by a donation from England after the fire, circulates 14,000,000 books a year, though the number on its shelves is smaller than that in the New York city public library or in the Library of Congress. For completeness in their special lines and for patronage, students coming far to consult them, Newberry, library of humanities; the Orerar Technical and Scientific library; the Fine Arts library; the Library of



A Chicago Beach in Summer.

Architecture and the Post-graduate library of the University of Chicago are among the noted reference libraries of the world.

Libraries and schools and, more than all, the harmony of environment have made Chicago an educational center of North America. Attendance figures and faculty rolls of

Baseball Notes

Benzon Philco Radio Indoor team, undefeated this season, won the Maplewood Y. M. C. A. League championship, by defeating the Hickoks, by a score of 4 to 2. It was a pitchers' battle between Jackson and Kreuzer with the latter having a slight edge. The team's record is 13 wins and no losses.

The personnel of the Benzons is: R. McKeckny, 3b.; A. Young, s. s.; C. Young, 2b.; J. Kuehne, 1b.; J. Shatzel, l. f.; F. Heiget, r. f.; H. Young, c. f. and capt.; R. Uderitz, c.; C. Kreuzer, p. and mgr.; Ed. Funk, business mgr.

Ehmann and Campbell Service Station Indoor teams will collide in the first of a three game series beginning Sunday morning, September 3, at Lyellhurst Field. This will be a benefit game for "Dick" Tanner, star first baseman of Ehmann's who was injured early in the season.

Manager "Mooney" Kitzel will start "Charlie" Singer in the box against Ehmann's, while "Fannie" Magin will put in his ace, "Moe" Shaver.

Art-In-Memorials have won their 21st and 22nd games by defeating the Monitors 16-6 and the Plovers 9-2. Kelly won his first start against the Plovers. Seitzinger won his 14th victory of the season against the Monitor team.

LONE MAN FINDS WORK

IS LOT OF LOTHARIO

Mrs. William H. Senz entertained in honor of the guests of Mr. and Mrs. Otto Miller from Canada at a picnic last week Wednesday at Camp Bil-Leo, Conesus Lake. Incidentally Mr. Miller attended the outing and was the only man among the sixteen ladies which explained why he was busy all day—in the kitchen, cooking and washing dishes.

colleges, or even a world-famed name, do not determine eminence in educational facilities; but, in studies made by the Association of American Universities, 28 universities were given the highest rating, and three are in Illinois—Northwestern, Chicago and Illinois—while no other state has more than two.

The unendowed university of the streets, where orators always have an audience, and ideas are more often bizarre than sound, flourishes in Chicago. Washington square, fronting the Newberry library, and the artesian springs in Washington park have the largest attendance of these open-air night schools.

Some Fine Museums.

"Is there a museum or art gallery?" is a sightseer's first question in a new city. Illinois has such institutions to show the passing ages, several of them outstanding in their lines. All of the flowers and birds that once graced the sand and marshes which now are Chicago survive in the glass cases of the Academy of Science in Lincoln park. The State Natural History museum in Springfield goes back even farther. A wall in one of its halls is faced with stones starting with the Archean age, which the curator says was more than a billion years ago, and rising in strata to the Pleistocene age, less than 1,000,000 years ago. At the side of each stratum are paintings of the contemporary animals which roamed the earth.

Two of the finest Egyptian collections in the world are in Chicago. Field Museum of Natural History, on the lake front, annihilates both time and space. Its frozen Arctic, with polar bears and seals and a path of chilly blue stretching to the midnight sun, is only a step from an Indian jungle, with rhinoceroses emerging from the marsh or a group of startled Queen of Sheba antelope on a rocky mountain side of Ethiopia. They are so real that the visitor, the roar of the city's streets still echoing in his ears, is whisked into the distant, lonesome wastes, thousands of miles from Chicago, glimpsing life from a forgotten past and in unknown lands.

CHOICE CUTS **SHLDR BEEF - lb 15c**
Standing RIB ROAST lb 17c

PLATE CORNED BEEF lb. 6c
HAMBURG . . . lb. 11c FOWL lb. 19c
HOME DRESSED BROILERS lb. 25c
STAR HAMS, whole or shank end lb. 17c

SCHROTH MARKET
Lyell Ave. at Murray St. Glen. 3210

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LYELL AVENUE at GLIDE STREET

Not just another restaurant, but rather a genuinely different place to eat and drink

For members of the family as well as for gentlemen

NOON LUNCHE—MEALS AT ALL HOURS

BEST BEERS and ALE ON TAP

Watch for the Opening Soon of Our

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Cuts out noise
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Increases distance
Improves reception

FREE, COMPLETELY INSTALLED with any Sounding Board Model PHILCO RADIO BENZON
SALES and SERVICE
420 Ames St. Gen. 6117

23 Former Smith Street Residents Have Re-union

A re-union of 23 former Smith street residents was held August 16 at the home of Mrs. P. Nolan in Inglewood drive. It was the first gathering of its kind since the 23 had been youngsters together 25 and 30 years ago. All those in attendance were ladies, including the following:

Mrs. J. Clifford, Mrs. F. Harris, Mrs. P. Davis, Mrs. R. Smith, Mrs. John Hook, Mrs. James Williamson, Mrs. John Coolidge, Mrs. Fred J. Metzinger, Miss Julia McMahon, Miss Ida McMahon, Mrs. T. Callahan, Miss Elizabeth Savage, Miss Margaret Savage, Mrs. Gus Kiehler, Mrs. Berry, Mrs. M. Kannan, Mrs. M. Mader, Mrs. Thos. McKeon, Mrs. Adam Root, Mrs. George Howard, Mrs. Elizabeth Faust and Mrs. Nolan.

FOR PRINTING PHONE THE POST MAIN 5412

CANNING SUPPLIES

Make Leichtner's your headquarters for canning supplies; Parowax 9c lb.; Fruit jars, pints 69c doz., quarts 79c doz.; Fruit jar covers 25c doz.; Fruit jar rubbers 5c doz., 6 doz. 25c; Fruit jar tighteners 10c; special, jelly glasses 37c doz.

Leichtner Hardware
705 Maple St. Gen. 3126

ABSO-PURE ICE

SEMET - SOLVAY COKE
and the best grade of **COAL**
HETZLER BROS. ICE CO.

INCORPORATED
801 DRIVING PARK AVE.
GLEN. 446 or 447

See **YOUNG** For Grunow Refrigerators R. C. A.-Victor and Majestic Radios Thor Washers Electrical Appliances Musical Instruments and Accessories **RADIO SERVICE**

YOUNG'S MUSIC HOUSE
207 AMES ST. GLEN. 3175

CIRCULATION
5500

THE VICINITY POST

PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI.

ROCHESTER, N. Y., AUGUST 24, 1933

No. 21

VICINITY NEARLY 100% UNDER NRA EAGLE NOW

With the checkup of stores and factories almost completed, the man-power division reports that close to 100 per cent are under the Blue Eagle of the NRA. Now the organization is turning its attention to the signing of consumer cards.

Every person is free to sign up as an NRA consumer. It is not compulsory to do so, but those who wish to show their co-operation may obtain the cards at theaters, stores and gasoline stations.

The NRA drive is being kept constantly before the public by radio and newspapers and minute-men are instilling the spirit of the campaign wherever opportunity affords itself.

The first meeting of the Complaint Bureau will be held tomorrow afternoon at 5:15 in the Federal Court Room of the Post Office Building. "Major" Paul Folger, who will preside, emphasizes the fact that all complaints must be properly signed if they are to receive attention.

Lyellhursts To Play Colored Team Sunday

The old time Lyellhursts, fresh from their victory over the Art-In-Memorials last Sunday, will again get together next Sunday for a game with the Colored Black Sox. The colored boys have one of the best teams in the city and can be relied on to furnish plenty of comedy.

The game will be played at Lyellhurst Field, beginning at 3 o'clock, and will be a benefit for "Dick" Tanner, injured Ehmman Market player.

Loan Association Making Drive For Building Funds

Under the slogan "Make Your Savings Do Their Part to Help Win Back Prosperity," the Twentieth Ward Co-operative Savings and Loan Association of Jay street, in common with other similar organizations is making a drive to get more funds for building purposes. It is appealing direct to the people of its own community.

"There is plenty of work to be done," states Clinton Wolcott, financial secretary of the Association. "The United States is three billion dollars behind in needed construction and much of this vast sum represents requirements for new homes and renovating old ones."

"We make it possible for people's money to get into this work and above all to do it with safety. Every nail your savings make it possible to drive into the building of someone's home is a nail solidly hammered into the coffin of Old Man Depression. If the people will do their part, they will enable us to do ours."

DOWN'S LENDING LIBRARY MOVES TO 432 LYELL AVE.

The Down's Lending Library is now located in its new home at 432 Lyell avenue, near Child street. In the few months that it has been operating here, the library has served an increasingly large circle of readers and as a consequence had to add many books. Its stock of books grew to such proportion that the move to larger quarters was necessitated.

WE'RE ON THE SPOT
Night and day and we make a thorough job of it. Edeco Dry Cleaning is the best and safest method of rejuvenating your fall clothes. Epstein's, Cleaners, 496 Lyell Avenue. Glen. 3184.—Adv.

Business Men Meet For NRA Discussion

Lyell Avenue Business Men's Association will hold its regular monthly meeting Wednesday evening, September 13, at Senz' meeting room. President James E. Shatzel requests all members to attend for a discussion of NRA and also to plan for the clambake which will be held later this month. The meeting will start at eight o'clock.

Asks for Clothing for Three Young Children

The Vicinity Post is in receipt of the following letter from a Vicinity resident. It is self-explanatory:

"I am dropping you these few lines to ask your help. My husband has been out of work for a long time and I have three children and I am an invalid and can't work myself. I would like to know if anybody has any old clothing to fit the children or that I can make over.

"Their ages are girl, 9, boy, 7, and boy, 4. I would be very glad to get anything and I am thanking you very much."

Any contributions of clothing may be left at The Vicinity Post office, 517 Lyell avenue.

ANNUAL BENEFIT HELD AT CAMP STELLA MARIS

The second annual benefit social for Camp Stella Maris was held yesterday at the camp on Conesus Lake. Cards were played during the afternoon and evening and supper was served from five to six. In addition there were booths, races and games. Mrs. Eleanor Russer, widow of Max Russer, founder of the camp, was general chairman.

NEXT ISSUE Of The Post will be published Thurs., September 21

"The Kid From Spain" Is Feature at Murray

Sidney Franklin, Brooklyn boy, went to Spain and returned home a hero, one of the world's greatest bullfighters. This thought about his boyhood friend gave Eddie Cantor the idea for "The Kid from Spain" which is appearing at the Murray Theatre next Sunday, Monday and Tuesday, September 3, 4 and 5.

Why not a musical comedy based on Franklin's career, thought Eddie, and he soon was working with Samuel Goldwyn on that very idea. Of course, Eddie is the Brooklyn brat who becomes a great bullfighter. He is surrounded by such charming stars as blonde Lyda Roberti and Ruth Hall and a bevy of chorus girls. There is music and dancing and Eddie sings a number of songs which have since become famous throughout the country.

As an associate feature, the Murray has booked Baron Munchausen (Vas You Dere Charlie) of radio fame in "The Meal Ticket." This is a side-splitter.

There will be continuous performances all day Sunday and Monday, beginning at two in the afternoon.

Tonight (Thursday) the Murray offers Elissa Landi and David Manners in "The Warrior's Husband" and Ralph Forbes in "The Phantom Broadcast." Friday and Saturday the bill is "Keyhole" with Kay Francis and Zane Grey's "Big Stampede."

Prosperity Certificates Given Out by Merchants

Slager Band, American Legion, is running the American Legion Prosperity Contest to raise most of the funds necessary to defray the band's expenses to the National Convention at Chicago in October.

Under the plan, merchants buy voting certificates at \$1.00 per book of 100 certificates and give to each customer one certificate with every purchase of a dollar. Each certificate counts 10 votes toward winning \$1,200 in prizes, consisting of a 1933 Chevrolet Master Coach, Electrolux Gas Refrigerator, General Electric Flatplate Ironer, \$70, \$50, \$30 and \$20 in cash prizes, plus a \$10 weekly cash prize for the contestant who turns in the largest number of votes weekly.

The contest is open to all people in the Rochester area. Certificates when received from merchants should be signed and sent to the Contest Editor, 34 Court street, Rochester, N. Y.

Slager Band is the official New York State Legion Prize Band and this year it has its greatest chance to win first prize at the National Convention. During the summer the band has played a number of concerts in Rochester parks and Director of Parks Patrick J. Slavin has wished the band success in its drive for funds.

Approximately 110 stores have the Legion certificates and additional merchants are buying them for distribution.

DINE AND DANCE
At 752 Lake Avenue, the home of pre-cooled Standard Ale. Steak and chicken dinners 75c. Exclusive entertainment.—Adv.

HOLY APOSTLES SCENE TONIGHT OF FESTIVAL

All preparations have been completed and Holy Apostles School Grounds will be brightly illuminated tonight for its lawn fete. A capacity crowd is expected and they will not be disappointed, for there will be plenty to amuse them during the evening.

There will be a number of booths and games; there will be dancing and a musical program has also been arranged. All kinds of refreshments will be served. John J. Kennedy is chairman, assisted by the following committees (who are asked to attend a report meeting next Tuesday night):

Reception: Martin B. O'Neil, James Collins, John B. Hodges, William Buckley, W. A. McCormick, George Sullivan, Michael Tindale, James Shatzel, Mrs. Anna Johnson, Miss Emma Stehle, Mrs. R. Specksgoor, Mrs. William C. Erb, Mrs. Margaret Buckley, Harold Johnson, Ray Miller, Frank Moore, Milton Fess, James Duffy, Joseph Miller, Raymond C. Miller, R. L. Neary, John Lyons, George Farrell, Elmer Fess and Charles E. Miller.

Tickets: Harold Charles, Thomas J. Clinton, Daniel Byrne, George Robbins, Louis Magin, Simon Mohan, Frank Tschiederer, William Batz, Frank Henneberger, L. R. Sage.

Refreshments: William McGlynn, Frank Miller, Harry Dunham, Arthur Dubois, Henry Streicher.

Hams and blankets: George O'Neill, Clarence Fielder, Andrew Smith, John Dembs, Frank Gardner, John Schwalbach, John Miller, Bernard Tindale, Lawrence Koen. Corn game: Joseph Carroll, Edward Tydings, Thomas Hammill, Jerry Moynihan, Emmett McCarty, Edward Bates.

Hots: Peter Hemmer, Edward Young, Charles Young, Michael Fredericks, R. McAdams.

Dancing: Raymond Foley, Eugene Kase, William Erb.

Ice cream and cake: Mrs. Mary Sheehan, Mrs. Florence Kase, Mrs. H. Wadsworth, Mrs. Peter Hemmer, Mrs. H. Dunham, Mrs. K. Specksgoor, Mrs. Joseph Dalton.

Candy: Mrs. Frank Gifford, Mrs. Frank Moore, Mrs. Ray Miller, Mrs. Wesley Miller, Mrs. Albert Gottemeier, Miss Phyllis Gifford.

Soft drinks: Mrs. George O'Neill, Mrs. Mary Kuder, Mrs. Madelyn McKague, Mrs. Sarah Marx; ground prize: Mrs. R. Specksgoor.

Lawn Festival Sept. 9 At Grace Presbyterian

Grace Presbyterian Church, 432 Lyell avenue, will hold its annual lawn festival on the afternoon and evening of Saturday, September 9.

Band music will be furnished all during the festival, and ice cream, cake, hots and hamburgs will be on sale. Games of skill with suitable awards will be featured in the hall of the parish house, and there will be a special dramatic surprise at 8:30 p. m.

Families of the community are assured a good time full of surprises and fun.

Neil D. Henry is general chairman of the festival and will be assisted by members of the Men's Class, the Ladies' Aid and the Young People's Department in staging the festival.

Mrs. Henry Geimer of Lyell avenue and her sister, Miss Helen Kinnen of Alphonse street, are spending some time at a Century of Progress Exposition.



WILSON'S SUGAR CURED SMOKED
HAMS . 14c lb

Whole or Shank End

"A Real Bargain at This Price"

LEAN SHORT SHANK **FRESH PICNICS** 6-8 lb. Avg. **lb 7 1/2c**

MILK FED **BROILERS** 2 1/4 - 2 1/2 lb. Average **lb 19c**

GROCERY SPECIALS

Miracle Whip Salad Dressing . . qt. 27c
SHREDDED WHEAT . . . Pkg. 10c
Del Monte No. 1 Tall FRUIT for SALAD . . . 15c
Del Monte No. 2 Can PEAS . . . 2 for 29c
CAMPBELL'S PORK & BEANS . 5 1/2c
10 lb. Sack DOMINO SUGAR . . 49c
CARNATION MILK . 4 tall cans 25c
SUNBRITE CLEANSER . . 2 for 9c
Quick Arrow SOAP FLAKES . 12 1/2c
LUX TOILET SOAP . . . 4 bars 25c

GENESEE AMERICAN CATARACT **BEER \$2 case**
Plus Deposit On Bottles



Chase & Sanborn
DATED
COFFEE
lb 27c

CLOSED ALL DAY MONDAY

PLUMP MEATY **FOWL** 3-4 lb. Avg. **lb 17c**

Thuringer **SUMMER SAUSAGE** lb. 15c

BROOKFIELD COUNTRY ROLL

BUTTER
2 lbs 49c

GRADE A EGGS . . . 2 doz. 45c

Mild Cream, Brick or American **CHEESE** . . . lb. 17c

Brookfield **CHEESE** . 1/2 lb. pkg. 12 1/2c

Best U. S. No. 1 **POTATOES** . pk. 45c

NRA BANANAS . . . 4 lbs. 29c

SWEET POTATOES . lb. 5c

LEMONS . . . doz. 29c



Russer's
AMES ST. cor. MAPLE

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE 25 South Water Street Main 5412
VICINITY OFFICE 517 Lyell Avenue Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.
News matter must be in the hands of the editor not later than the Monday preceding date of issue.

Democratic Women Have Annual Picnic at Lake

Annual picnic of the 24th Ward Women's Democratic Club was held August 5 at Island Cottage. A chicken dinner was served at Beatty's Hotel at 1:30, followed by sports and card playing on the picnic grounds. During the course of the dinner Daniel Lee was indorsed for supervisor of the 24th Ward in the coming elections.

Following are a list of the sports and the winners: bean guessing, won by Mrs. Eleanor Weld; penny guessing, Mrs. Gertrude Hammill; ball throwing, Mrs. Eleanor Eber; ladies' 50 yard dash, Mrs. Eleanor Weld; ladies' stout running race, Mrs. Eleanor Eber; hidden treasure, Mrs. Cora Richardson.

Hitting the pan, Mrs. Anna Wheeler; pedro, Mrs. Katherine Stafford and Mrs. Eleanor Eber; pinocle, Miss Marion Gough and Mrs. Catherine Gough; bridge, Mrs. Gertrude Hammill and Mrs. Anna Wheeler.

BOYS and GIRLS

Your last chance to get in on the contest. Guess the number of parts in the bike in our window and win a valuable prize free.

CONTEST CLOSES SEPT 9
When it's BICYCLES
Think of

BECKWITH'S

271 Lyell Ave., op. firehouse
Plenty of Parking Space

Visit the Moose Festival

Last Chance!
THURSDAY - FRIDAY & SATURDAY NITES
of this week
18 BIG VAUDEVILLE NUMBERS
Dancing - Old & New
MOOSE GROUNDS
East Ave., Near Alexander St.
ADMISSION 25c

25c Beauty Shop

423 Lyell Ave. Glen. 6801
Shampoo, Marcell
Or Finger Wave . . . **25c**
(Saturday 35c)
No Appointment Necessary

You'll Like the Way We Handle Your

Vacation Snapshots Films Developed Free KARLE STUDIO

399 Emerson Street

BEER

\$1 doz. \$2 case
3 for 25c

C. & L. Ale, Yeunglings, Iroquois American, Genesee, Standard Utica Club and Cataract Mixed or all one brand Free glass with each case bought at store

Lyell Food Products Co.

Malt, Hops, Extracts Glassware Food Specialties
Glen. 317-318 We Deliver
191 Lyell Ave., at Saratoga

EXPOSITION TO OPEN GATES NEXT MONDAY

Incessant clatter of hammer and saw, the creaking of block and tackle, the vibrant thuds of pick and shovel and above all an over-tone of shouted orders and human bustle—that symphony of organized preparation so dear to the heart and ears of every showman—resounded through every nook and corner of Edgerton Park today as Rochester's twenty-third Exposition and Horse Show took form in earnest, with its Labor Day opening only three days away.

From his office in Building No. 3, overlooking the busy scene, General Manager William B. Boothby issued a multitude of directions, interviewed countless supervisors and minor executives, every now and then abandoning a cluttered desk, insistent telephones and inner and outer offices filled with waiting people to rush hither and yon about the grounds to inspect a constantly changing panorama of construction work and remodeling.

This week witnesses the "moving in" operations as countless displays, exhibits, concessions and fair attractions—some of them coming here from far corners of the United

BAUER-GAUTHIER

Miss Laurene M. Gauthier, daughter of Mr. and Mrs. Fred Gauthier of Belleville, Ont., and Fred G. Bauer of Curlew street were married at Holy Rosary Church on August 12. The Rt. Rev. Walter Foery, pastor of the church, performed the ceremony.

The bride wore a gown of Belgian lace and a tulle veil with beaded cap caught with orange blossoms. She carried a shower bouquet of lilies, sweetheart roses and gypsophila.

Miss Muriel Shannon, maid of honor, wore a gown of pale green taffeta with a matching turban and yellow slippers and mits. She carried yellow tea roses and gypsophila tied with yellow ribbon.

Joseph Reusch was best man. Dinner was served at the Jolly Farmer in Avon for the bridal party.

Mr. Bauer is one of the owners of Bauer & Raetz, Inc., Child street garage.

After a wedding trip to the New England States, Quebec, Montreal and Belleville, Mr. and Mrs. Bauer will reside at 222 Grand View Beach and will be at home about September 1.

States—take their appointed places on the grounds and inside the huge exhibit buildings. Then comes the last minute "dressing up" process, the placing of thousands upon thousands of yards of banners and bunting, hanging of decorative fixtures, the stringing of miles upon miles of electric lights and the innumerable "finishing touches" that must be in place before the gates swing open to the public for six days and six nights of instructive splendor and carnival fun, beginning next Monday morning.

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

ENOUGH WALLPAPER for sidewalls and border in one room for 39c up. Remnant lots. Otto Priess, 283 Child St.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Glen. 2181-M.

WRINGER ROLLS \$2 up, for any make washer. Washers oiled and greased for \$1.50. Call Glen. 4141.

GLADIOLUS 25c a doz. Rock Garden and Perennial plants 3 for 25. Tulip Bulbs 25c a doz. 71 Barker St., off Jay. Gen. 6895-W.

WALLPAPER—Remnant lots of sidewalls and borders, enough for room for 39c up. Otto Priess, 283 Child St.

SPECIAL NOTICE—Why spend a lot of money on your vacuum cleaner repairs? We guarantee to repair it from \$1 up. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141. Member NRA.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

GUARANTEED REPAIRS on all makes of washing machines. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141. Member NRA.

CLEANING SOLVENT—Non-inflammable, 25c gal. A safe cleaner to use on your light summer clothes. Leichtner Hardware, 705 Maple St. We deliver. Gen. 3126.

ANY MAKE RADIO Repaired. Guaranteed work at lowest rates. Inspection and estimate free. Call Glenwood 3262. Radio & Watch Repair, 1153 Lyell Ave.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

PAPERHANGING, etc.—Lowest prices. Free estimates. F. Baker, 463 Lyell Ave. Glen. 3523-R.

EYES EXAMINED—Glasses fitted, repaired, adjusted. Satisfaction guaranteed. Edward B. Cooke, Optometrist, 316 Arnett Blvd. Genesee 5713.

LOWEST PRICES on vacuum cleaner repairs. We will repair it for 75c and up. Work guaranteed. Marks Bros. Appl. Co., 180 Otis St.

YOUR RADIO TUBES Tested Free; in your home or at our store. Radio & Watch Repair, 1153 Lyell Ave. Glenwood 3262.

FOR RENT—Nicely furnished room with good meals for 1 or 2 gentlemen or couple. Home privileges. 63 Myrtle Hill Pk. Glen. 6783.

CAMELIO'S MARKET

Smoked Ham 15 1/2c	Arpeako Ham 18c
Fresh Dressed FOWL . . . 18c	Boneless No Waste Veal Roast . 19c
Leg of Spring LAMB - - 18c	Country Roll BUTTER 25c
POT ROAST 12c	Pure Lard . 7 1/2c
	No. 2 Potatoes . . pk. 33c

GLEN. 3283 OTIS at AUSTIN WE DELIVER

TANK CAR TO YOUR CAR

LEADER GAS 15c
Full Measure Assured from Sight-feed Pumps
KINSO CORP., 585 Lyell Ave.-Opp. Burrows St.

Pure Shell Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

Metzger & Brayer Co.
425 Lyell Ave. Glenwood 421
Plumbing and Heating
Dependable Since 1898



School Days are Happy Days with Good Vision
Have Your Child's Eyes Examined before the school year begins.

GEO. L. STIFTER OPTOMETRIST
OFFICE HOURS—9 to 12:30
2 to 5:00. Evenings 6 to 8
499 LYELL AVE. GLEN. 6756

OFF TO SCHOOL

All Slicked Up And As Clean As a Whistle



THRIFT GAS WATER HEATERS GIVE MOTHER MORE LEISURE

There will be much clothing to wash and launder and a lively demand for plenty of hot water when school days begin. Mother doesn't mind all this, however, for she has purchased a new THRIFT Gas Water Heater. It automatically provides all the hot water required for the family needs and greatly lightens the work of keeping the children and the home happy, healthful and clean.

ROCHESTER GAS AND ELECTRIC CORPORATION

With the THRIFT you can budget your cost for water heating and know in advance what it will be every month. New THRIFT terms.

In outfitting the Children For School — Don't Forget
Line Variety Shoppe
153 Otis St., at Santee
Everything in Children's furnishings

SENZ' TAVERN
LYELL AVE. at Glide St.
Beer & Ale On Tap

OUR SPECIALTY
HOT ROAST BEEF
SANDWICHES . . . 10c

NOON LUNCHESES
A Good Place to Eat
A Good Place to Drink

CHILDREN'S Solid Leather SCHOOL SHOES
Sizes 9 to 13 \$2.00
Sizes 1 to 6 \$2.50
A. WOLF
485 Lyell Ave.

Pure Shell
Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

Bessie-Vera Heberger
282 Otis St., cor. Dix St.
Phone GLEN. 5793
All Branches of Beauty Culture
Permanents \$3.50 up
Hair Dyeing a Specialty
LICENSED HAIRCUTTER
Henna Packs No Waiting!
FINGER WAVING 35c
OR MARCELLING

See **YOUNG** For
Grunow Refrigerators
R. C. A.-Victor and
Majestic Radios
Thor Washers
Electrical Appliances
Musical Instruments
and Accessories
RADIO SERVICE
YOUNG'S MUSIC HOUSE
263 Ames St. Gen. 1971

ABSO-PURE ICE
SEMET - SOLVAY
COKE
and the best grade of
COAL
HETZLER BROS. ICE CO.
INCORPORATED
801 DRIVING PARK AVE.
GLEN. 446 or 447

SCHOOL SUPPLIES BOYS and GIRLS SCHOOL APPAREL SCHOOL SUPPLIES
Boys' Golf Pants, Well Tailored . . \$1.00 - \$1.50 Boys' All Wool Slip-Ons . . . \$1.00 to \$1.50
Boys' Broadcloth Shirts and Blouses, Fast Colors 59c & 75c School Supplies, Low priced, Pencil Boxes, School Bags, Pencils, Ink & Pencil Pads, Note Books, Loose Leaf Binders & Fillers
Golf Socks, New Patterns . . . 20c & 25c Girls' Dresses, New Styles . 79c to \$1.25
Caps, High Quality 50c Bloomers & Panties, Real Val., 19c & 35c
Gym Suits, Fast Colors 89c
Children's Hose, As't'd Colors, 15c & 25c
415 Lyell Ave. Member **ROLAND'S** Furnishings for Men
Open Evenings NRA Women and Children

Trinity Evangelical Church

Services for Sunday are: 9:45, Sunday School Assembly; 10:00, Morning Worship. Theme: "Whatsoever Our Hands Find To Do."

A number of the young people of Trinity will spend the week-end at the New York District Young People's and Sunday School Labor Day Rally held at Dunkirk E. L. T. S. Grounds on Lake Erie. A fine program has been arranged. Prof. Elmer J. F. Arndt of Eden Seminary will be the speaker. The theme for the rally is "The Message of Christ for Our Day."

On Wednesday evening the Martha Society will open the fall season with its usual meeting beginning at 8 p. m. Officers are looking for a good attendance.

On Thursday afternoon, September 7, the Ladies Aid will hold its meeting after which there will be a coffee social given by Mrs. Bernard Semrau. All members are invited to be present.

Thursday evening, September 7, the Council will meet. All members are requested to be present.

Beginning with Sunday, September 10, the regular schedule will be resumed: Sunday School at 9:45 and worship at 10:45. Attendance dropped somewhat during the summer months but with the fall season and vacation days over larger attendance is expected.

The choir and its director, William Young, who have had several months of vacation, will be welcomed back at that service.

Grace Presbyterian Church

Morning worship begins Sunday at 11 o'clock. The pastor will preach on a theme appropriate to Labor Day.

Sunday School meets at ten o'clock. This is the last Sunday in which the departments will meet as a group. Individual classes will resume a week from Sunday.

The first choir rehearsal for the fall and winter months is called for Wednesday evening, September 6, at 7:30 o'clock. All the members of the choir will please attend.

Maltby Street Chapel

Sunday School meets at 9 a. m. Until further notice regular church service will be held at 7:30 p. m. starting Sunday, September 3.

The new pastor, Rev. Harold Cooper, will preach his first sermon, the topic being "Labor On." Everybody is welcome.

The Friendly Circle meets tomorrow (Friday) evening at eight o'clock.

The Church of The Holy Apostles

School opens next week Tuesday. The children will find many improvements in facilities when they return as the result of summer-long renovation.

Holy Name Society will receive Holy Communion on Sunday, September 10, and will hold its monthly meeting the following Monday night. Young Ladies' Sodality meets again on September 17 and receives Holy Communion the following Sunday.

Women's Club Resumes Activities Next Week

Women's Republican Club of the 24th Ward will meet next Wednesday evening at the club house, 1085 Lyell avenue. The president, Mrs. Geo. Saile, will preside and asks all members to be present, as business of importance will be transacted. A full report of the picnic held in July will be given by the chairman, Mrs. Frank W. Lowe.

The president is making plans to have speakers at the first meeting of each month. The regular card parties on Wednesday afternoons and the third Wednesday evenings of each month will be resumed.

New members are always welcome, according to Mrs. Saile, and all Republican women of the ward are asked to join the club.

When Alarm Clock Rings You Double Your Money

Installation of a new electric clock this week at the Twentieth Ward Co-operative Savings and Loan Association in Jay street will be the start of a novel idea which should be profitable to prospective customers.

For on this clock there is an alarm and twice every day, during the regular hours of business, that alarm will ring. Persons who happen to be there for the purpose of opening an account with the association at the time the alarm rings will receive credit for twice the amount of their initial payment. This applies to new accounts only, of course, and the time that alarm goes off will naturally be changed from day to day.

School Backwardness Is Caused By Poor Vision

"In a survey of several thousand school children at the University of Illinois, it was found that probably five out of every ten school children who are backward in their school work are so because of serious defects of vision," says Geo. L. Stifter, Lyell avenue optometrist.

"When properly fitted with glasses," University authorities explained, "these youngsters are advanced to their proper place in school. Frequent headaches, aching, watering, smarting of the eyes, especially in reading, are some of the clues that lead to the discovery of eye trouble. Too often persons who have been considered backward in school have been found deficient in eyesight, rather than mental ability."

"Before entering the University of Illinois every person is required to submit to a physical examination, which includes a test of the eyes. Anyone found with deficient eyesight is warned and advised to secure proper adjustment or treatment in order that his scholastic routine will be unhampered by the physical imperfection. Efficiency is a requirement of the modern age. Efficiency in eyesight means a healthier physical power plant with which we may enjoy more our work and our play."

DINE AND DANCE
At 752 Lake Avenue, the home of pre-cooled Standard Ale. Steak and chicken dinners 75c. Exclusive entertainment.—Adv.

MURRAY THEATRE
MURRAY STREET AND LYELL AVENUE

SUN. - MON. - TUES.
Eddie CANTOR
in **"The KID FROM SPAIN"**
UNITED ARTISTS PICTURE

Also! **BARON MUNCHAUSEN**
(VAS YOU DERE SHARLIE)
in **"THE MEAL TICKET"**
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BEFORE YOU FORGET OPEN A SAVINGS and LOAN ACCOUNT

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Free Spaghetti—SAT.
Babe's Restaurant
472 Child Street

KASHMIR VALE FULL OF CHARM

Srinagar Is a Lovely Place for a Vacation.

Prepared by National Geographic Society, Washington, D. C.—WNU Service.

AS WARM weather approaches, the vale Kashmir, one of the famous garden spots of the world, beckons to the vacationists of India. Its wooded hillside don a new green which is reflected in the clear, blue, placid streams of the valley; and houseboats are put in order for a busy season.

The Vale of Kashmir lies among the lower Himalayas, north of the Indian Punjab. One reaches Srinagar, the summer capital of the native state known as the domain of the Maharaja of Jammu and Kashmir, over a long route by rail and motor. From Bombay one travels northward by trains, via Delhi and Lahore, the Rawalpindi, one of the chief army posts of British India. There the way to beauty opens.

Almost at once on leaving Rawalpindi the motor road begins to climb. Up and up through the dead-end slopes of the lower mountain the road twists and turns, the heated air of the plains grows cool and invigorating, until, when travelers make their first overnight stop at Tret, they feel captivated by a joyous holiday spirit.

Everything seems amusing and interesting. Ruffled punkas swing from the ceiling, though you may have no need for them. Your deft and turbaned servants patter bored-footed about the rooms, unrolling your bedding on the stringed charpoys, the fairly comfortable beds of India. Even the not-too-bad food served by the bungalow cook is a matter for hungry jest. Lovely, lovely world, with a summer of Kashmir ahead.

Native Chauffeurs Are Speedy.

The road from Rawalpindi to Srinagar is a well-built motor road, some 200 miles long, and it lies through the mountains north of the Pir Panjal pass. Snowy peaks rise high above you. The rushing waters of the icy streams chatter noisily below. Hairpin turns in the road make you catch your breath and curl your toes, for the ways of the native driver are his own and without fear, and, also, you have not the knowledge wherewith to express your feelings.

Soon, from the first traveling sahib, you may learn to say, "Ahista, ahista!" But you never succeed in making an Indian chauffeur drive slowly, slowly.

It is possible to make the trip to Srinagar in a day, but not ahista! Quite the contrary. You spend two nights in dak bungalows (rest-houses) along the way, the second at Baramulla, which lies at the edge of the great depression known as the Vale of Kashmir.

From Baramulla one can go the rest of the way by boat, up the Jhelum river; but you may prefer to drive. The last 35 miles lie across a level stretch, the road borderer on either side by slender poplars.

The people passed along the way are quite different from those one sees in India. Ekkas and tongas, the two-wheeled horse-drawn vehicles of the country, draw aside to let you pass.

The Vale of Kashmir is a level valley about 80 miles long and averaging about 20 miles in width. It lies, a great oval, surrounded by mountains green with deodar and spruce on the lower reaches and white with snow until well into the early summer. Skies of an incredible blue complete a color scheme of fairy loveliness. Throughout the valley winds the curving line of the River Jhelum, along the banks of which straggle the streets and bazaars which form the ancient city of Srinagar.

Quaint Scenes in Srinagar.

Seven curious bridges span the river, and along the shore quaint old wooden houses lean sometimes at a rakish angle. Many of the city streets end in wide stone steps leading down to the river's edge. These stairways are usually animated scenes of native life. Here the laundry men wash the clothes; here the women come to fill their water jars. Children tumble and play about, and goats and cows ramble freely among them all. From the

overhanging balconies lengths of dyed pashmina hang out to dry. All is colorful and gay.

Also there is the interesting river life. A large part of the population of Srinagar lives afloat. Odd, long-pointed boats, called dungas, with superstructures hung with mats of woven reeds, are the only homes which thousands of Kashmiris ever know. Sleeping quarters within, a kitchen of sorts open to the eyes of all, a few pots of brass or copper, and a poor Kashmiri's household is complete.

The native of more ample means has a better boat. Walls of wood replace the woven mass, and as better and better financial status is indicated, so the boats improve. The best are comfortable and well-furnished house boats, such as one might see upon the River Thames.

The English have made their contributions in the development of the house boat in Srinagar; for the Vale of Kashmir has become not only a favorite vacation land for the English army in India, but the permanent home of many retired officers and their families.

One lives easily in Kashmir. A host of servants cost about as much as one good cook in the West, and they feed themselves. Each one has his appointed duties and does them fairly well.

Servants All Are Men.

All your servants in Kashmir are men. The women seldom work out. Even the little children of Westerners frequently have men servants to care for them. Your list may include a Mangi, or head boatman; a khitmatgar (chief house servant), assistant khitmatgar, a bhisti (water carrier, sweeper—of lowest caste and doer of menial jobs), a khansaman (cook), a dhobi (washerman), a dhurzi (sewing man), a mall, (gardener), and three little chokersas, the small boys who paddle the shikara, a small gondola-like boat in which you go everywhere you desire. It seems an ample list!

If you take guests for tea to Shalimar gardens, the houseman goes along and serves a perfect meal under the spreading chenar tree. When you plan a morning in the bazaars, the houseman follows respectfully behind, your guide. Your days are carpeted with ease and your home is a joy, thanks to the willing service of an able houseman.

Where but in Kashmir could one call back to a houseman as one is leaving home for all day, "we will have guests for dinner tonight at nine o'clock," and return to find everything in perfect order, fresh flowers everywhere, the table set in holiday attire, and a course dinner perfectly planned?

Many of the Kashmiris are fine looking, the women especially having beautiful eyes and quite regular features. Like other native states of the Indian empire, Kashmir has an English resident, or advisory official, and through him more sanitary ways of living are gradually being introduced into the country. There is an excellent mission hospital and



Men Needleworkers of Kashmir.

a zenana hospital, as the name implies, for women, and a school conducted by an English clergyman is doing wonders among the youth of the country.

Foreigners Like Kashmir.

The foreign element in Srinagar increases yearly. From the terrible heat of the Punjab come English army people, seeking the cool air and health of the hills, and these bring with them the influence of English manners and customs, and,

Baseball Notes

Next Sunday morning will see the beginning of a three game series, between Campbell Service Station and the Ehmann nine. The game will be played as a benefit for "Dick" Tanner, star first baseman of Ehmann's, who was injured earlier in the season, and will be played at Lyellhurst Field, beginning at 10 o'clock. "Moe" Shaver will toe the rubber for Ehmann's and will be opposed by "Charlie" Singer. "Jack" Dembs will handle the indicator.

Last Sunday, the old Lyellhursts, who won the semi-pro crown of Rochester in 1922, banded together for a benefit game for "Dick" Tanner, injured player of Ehmann's, and defeated the Art-In-Memorials by the score of 23 to 6.

The "old timers" played rings around their younger opponents, hammering "Rip" Seitzinger and Kelly for 25 hits, while "Fannie" Magin and "Walt" Martin held their opponents to nine hits. "Dick" McKechnie and "Val" Ehmann hit home runs for the winners, the latter's coming with all bases occupied.

Score: r h e
Lyellhursts 43031543—23253
Art-In-Mem. 01000203—696

Batteries: Lyellhursts, Magin, Martin and Fredericks. Art-In-Memorials, Seitzinger, Kelly and Wilson.

Art-In-Memorials won their 23rd victory of the season by defeating the Villa Stars 9 to 3.

BOWLERS MEET TONIGHT AT HENCHEN'S ALLEYS

A meeting of the Henchen Bowling League will be held tonight at the Henchen Alleys in Jay street. All teams wishing to join should be represented at this meeting which starts at eight o'clock.

better still, of English fair play. There is not in all Srinagar a merchant who does not rely wholeheartedly on the honor of the English sahib.

Shopping is a quaint pastime in this City of the Sun. As one strolls along the Bund, eager merchants press their wares. Mohamad Jhan assures you that not in all Srinagar—no, not even at All Jhan's, his rival—can you procure such embroideries, such fine pashmina, such beautiful designs. Will not the Lady Sahib but see?

Or, as the small shikara of a merchant is rowed alongside your boat, deftly timed to find you at home, he eagerly spreads his wares. He is insistent that you see his treasures. "Only looking, Lady Sahib. Not buying, only looking." The foxy merchant well knows his goods are tempting. He is sure that some time you will buy.

The native industries of Kashmir, alas, have cheapened and some have almost died out entirely. No longer, for instance, can one procure the very finest shawls, such as made the name of Kashmir famed throughout the world. One can get good shawls, soft and fine, but the exquisite, old-time shawls are hardly found outside of museums.

Pashmina is one of the loveliest products of the land. It is a soft cream-colored woolen cloth, made from the fine under hair of the Tibetan goat. The finer weaves are incredibly soft and the shawlmaker, hopeful for your order, will show you how a length of it can be drawn through a finger ring.

A much heavier woolen cloth, sometimes akin to Scottish homespun, is called puttoo, and the better weaves make splendid outing clothes.

When "Cowboys" Were Robbers

During the Revolutionary war the term "cowboy" was applied to robbers, usually of cattle and sometimes of other property, who infested the roads east of the Hudson river between the British and American lines. They professed to be Tories. A similar band, professing to be Whigs, called "skinnners," plundered wayfarers in the same period and in the same places.

PORK SHLDR 6-7 lb. - 1b 7c Standing RIB ROAST 1b 16c

STAR HAMS, Whole or Shank End lb. 16c
ARPEAKO HOTS and STEAMERS lb. 24c
SIRLOIN STEAK, Best Cuts lb. 25c
PLATE BEEF . lb. 7c POT ROAST . . lb. 12c

Stock up now for the last picnic of the season! We suggest boiled ham, baloney, meat loaf, cheese, hamburger, hots, steaks and broilers. OUR PRICES ARE RIGHT!



SCHROTH MARKET

Lyell Ave. at Murray St. Glen. 3210



School Shoes Need not be NEW SHOES

Let us put the kiddies' comfy, broken-in shoes in shape. They'll look like new—but wear and feel better—and we'll save you money, too.

PEOPLE'S SHOE REPAIR SHOP

Frank Gioseff, Prop.
545 Lyell Ave. Glen. 6434



NEW FALL MODELS A RHERE

Toques, Berets, Tricorns; also Brim models in Satins, Felts, Velvets. All the wanted shades. While the quality is higher the price is the same.

ALL ONE PRICE \$1.85
GRIFFIN HAT SHOPPE
154 Sherman St., Off Lyell Ave.
Glenwood 4970-W - Open 9 to 9



BACK TO SCHOOL GOOD GRADES Depend on GOOD EYES

Have your child's eyes examined now.

ALBERT WARD Optometrist

198 LYELL (Near Saratoga)
9 to 12:30—1:30 to 6
Evenings by Appointment
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DANCING — WEDNESDAY
FRIDAY and SATURDAY
FISH FRY PLATE
On Fridays at 10c
Spaghetti & Chicken
Plate Sat. at 10c
(Served from 7 p. m. on)

All Beers on tap
James Vazzana's
PARADISE
490 Lyell Ave.

"How Many Parts?" Youngsters Wonder; Bike Contest Nears End

One of the most popular places for youngsters at the present time seems to be Beckwith's bicycle store at 271 Lyell avenue. Throughout the day they can be seen with their noses pressed to the windows studying the completely demobilized bike on display there and at the same time admiring the five prizes.

What each of them would like to know is how many parts there are in that bicycle, for to the lucky five who guess nearest to correct go those prizes. They study the situation for a while, then some go inside to register their guesses. Others still undecided wait around outside to see what the rest are guessing or go home to think it over and return at a later time.

One or two have admitted taking their own bikes apart to do some counting.

Up to the first of the week over 100 had made their guesses. The rush, however, should be on from now to Saturday, September 9, when the contest closes. There is no charge of any kind to take a guess. The correct answer has been sealed in an envelope to be opened September 9. All boys and girls who make guesses are urged to be present as winners must be there to claim their prizes when their names are called.

The five prizes are as follows: 1—\$3 Football; 2—Bicycle Lamp; 3—Bicycle Saddle; 4—Bicycle Basket; 5—Bicycle Horn. All guesses must be made in person at Beckwith's, 271 Lyell avenue.

Moose Festival Continues Performances Until Sat.

Vicinity people who have not attended the Moose Festival have missed a real treat. The event has been held over all this week and three more opportunities are available to see it, tonight, Friday and Saturday nights.

One of the highlights of the program is the singing of Miss Editha McRae, Lexington avenue girl. She has been a popular favorite since the start of the show.

Others included on the program are Bernett Dietsch, dancer, in tap, classic, high kick and acrobatic numbers; John A. McDermott, old-time fiddler; Margaret Welland, juvenile performer; Marie Switzer, pianist; Emiel DeCoster, eccentric and wing dancer; and many others. The festival is being staged on the Moose Grounds, East avenue, near Alexander street.

PARENT-TEACHERS MEET AGAIN ON SEPTEMBER 13

P. T. A. of No. 30 School will hold their first meeting of the season on September 13 at 2 p. m. in the school. Mrs. J. D. Fowler, president, requests members and visitors to attend.

GRIDDERS PRACTICE

Ackerman & Klein football team are working out every Monday, Wednesday and Friday night at the A. & K. field. All last year's players and anyone else wishing a try-out are asked to report for practice.

Mrs. Ernest Schmidt of Glide street motored to Detroit recently with Mr. and Mrs. William Bierschmidt of Delmar street, to visit her sister, Mrs. Robert Dildine, formerly of Rochester.

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MAIN 5412
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5500



THE VICINITY POST



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Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

Vol. VI

ROCHESTER, N. Y., SEPTEMBER 21, 1933

No. 23

VICINITY NO EXCEPTION TO REGULARS' SWEEPS

"Strictly organization" was the verdict rendered by Vicinity voters in Tuesday's primaries. In the few contests there were, not a single insurgent was successful.

Probably the most bitter fight waged anywhere in the county took place in the Ninth Ward where Joseph Venanzi, Democratic organization candidate for supervisor nosed out James Tese by an unofficial margin of 13 votes. The insurgent forces are seeking a recount.

In the Fifteenth George Bartolomeo defeated Anthony Lioi, insurgent, for the Democratic nomination for constable. The 24th Ward gave the organization Democrats, Daniel L. Lee and George Farrell, candidates for supervisor and constable respectively, a wide margin.

With the exception of the Ninth, there was comparatively little excitement and as customary the voters took only scant notice of the primaries. The elections, however, some six or seven weeks hence on November 7 are expected to more than make up for the lack of contest.

In the only contest of city-wide interest Glenn Simpson received the same treatment in every Vicinity ward as he did elsewhere. The

Popular Letter Carrier Dies Unexpectedly Here

Funeral services were held Tuesday morning from SS. Peter and Paul Church for John J. Lang, veteran letter carrier who for many years and up to the time of his death carried a mail route around Lyell avenue. Mr. Lang died Friday after only 24 hours illness.

John's familiar salutation and hearty greeting will be missed by his many friends in The Vicinity and especially along the route over which he walked so many miles. Always cheerful, he found a lot of fun in his daily routine, and he will be well-remembered here.

Twenty-eight of his 55 years he spent carrying the mail. He was a prominent member of the Letter Carriers' Association and was a local delegate to many of the conventions, including the last one at Atlantic City.

Besides his widow, Ida Eidman, he leaves his mother, Susan R. Lang; two sons, Frederick and John, Jr.; and three brothers, Frederick J., Frank E., and Raymond P. Lang.

Five organization councilmen-at-large candidates, Miller, Nolan, Halsey, Guzzetta and Hamilton, easily outdistanced Mr. Simpson, insurgent candidate.

Russers Celebrate 45th Anniversary This Week

Russer's, market and grocery of Ames street, is celebrating this week the 45th anniversary of its founding. A store-wide sale is being held all this week to commemorate the birthday.

It was in 1888 and "Dutchtown" was only sparsely settled as compared to its present population, when Max Russer's father opened up for business on the same site at the corner of Ames and Maple streets which the market still occupies. It was only a small store, but it marked the beginning of what was destined to become one of the largest retail food stores in the city.

Max Russer worked hard and soon had a city-wide reputation. He kept modernizing and improving as the years went by and finally built the present-day market. Two years ago, the block on the other side of Ames street was taken over, practically rebuilt and made into an up-to-date grocery, thereby nearly doubling the Russer floor space and making room for a full line of groceries. Although he pulled away at an early age Mr. Russer had built up an efficient organization which continues to follow out his principles.

NEXT ISSUE
Of The Post
will be published
Thurs., October 5

MURRAY THEATRE

Week-end Program

Tonight—"It's Great to be Alive" with Edna May Oliver; and "A Study in Scarlet" with Reginald Owen and June Clyde.

Fri.-Sat.—"Ann Carver's Profession" with Fay Wray and Gene Raymond; and "Forbidden Trail" with Buck Jones and Barbara Weeks.

Sun.-Mon.-Tues.

Screen actors have found themselves in many strange situations during the filming of thousands of pictures in Hollywood's history, but no assignment was so bizarre as the experience of a group of Chinese atmospheric players in "I Cover the Waterfront."

They were paid to be modern Jonahs, only instead of whales, they had to live inside huge sharks! This fantastic situation, which in reality is not as fantastic as it sounds, according to authorities who for years have been combating the smuggling of Chinese into California, was necessary to fit the story action in the picture based on Max Miller's best-selling book, "I Cover the Waterfront."

Ben Lyon, playing opposite Claudette Colbert, has the role of a reporter who aids Federal men in running down a gang of pseudo-fishermen, headed by Ernest Torrence, whose real racket is smuggling Chinese into the United States. After landing hordes of the undesirable aliens under the very noses of the authorities, the mystery finally is solved. The Chinese are inside sharks delivered to a fertilizer factory.

Max Werner was a "runt" to his fellow barber shop attendants until an innate desire for power and wealth catapulted him into the world of shady high finance in "The Brain," RKO-Radio Picture featuring George E. Stone, Phillips Holmes and Fay Wray.

When Max, however, aspired to social station, he meets an exciting reverse which provides a startling climax to the picture.

ROCHESTER PREPARES FOR GIGANTIC PARADE

Plans are rapidly nearing completion for Rochester's biggest parade which will take place next Tuesday evening, September 26, signifying this city's co-operation with and confidence in the National Recovery movement. Indications are that the parade will equal, if not eclipse, similar parades for cities of Rochester's size in both number of entrants and colorful displays.

There will be twelve units in the parade with a trophy for each of the competing groups. The Army, the Navy, organizations of every description, stores, factories and everyday, ordinary American citizens will get into the parade lineup. How many there will be and how long the parade will take to pass any given point will be determined Tuesday night. As far as enthusiasm in advance is concerned, it is safe to say that nearly all Rochester and Monroe County will be in the parade or along the line of march cheering the Blue Eagle.

Donald A. Dailey is general chairman of the parade committee, assisted by a large committee. He advises that letters of invitation have been sent to all the various groups in the county, but in case any organization has been overlooked in the hurried state of affairs, he assures them they are just as welcome. "Full co-operation from everyone" is the committee's motto.

With prizes being offered for costumed people, decorated floats, etc., the parade will be a colorful one. No one will be allowed to ride in the parade, unless he is part of a cast of characters depicting a float tableau with the exception of the drivers of the floats. Everyone else will be required to march. No automobiles, other than floats are to be in the parade.

Parade headquarters at 119 East avenue are open every day from 9 a. m. to 9 p. m. where floats may be entered and any information with regard to the parade obtained.

Mr. and Mrs. Martin F. Studier and their son, Walter, are motoring to Chicago to spend ten days at A Century of Progress Exposition.

Russer's

AMES ST. cor. MAPLE

ESTABLISHED 1888

Offer Special Values

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DURING THE BIG

45th Anniversary Sale!

MEATS

Lean Fresh

PICNICS

lb 6 1/2c

Best Cuts
Sirloin Steak . . . lb. 21c
Pig's Liver . . . lb. 6c

Wilson's Sugar Cured

SMOKED HAMS

12-lb. Average lb. 13 1/2c

Lean Sliced
BACON . . . 1/2 lb. pkg. 8 1/2c
Cellophane Wrapped

Pure Pork
Sausage MEAT . . lb. 15c

Fresh Hams . . lb. 12 1/2c

Plump
Meaty Fowl . . lb. 17c

Fancy 3 - 3 1/2 lb. Ave.
Rstg. Chickens . lb. 21c

Country Roll
BUTTER . lb 24c

FRUITS and VEGETABLES

Blue Goose—Med. Size
Oranges . . . doz. 19c

Grapefruit . . 2 for 15c

10-lb. Bag
ONIONS 19c

CABBAGE 10c
Extra Large Head

Best U. S. No. 1
POTATOES . . . pk. 39c

GROCERIES

Van Camps MILK Tall Can 5 1/2c ea.

Edgemont Butter Crackers . . . 1 lb. pkg. 15c

All-Sweet OLEO lb. 10c

Arpeako LARD 1-lb. Print 7 1/2c

DEL MONTE SPECIALS

Fancy PEAS 2 No. 2 cans 29c

Crushed PINEAPPLE . . . 2 No. 2 cans 25c

FRUIT for SALAD No. 1 tall can 15c

All-Green ASPARAGUS . . . No. 2 can 19c

Best Quality SPINACH . . . No. 2 can 12c

Sliced PINEAPPLE No. 2 1/2 can 19c

Calif. Cling PEACHES . . . No. 2 1/2 can 17c

Fancy APRICOTS No. 2 1/2 can 17c

Swan's Down CAKE FLOUR pkg. 27c

BISQUICK pkg. 31c

Davis Baking Powder 12 oz. can. 19c

DOMINO XXXX SUGAR, lb 6c

Daisy Pastry FLOUR 2 1/2-lb 98c

BIG B Sack \$1.05

Kellogg's CORN FLAKES pkg. 7 1/2c

Russer's MAYONNAISE qt. 38c

Light Meat TUNA can 12c

Del Monte Red Salmon, flat can 2 for 25c



Del Monte Vacuum Pack

COFFEE

2 lbs 49c

RINSO lrg. pkg. 19c

IVORY SOAP, med. size 6 for 29c

AMES STREET corner MAPLE

KLIER'S WEEK-END SPECIALS

DRUGS

5 lb. Epsom Salts . . . 25c

POND'S Beauty Box . 49c

Jar Vanishing cream, jar cold cream, skin freshener and cotton for applying freshener. Also cleansing tissues.

Psyllium Seed, best, lb. 39c

Ken-L-Ration . 3 for 27c

\$1.00 Hot Water Bottle 89c

\$1.00 Fountain Syringe 89c

EDISON MAZDA BULBS

25-40-50-60-75 Watt ea. 20c

Lots of six 10% less

10 Gillette, Probac or Vallet Blades . . . 49c

Nervine 69c Milk Mag 29c

Nujol . . 57c Lysol . . 19c

Alcohol . 19c Listerine 69c

SOAP SALE

Tunso Lemon, Reg. 10c . 5c

Almond Coco, Reg. 10c . 5c

Sterling Rose, Reg. 10c . 5c

Sterling Verbena, Reg. 10c . 5c

Sterling Elder, Reg. 10c . 5c

Nyal Palm, Reg. 10c . . 5c

Candy Special, Reg. 35c box

OLD HOMESTEAD . . 29c

Roasted Peanuts 10c, 3-25c

Fruit Syrups, bottle . . 19c

Colgate After Shave Powder 19c

Colgate Toothpaste . 19c

Colgate Shaving Cream 25c

Pepsodent Toothpaste . 29c

FREE—Marvelous Lipstick and Eyebrow Pencil—FREE with box of Marvelous

FACE POWDER at . . 55c



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THE VICINITY POST

F. R. METZINGER, Editor and Publisher

DOWNTOWN OFFICE
25 South Water Street
Main 5412

VICINITY OFFICE
517 Lyell Avenue
Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.

BURGLARY
Namely, INSURANCE

V. Valente, Inc., 205 Lyell Ave., was burglarized last Saturday night. The approximate loss was \$300. . . Mr. Valente, however, suffers no loss, for he was insured against burglary.

The loss which he was spared will pay for his burglary insurance for the next 10 years and more. Ask him how he feels about it!

CALL OUR OFFICE
GENESEE 3046

We'll be glad to call and explain this coverage

CHAS. A. CLAUS
GENERAL INSURANCE
7 Immel Street

Pure Quill
Gasoline and Oil

155 HAGUE STREET
191 Mt. Hope - 280 Exchange

Metzger & Brayer Co.
425 Lyell Ave. Glenwood 421
Plumbing and Heating
Dependable Since 1898

Write Your Own
MONTHLY BILL
for
AUTOMATIC
HOT WATER SERVICE
with the
**THRIFT
HEATER**

Here is an automatic GAS Water Heater that gives a twenty-four hour service of 140° water instantly. And unbelievable, as it may seem, you control its cost.

Why not investigate this economical, ever-ready water heating system? Let us tell you more about THRIFT economy—and how easy it is to own this unusual water heater when terms are so convenient—the lowest we have ever offered.

Use GAS, the economical fuel wherever you can. It is clean, dependable and fast.



ROCHESTER GAS
RG&E
AND ELECTRIC
CORPORATION

BASEBALL

After trouncing the Art-In-Memorials last Sunday Lyellhursts will try to take the crack Colored Black Sox team into camp Sunday at Lyellhurst Field. "Dutch" Magin will use either Bill Noble or "Rip" Seitzinger for mound duty with "Ed" Fredericks receiving. This will be the Black Sox second appearance at Lyellhurst Field. The game will start at three Lyellhurst baseball team of the 24th Ward won the West Side championship by trouncing the Art-In-Memorials, 18 to 3. "Rip" Seitzinger pitching for the Lyellhursts held the losers to six scattered hits to down his former team mates. Ray Fredericks hit a home run with the bases loaded for the Lyellhurst's big sixth inning.

Fur Studio indoor baseball team defeated the B. A. Speedys, in a Powers and Vail League game, by a score of 12 to 4. The win placed the teams in a tie for first place.

Joe Kuehns, first baseman, featured with four hits, while Chuck Young had three. Besides pitching a good game Sam Rebman hit a homerun with the bases loaded.

Radio Tips, Questions and Answers

Q. My radio is a ——— 1931 model. It would cost me nearly \$15.00 to have it repaired. Would you fix it or add a few dollars to the fifteen and buy a new, low-priced radio?

A. If you have \$70 to \$100 to spend by all means buy a new radio. The advances, refinements and innovations in the new receivers are almost unbelievable. But if you have only \$20 to \$30 to invest, then my advice is to have your present receiver properly serviced and adjusted. The model you own is an expensive, finely built instrument. You have had a front seat at all radio entertainments. You cannot expect (or will you receive) the natural, full toned reproduction or the trouble-free service from a \$20 or \$30 radio that you have had from your expensive receiver. All radios are machines—they require repairs and replacements and adjustments every so often. The man who owns a good receiver must not be exasperated when his radio demands attention. A cheap radio requires much more servicing than a good one and it never reproduces broadcasts as well as the fine receiver.

Q. Is short wave reception from Europe, Australia, etc., possible on receivers selling for less than \$200? If so why aren't more such receivers made and sold? D. B.

A. Yes, there are several makes capable of bringing in these short

wave stations fairly consistently. However, during the past three years not many people have had the money to put in these quite expensive receivers and even fewer would enjoy working them. Short wave reception over great distances is noisy and fluctuating (fades) while much patience is necessary to tune in the stations. And last, but not least, after all the effort the results are most disappointing—there isn't any country that puts the wonderful programs on the air that your U. S. A. radio fan has at his finger tips 20 hours a day.

Q. Do you believe that future radios will have fewer or more tubes? J. D. Van C.

A. Both. Due to the incorporating of several tubes and functions in one envelope we anticipate two and three tube midgets for camps, travelling men, hospitals, etc. For the home the tendency is back to good size multi-tube receivers—the only kind of radio that is a real musical instrument. I believe the in-between receivers that

were too large for portability and too small for quality will pass out of the picture.

The past year or two have brought about a condition I have believed in and anticipated for some time—that radio, like the auto, would pass from a slightly used luxury to a constantly used necessity. The day when the receiver was turned on an hour or so in the evening for a special program and disconnected during the summer is far past. Today's radio receiver works six to eight hours a day, twelve months of the year. Not only is it a source of entertainment, but it is the electrical ear of the nation. It welds the nation together. Your news comes to you first over the radio—the newspapers supplement the broadcast—and the President and his helpers during the present reorganization of the U. S. A. have talked with the people as a whole from coast to coast. The radio as a household necessity is here to stay—to advance—to improve.

Records Smashed by Fair Crowds



All attendance records have been shattered by A Century of Progress—the Chicago World's Fair. Here is a typical daily scene of crowds parading down the colorful Avenue of Flags—a scene in which visitors from all the world participate. Eighty-two miles of free exhibits are located in the Exposition.

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FOR GUARANTEED rebuilt vacuum cleaners of the better kind, see Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

CLEANING SOLVENT—Non-inflammable, 25c gal. A safe cleaner to use on your light summer clothes. Leichter Hardware, 705 Maple St. We deliver. Gen. 3126.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

ANY MAKE RADIO Repaired. Guaranteed work at lowest rates. Inspection and estimate free. Call Glenwood 3262. Radio & Watch Repair, 1153 Lyell Ave.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

ENOUGH WALLPAPER for sidewalls and border in one room for 39c up. Remnant lots. Otto Priess, 283 Child St.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

PAPERHANGING, etc.—Lowest prices. Free estimates. F. Baker, 463 Lyell Ave. Glen. 3523-R.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

EYES EXAMINED—Glasses fitted, repaired, adjusted. Satisfaction guaranteed. Edward B. Cooke, Optometrist, 316 Arnett Blvd. Genesee 5713.

WALLPAPER—Remnant lots of sidewalls and borders, enough for room for 39c up. Otto Priess, 283 Child St.

YOUR RADIO TUBES Tested Free; in your home or at our store. Radio & Watch Repair, 1153 Lyell Ave. Glenwood 3262.

EMBROIDERED linens, cutwork pillow cases suitable for shower gifts, reasonable. 242 Otis St.

FOR SALE—Rug, 9 x 12 Xminster, in good condition. 120 Canton St.

AUTO GLASS installed while you wait. Body Glass, \$2.00 up; Wind Shields, \$3.00 up; Safety Glass, standard make. Myers Brothers, 439 Lyell Ave. Glen. 4055.

GLADIOLUS, Zinnias, Marigold, Asters, 15s and 25c bunch. 518 Colvin St.

FOR SALE—Baby carriage and day-bed, good condition, reasonable. 144 Burrows St.

DRY GOODS, Furnishings, McCall Patterns. Line Variety Shoppe, 153 Otis St. at Santee St.

DRESSMAKING—Alterations, remodeling, coats. Also children's clothes. 61 Masseth St. Gen. 4168-W.

FOR EXPERT repairs on vacuum cleaners and washing machines, call Glen. 4141. Variety Vacuum Cleaner Co., 254 Lyell Ave.

FOR RENT—2 rooms, near carline. 451 Colvin St.

ASTERS, Gladiolus, etc. Tulip Bulbs. 71 Barker St., off Jay. Gen. 6895-W.

MALT

PLAIN
Saratoga Club . . . 2½ lb. 32c
Ole Dependable . . . 2½ lb. 35c
Tast-It 2½ lb. 35c
Lyell Brand 3 lb. 45c

HOP-FLAVORED
Saratoga Club . . . 2½ lb. 42c
White Diamond . . . 2½ lb. 45c
Superior 3 lb. 49c
Lyell Brand 3 lb. 53c

Choice Brewers Hops . lb. 70c Star Hops ¼ lb. . 15c
RYE - GIN - BOURBON, etc. FLAVORS . . 1 oz. 35c
KEGS - All Sizes . AT LAST YEAR'S PRICES

LYELL FOOD PRODUCTS CO.
Glen. 317-318 191 Lyell at Saratoga We Deliver



Utilize those Good Old Shoes!
White and brown dyed black. Get months more of wear from them.
It's time to protect your health
Damp fall days demand extra precaution; good soles on your shoes. Be sure of good materials and competent workmanship. Take your shoes to
PEOPLE'S SHOE REPAIR SHOP
545 Lyell Ave. Glen. 6434

GRIFFIN HAT SHOPPE
154 Sherman St., Off Lyell Ave.
Glenwood 4970-W - Open 9 to 9



You Can Be SMART
Wear A GRIFFIN HAT
The Season's newest Brims and Turbans in Felts, Velvet, Wool Crepe. All head sizes.

ALL ONE PRICE **\$1.85**

DANCING — WEDNESDAY
FRIDAY and SATURDAY
FREE FISH FRY
FRIDAY
FREE SPAGHETTI & CHICKEN SAT.
(Served from 7 p. m. on)
All Beers on tap
James Vazzana's
PARADISE
490 Lyell Ave.

SPECIAL
Regular \$5
PERMANENT . \$3
Get your Permanent now before prices go up.
FINGER WAVES and MARCELS
Mon., Tues. 25c Thurs., Fri. 35c
& Wed. & Sat. 35c
Ann Beauty Salon
484 AMES ST.—Gen. 5029-J

Pure Shell
Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

Bessie-Vera Heberger
282 Otis St., cor. Dix St.
Phone GLEN. 5793
All Branches of Beauty Culture
Permanents \$3.50 up
Hair Dyeing a Specialty
LICENSED HAIRCUTTER
Henna Packs No Waiting!
FINGER WAVING OR MARCELLING **35c**

See **YOUNG** For
Grunow Refrigerators
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Majestic Radios
Thor Washers
Electrical Appliances
Musical Instruments
and Accessories
RADIO SERVICE

YOUNG'S MUSIC HOUSE
263 Ames St. Gen 1971

ABSO-PURE ICE
SEMET - SOLVAY
COKE
and the best grade of
COAL
HETZLER BROS. ICE CO.
INCORPORATED
801 DRIVING PARK AVE.
GLEN. 446 or 447

Grace Presbyterian Church

Morning worship begins Sunday at 11 o'clock. The pastor, Rev. Henry J. Walch, will preach on the theme "In Defense of Death."
Sunday School will meet at ten o'clock, preceding the church service. Several new additions to the worship service will be made in the Senior and Adult Departments.
The Young People's C. E. will meet again Sunday afternoon for an out-door meeting, the weather permitting. A fine attendance started the season off right in the first meeting last Sunday afternoon at Inspiration Point.
The first Sunday in October is Communion Sunday and the Lord's Supper will be observed at that time.
The Ladies' Aid Society will hold their first general meeting for the fall and winter season in the Parish House on Wednesday afternoon, September 27, at 2:30.
All those who are interested in joining a shuffle-board league are asked to see Marjorie Narrie as soon as possible.
The Mummies' Club, dramatic society, presents its first play of the season, "Sound Your Horn" on Thursday and Friday evening, October 19 and 20. All proceeds from the plays given by the Mummies this year will be used for the benefit of the Coal Fund.
The presbyterial meeting of the Women's Missionary Societies will be held on October 4 in Medina. All ladies wishing to attend should get in touch with Mrs. Lewis Hiler.

Trinity Evangelical Church

The annual Rally Day at Trinity will be held on Sunday, September 24. There will be a rally at the German service at 9:00 with the pastor speaking on "Staerke und den Glauben." Sunday School Assembly at 9:45 with the big rally at 10:00. A special and unique program will be given by the Sunday School.
Sunday, October 1, is Promotion Day. The Sunday School classes will be moved up and the new school year will begin.
At the Young People's League meeting on the evening of Sunday, October 1, William Willkens, who spent July and August in Germany, will speak at 7:00. A League Tea will be served at 6:00.
A Church Benefit Harvest Supper will be held on Thursday evening, September 28, with the serving from 5:30 to 8:00. The tickets are 50 cents for adults and 25 cents for children under 12 years. This supper is sponsored by all of the 11 organizations of the church.
The public is most cordially invited to the services and also to the supper.
The Martha Society meets on Wednesday, October 4, at 8 o'clock and the Ladies' Aid on October 5 at 2:30.

Lyell Ave. Baptist Church

Sunday School at 9:30 a. m.; Church Service at 10:45 a. m. Next Sunday is Rally Day. There will be special exercises by the children during the Sunday School hour. The subject for the pastor's sermon will be: "This One Thing."
Mid-week prayer meeting will be held on Wednesday evening at 7:45. The subject will be in accord with the reading course taken up by the members of the church.
The Mission Circle of the church will meet tonight at the home of Mrs. Johnson, 78 Sunset street.
The members of the Ladies' Aid Society are planning a harvest supper to be served on Thursday, October 5, from six to eight o'clock. The tickets are 35 cents for adults and 20 cents for children.

CAPS Men's New Fall Patterns . 75c & \$1.25
Boys' New Assortment. Real Values . 50c

ROLAND'S
415 LYELL AVE.

The Church of The Holy Apostles

The Devotion of the Forty Hours' Adoration of the Most Blessed Sacrament of the Altar opens Sunday.
The Devotion begins with the High Mass at eleven o'clock on Sunday with the procession of the Most Blessed Sacrament and the chanting of the Litany of the Saints and prescribed prayers. The Devotion ends formally Tuesday evening.
The evening Devotions on Sunday, Monday and Tuesday evenings consist of Rosary, Sermon and Benediction of the Most Blessed Sacrament.
Rev. Father Benedict Ehmann will preach the evening sermons. The Masses on Monday, Tuesday and Wednesday mornings will be at 6, 7 and 8 o'clock. Confessions will be heard on Monday and Tuesday afternoons at 3:30 and on Sunday, Monday and Tuesday evenings after the Evening Services.
Young Ladies' Sodality elected officers at its first fall meeting last Friday, as follows: Mildred Magin, prefect; Maude Sullivan, vice prefect; and Lillian Le Roy, secretary.
The meeting was one of the largest and most enthusiastic gatherings since the formation of the Sodality. Many new members joined the dramatic club of the Sodality, which will be in charge of Mrs. Hutchinson, graduate of Boston School of Expression.
A record attendance, estimated at about 2,000 featured the lawn fete held two weeks ago on the school grounds.

SUNSET STREET COUPLE

IN 59TH ANNIVERSARY
Mr. and Mrs. George B. Pray of Sunset street, who were married 59 years last Monday, were entertained by Mr. and Mrs. William H. Senz of Glide street. Among the guests were Wilbur G. Pray, their son, and his wife.
Mr. Pray, one of the oldest residents of the 24th Ward, is a retired railroad man and veteran of many years' service with the old B. R. & P. He is still active and a familiar figure around the Lyell and Glide corners, where he makes daily rounds. He also prides himself in being a confirmed baseball fan.

GIVEN SENDOFF

Mr. and Mrs. Oscar Taylor and sons of Fielding road, formerly of Wetmore park, are visiting relatives in Harrisburg, Pa. A party was given them, before they left, by the Cardinal Club and friends.
Music was furnished by the Daddy Sunshine Girls' Band. A most enjoyable day was spent and covers were laid for 75 guests.

Holy Grail at Fair?



The Great Chalice of Antioch, declared by many authorities to be the cup used at the Last Supper, is attracting throngs to A Century of Progress—the Chicago World's Fair. It is one of many free exhibits.

MURRAY THEATRE
MURRAY STREET AND LYELL AVENUE

SUNDAY — MONDAY — TUESDAY
"I Cover the Waterfront"
Starring Claudette Colbert and Ben Lyon
Also! "The Big Brain"
With Phillips Holmes and Fay Wray

HIS HAPPINESS
Comes from enjoying them, caring for them, educating them and preparing them for life.



INVESTMENT
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INSTALLMENT
SHARES
TODAY
Will further
your desires
for their
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20th Ward Cooperative Savings & Loan Association
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MANUELL MARKET
Gen. 6569 We Deliver 115 Murray St.

Prime Steer POT ROAST BEEF . . lb. 14c
ROUND STEAK lb. 16c - 22c
Fresh Cut HAMBURG lb. 11c
Country Style PORK SAUSAGE . . 2 lbs. 25c
LEG of SPRING LAMB lb. 18c
Fresh Dressed CHICKENS at reasonable prices
Fresh Fruits and Vegetables Fresh Popcorn

FINANCE YOUR AUTO REPAIRS!
Get it repaired now and pay \$5 monthly
BAUER & RAETZ CHILD at JAY STS.
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All Popular Fiction
PENNY-A-DAY
432 LYELL AVE. (Near Child)

You'll Like the Way We Handle Your
Vacation Snapshots
Films Developed Free
KARLE STUDIO
399 Emerson Street

Winners Awarded Prizes In Beckwith Bike Contest

The bicycle parts guessing contest came to a close last Saturday at Beckwith's and quite a crowd was present to hear the correct answers and to claim prizes won, if any. When the sealed envelope was opened, it disclosed that the correct number was 1362 parts.

A careful examination of the "ballots" resulted in the following winners: 1—John Kewley; 2—Casimir Koneski; 3—Mary D'Anobrio; 4—David Swan; 5—Anna Serio. These were the lucky ones out of nearly 500 entrants.

BOWLING

Ladies' Bowling League will hold a meeting tomorrow (Friday) afternoon at two o'clock at Henchen's Bowling Hall, 849 Jay street. Ladies desiring to bowl in this league are asked to attend.

The Henchen League swings into action tonight. First shots at the maples were taken by the 24th Ward League which started its schedule Monday night with all eight teams in action.

FOOTBALL

The Dutchtown Bears have acquired the backing of the merchants of the vicinity and have changed their name to the Dutchtown Merchants.

The Merchants have signed "Chuck" Young, former Henchen star, for coach in the back field and Doc Bartholomay as head and line coach.

The following players have already reported for practice: Thurston, Valvano, Hasselwander, Frederick Newton, "Cy" Young, Kolb, Rapple, Bitteti, Boyer, Bilyk, Patterson, Meader, Fess, Webster, Bassett, Cody, Smarsh, Cole, Razzonte, Miller, Bocci, McAllister, "Huck" Young and the Savage brothers.

A newly organized football team from the west end in the semi-pro class desires the backing of some local merchant. Call Gen. 1413 between 5:30 and 6:00. Ask for "Joe."

SIX FROM VICINITY ENTER U. OF R. FRESHMAN CLASS

Included in the freshman class at the University of Rochester are six young men and women from The Vicinity. They are: June Mildred Foy, 9 Curlew street; Eleanor Nicholson, 574 Hague street; Myron William Cucci, 256 Emerson street; Mortimer French, 41 Otis street; David Penn, 228 Sherman street; and Eli Rockowitz, 3 Lyell avenue.

Trophies To Be Given For Parade Winners

Twenty-four awards are being offered for the prize winners in the Rochester NRA parade next Tuesday, September 26, as follows:

Girl with biggest smile, \$20.

Man with biggest smile, \$20.

Fancy costumes—First award \$10, second award \$5, third award, \$3; fourth award, \$2.

Funny costumes—First award \$10; second award \$5, third award \$3, fourth award \$2.

Oldest and oddest auto, \$10.

Best appearing baby queen, \$10.

Float best depicting "better times," Franklin D. Roosevelt trophy.

Best appearing band, Better Times Trophy.

Best appearing men's drum and bugle corps, Happy Days Trophy.

Best appearing ladies' drum and bugle corps, Blue Eagle Trophy.

Best appearing ladies' marching group, Rochester Trophy.

Finest appearing drill team, Spirit of Rochester Trophy.

All-Nations' Group, Uncle Sam Trophy.

Firm having greatest number of employees in line, Live-Wire Trophy.

Manufacturers' float, Commerce Trophy.

Best civic division float, NRA Trophy.

Oldest looking float, Knickerbocker Trophy.

Best retail float, General Johnson Trophy.

FOR PRINTING
PHONE THE POST
MAIN 5412

Trade With Independents

MEN'S New Fall Hats, Smart Styles, Correct Shades For Fall. Real Values . . . **\$2.65** **ROLAND'S**
415 LYELL AVE.

20c TAXI
20c for two miles, 5c for third mile, 10c each additional mile
STONE 27

PERSONAL

The Misses Lina Wilson of Chadbourne road and Bertha M. Cannon of Aab boulevard are leaving September 25 for a motor trip to Washington, D. C., and points south. They will be gone two weeks.

A son, Gerald John, was born to Mr. and Mrs. Clarence Johnston of Murray street on August 25. Mrs. Johnston was formerly Catherine Reber.

Miss Kathryn Ely has returned, after spending a week with Mr. and Mrs. Nelson Stott of Ames street, to resume her studies in Arcade, New York.

Rev. and Mrs. William A. Hallock, with their daughter, Anna, of Austin street have returned from a motor trip. Mrs. Hallock went as far as Cleveland and made a visit to Rev. Hallock's brother and wife, while Rev. Hallock and Anna spent some days at A Century of Progress Exposition.

Miss Florence Sweetman of Austin street spent most of her August vacation in and near Chicago. She spent some time at the Exposition, after which she accompanied one of her classmates of Northwestern University to her cottage on the lake. During her stay she spent a few days in Minneapolis, Minn. Miss Sweetman is secretary at Third Presbyterian Church, Rochester.

Floyd Hirsch of Masseth street is spending a few months at Newark, New Jersey.

The Iota Phi Delta Sorority will meet tomorrow night at the home of Miss Marion Schubert of 105 Avery street. Plans for a card party to be held in October will be made.

Mr. and Mrs. John Feeley and daughter of Immel street left for a visit to Mr. Feeley's aunt, Mrs. Mary O'Brien in Winamac, Ind. They are also stopping at A Century of Progress Exposition.

The marriage of Miss Ida Monticelli, daughter of Geno M. Monticelli of Broadway, to Patsy Camelio of Otis street will take place next Wednesday morning at nine o'clock in Holy Apostles Church.

Four young men from Santee street returned Sunday by motor from New York City following a week's visit there. They are Ed Tyding, Joseph Shatzel, John Ackerman and Joseph Carroll.

Mr. and Mrs. Otto Preiss of Child street spent the week-end on a fishing trip to Fisher's Landing in the St. Lawrence.

Miss Anna Hallock of Austin street was a recent guest of Mr. and Mrs. Olif Tassell and their son Dougless, of Williamson, on a cabin motor yacht cruise of four days to Oswego and points east.

Mr. and Mrs. Anthony Camelio of McNaughton street are moving this week to their new residence at 478 Driving Park avenue.

Joseph Hirsch of Masseth street is spending a week at Cleveland and also a week at the Grayson Hotel, Detroit, Mich.

The coming of Fall reminds us that these chilly nights require out-ing-flannel sleepers and gowns. We have misses' one-piece pajamas at 75c; ladies' two-piece pajamas at 89c, and gowns and sleepers for the whole family. Senz' Variety Store, Lyell Ave. at Glide St. Open evenings.—Adv.

CAMELIO'S MARKET

Skinned Fresh Ham 14 1/2c	Boneless Lge. End Rib Roast . 19c
Fresh Dressed 4 lb. Ave. FOWL . 20 1/2c	Boneless No Waste Veal Roast . 19c
Leg of Spring LAMB - - 18c	Country Roll BUTTER 25c
1/2 lb. Pkg. BACON . . 10c	Arpeako Lard 7 1/2c
GLEN. 3283	OTIS at AUSTIN WE DELIVER

ANY GARMENT

Beautifully Dry Cleaned
and Pressed

60¢

Called for and Delivered

If your garment is not satisfactory, there will be no charge for it

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CLEANERS

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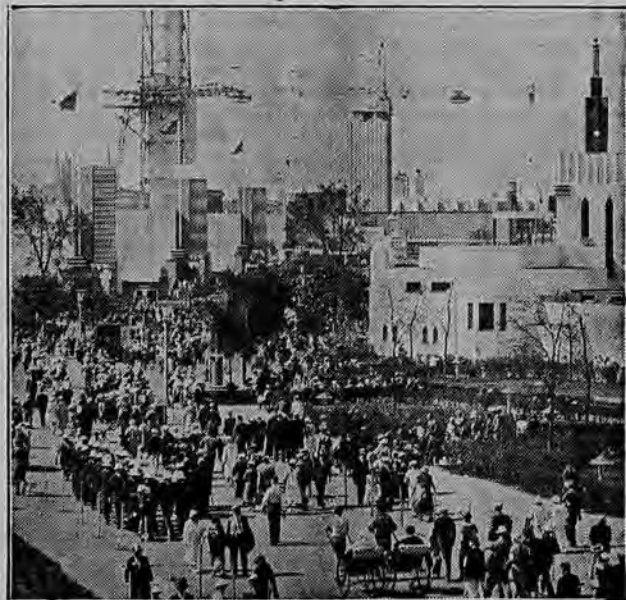
TANK CAR TO YOUR CAR

LEADER

Full Measure Assured from Sight-feed Pumps **16 1/2c**

KINSON CORP., 585 Lyell Ave.-Opp. Burrows St.

Throngs Merge on Science Hall at Fair



Down colorful Lief Eriksen drive at A Century of Progress—the Chicago World's Fair—the crowds are merging toward the Hall of Science (in the background) and the Sky Ride. In the foreground (right), visitors are flocking into the Hall of Religion.

Millions Find Joy on Fair Isle



The millions of visitors to A Century of Progress—the Chicago World's Fair—find a multitude of joys on Northerly Island. Here is a typical daily crowd passing the Electrical Building on the way to colorful Enchanted Island—the million dollar playground for boys and girls. For the 50-cent admission 82 miles of exhibits can be seen at the Fair.



24th WARD REPUBLICAN WOMEN IN CARD PARTY

A successful card party, the first of the winter season, was held September 20 at the club house, 1085 Lyell avenue, by the 24th Ward Women's Republican Club. The committee was headed by Mrs. William Schoenweitz, assisted by Mrs. Carrie May, Mrs. E. Sullivan, Mrs. G. Hondorf, Miss B. Kaiser, Mrs. C. Day, Mrs. R. Fredrick. Last night the club held its regular monthly meeting.

On Wednesday evening, October 18, the second card party will be held under the following committee: Mrs. Helen Looke, chairman, assisted by Miss Florence Martin, Mrs. I. Wagner, Mrs. B. Murphy, Mrs. L. Magin, Mrs. V. Gossen, Mrs. H. Geimer. Pedro, bridge, pinochle and dominoes will be played.

On Wednesday afternoons of October 11 and 25 the regular afternoon parties will be held.

Black Cat Dance Oct. 13 In Holy Family's Hall

Young people of Holy Family Church have completed plans for the first of this season's dances to be held Friday, October 13, in the school auditorium on Jay street. It will be featured as a Black Cat Dance, and there will be prizes. Music will be furnished for dancing from nine until 12. The committee in charge of arrangements is as follows:

John Dentinger, chairman; Misses Betty Ehmann, Veronica Guerinot, Lucille and Marie May, Marie Frank, Betty Dentinger, Dorothy and Marion Schubert and Doris Weber, Herbert Metzger, Raymond Schur, Frank Allmann, Edward Meyer, Elwood Fischer, Raymond Weber and Robert Wahl.

Complete Alterations at Savings and Loan Ass'n

Alterations and remodeling have been completed at the 20th Ward Co-operative Savings and Loan Association in Jay street and as a result the interior presents a considerably changed and modernized picture.

The association made the changes to facilitate handling of accounts and for the greater convenience of customers. It also provided work for several of the unemployed members.

Dutchtown Merchants Win First of Season, 18 to 0

The Dutchtown Merchants showed their worth Sunday when they trounced the strong Canandaigua town team by the score of 18-0. Coaches Bartholomay and Young were well satisfied with the showing.

Sunday, October 8, the Merchants will stack up against the strong Decker eleven at the South Park Gridiron. This game should provide plenty of action because of the section rivalry between these two teams.

OPENS RESTAURANT

Al Kleehamer, former proprietor of the grocery store at Otis and Warner streets, has taken over the store at Otis and Burrows streets and opened it as a first class restaurant. It is known as Al's Grill and will have its formal opening Saturday night.

NEW SHOP OPENED

A new barber and beauty service is available to The Vicinity. It is the Otis Barber and Beauty Shop, opened last week at 153 Otis street. All kinds of beauty work is done there.

DEMOCRATS PLAN FOR PRE-ELECTION EVENTS

The 24th Ward Men's Democratic Club will hold a meeting tomorrow (Friday) evening at the new headquarters, the Gates Garage, 1203 Jay street. All men in the ward are invited to come to this meeting and help plan for the coming election. Daniel Lee, candidate for supervisor, will be on hand to meet all his friends.

The Ladies' Democratic Club has planned a card party at the home of Mrs. Held, 1841 Lyell avenue, Saturday evening, October 7, and all friends are asked to come. Various games of cards will be played with prizes at all tables at a cost of 25 cents.

Missionary Maids Having Supper at Holy Family

American Missionary Maids will hold a supper tonight at Holy Family Auditorium. Arrangements have been made for card playing and dancing.

The following committee is in charge: arrangements, Mrs. Haubner, Mrs. Seley, Mrs. Klier, Mrs. Metzger, Mrs. Martin, Mrs. Hoderlein, Mrs. Weber, Mrs. Reger, Mrs. Jacobs, Mrs. Heey, Mrs. With, Mrs. Voelkl, Mrs. Wilhelm, Mrs. Quetchenback, Martha Schuey, Doris Weber, Marion Weidman, Dorothy Frank, Florence Wolrab; serving by members of the club; publicity, Dorothy Schubert.

BOWLING CODE

A code for the bowling alleys is expected to be adopted shortly and to be effective this year. It provides for a minimum of 20 cents per game. Penalties under NRA for the first offense will be a fine of \$100.

MURRAY THEATRE

Week-end Program

Tonight (last times) "International House" featuring "Skeets" Gallagher, Rudy Vallee, Stuart Irwin, Burns and Allen, Col. Stoopnagle and Budd, W. C. Fields, Cab Calloway, etc.; and "Grand Slam" with Loretta Young and Paul Lukas.

Fri.-Sat.—"The Eagle and the Hawk" with Cary Grant and Carole Lombard; and "Cornered" with Tim McCoy.

Sun.-Mon.-Tues.—"I Loved You Wednesday" with Warner Baxter and Elissa Landi; and "The Song of the Eagle" with Mary Brian and Richard Arlen.

Reviews

A large cast including four top-notch stars and a huge fleet of fighting planes manned by renowned ex-World War veterans appears in Paramount's dramatic story of war aviation, "The Eagle and The Hawk."

Paris, a colorful South American harbor, Boulder Dam and New York supply a variety of unusual settings for "I Loved You Wednesday," which has Warner Baxter and Elissa Landi as its stars.

The story of this production centers about the uncertainty of affections of Miss Landi in the role of a ballet dancer. First she concentrates all her love on Victor Jory and when he turns out to be a philandering husband on a marriage holiday, she finds consolation in the honest adoration of Baxter, a strong "big time" engineer.

"You must be running a laundry, look at the collar on this beer." "Oh, just put a head on it." "This one's on the house." "Just one more round." "Mister, is my father in there?" Those picturesque phrases of pre-prohibition vintage were recalled by old-time beerhoisters who watched the filming of Paramount's "Song of the Eagle."

BUSINESS MEN'S BAKE TO BE ON OCTOBER 15

Lyell Avenue Business Men's Association will hold its annual clam-bake at Island Cottage Sunday, October 15, starting at 3 p. m. and continuing throughout the day. A program of sports is planned for the afternoon with dancing in the evening.

The bake will be held rain or shine and the sports are being arranged so that they may be held indoors in case of inclement weather. The meal will be served at six and the dancing, a new feature this year, will start at eight and continue until closing; with music furnished by an orchestra.

Tickets at \$1.50 per plate, including refreshments, are now available from members of the committee: Thomas Taylor, chairman, William H. Senz, Wesley Miller, Fred R. Metzinger, Charles Meyers, John Pike, Jr., Fred Jackson and Albert Lenhard. Final reports on tickets will be made by the committee at the regular meeting of the association next Wednesday night, October 11, at Senz Tavern.

Annual Costume Dinner Party Held by Auxiliary

Ladies' Auxiliary, Knights of St. John of Holy Apostles Church held their annual costume and dinner party at Hotel Rochester recently. Among the guests were Mrs. J. Lemmer and Miss Inez George of Milwaukee, Wis., who have been visiting Mrs. George Cooper of Otis street.

Piano selections were played by Mrs. Robert Specksgoor, president of the auxiliary; a solo was sung by Mrs. Frank Gifford; and recitations were given by Mrs. Frank Henneberger. Mrs. Raymond Miller was chairman.

End Season

Art-In-Memorials baseball team ended a successful baseball season, winning 25 games and losing 5. The team was composed of the following players: J. Wilson, "Cy" White, "Rip" Seitzinger, M. Lupinette, B. Shea, J. Kewley, A. Tyler, F. White, J. Kelly. The team was coached by Floyd Reichart.

CLAUS AGENCY ADDS LIFE INSURANCE TO ITS LINE

Announcement is made this week of the addition of life insurance to the various other types of insurance sold by the Charles A. Claus Agency of Immel street. The Claus Agency is now representing the Travelers Life and as a result is in a position to handle all forms of insurance. The men associated with the Claus Agency are also now able to write life policies.

WILSON'S SHANKLESS

6 to 8 lb. Average

SMOKED PICNICS . lb 8c

SHOULDER and CROSS RIB

BEEF ROASTS . . lb 12 1/2c

LEAN TENDER

FRESH HAMS . lb 14c Whole or Half

BONELESS ROLLED SHOULDER



PLUMP MEATY

3 to 4 lb. Avg.

Roast of Lamb lb 15c **FOWL . lb 17c**

Campbell's Tomato Soup, can 6 1/2c

Mother's Oats, lge. pkg. . . . 15c

All-Sweet Oleo lb. 10c

Brighton Blend Coffee . . lb. 22c

Libby's Milk, Tall Can . . . 6 1/2c

Blue Ribbon Mayonnaise . qt. 45c

DEL MONTE No. 2 Can

Golden Bantam Corn 10c

Fels Naphtha Soap, 10 Bars . 49c

Quick Arrow Soap Flakes pkg 12 1/2



BEECHNUT

COFFEE

2 lbs 55c

MONDAY SPECIALS

10 lb. Sack Domino SUGAR . 49c

Kellogg's CORNFLAKES pkg 7 1/2c

Bacon Squares . lb 9 1/2c

BONELESS Large End

Rib Roast Beef . lb 19c

COUNTRY ROLL

BUTTER . 2 lbs 49c

GRADE A EGGS . . . doz. 27c

FRESH

FILLETS . . lb 15c

LARGE CHERRYSTONE

CLAMS . . doz 17c

Well-Bleached Celery dble. bch. 10c

Large White Cauliflower . hd. 10c

Sweet Potatoes, Jersey Dries . 7 lbs. 25c



AMES ST. cor. MAPLE

KLIER'S WEEK-END SPECIALS

DRUGS

Kruschen Salts 55c
Jad Salts, Condensed . . 55c
Agarol 89c
Absorbine Jr. 78c
Wampoles C. Z. O. 59c
Asperins, 100's 29c
Baume Bengue 43c
Listerine 21c, 39c, 69c
Lysol 19c, 39c, 69c
Beacon Dog Pellets . . . 25c
Magnesia 1 quart 59c
Doan's Pills 47c

CANDY

Hard or Filled . . . lb. 29c
Master Makers Chocolate
1/2 lb. 25c, 1 lb. 50c, 2 lbs. \$1
Salted Peanuts . . . bag 10c
Hyan Dry Ginger Ale 12 1/2c
Plus Deposit

SMOKERS' SUPPLIES

Reg. 25c Pipe 19c
Reg. 50c Pipe 39c
\$1 Cigarette Case 50c
\$1 Tobacco Pouch 50c
Union Leader, 1 lb. 79c

TOILET ARTICLES

Sanitary Napkins
Modess and Kotex . 2 for 25c
50c West Brush Old Style . 25c
25c West Tooth Paste . 2 for 33c
10c Big Bath Soap . . . dz. 59c
75c Pond's Beauty Box . . 49c
25c Palmolive Shaving Cr. . 19c
25c Colgate Tooth Paste 19, 2-37
We Carry All Outdoor Girl
10c Items

SUNDRIES

Heating Pads \$3.45 up
Health Comp. Carbon Type 5.95
Robinson's Reminder
Bill Fold and Note Pad . . 39c
St. Regis Watch \$1.00
St. Regis Electric Alarm . \$1.98
Hammond Month Clock . . \$1.39



LET US FILL YOUR PRESCRIPTIONS

KLIER PHARMACY 261 Ames St. Genesee 2659

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE 25 South Water Street Main 5412
VICINITY OFFICE 517 Lyell Avenue Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.

When---

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Doctor bills, the costs of final rites and your family's future. You must consider them and prepare with

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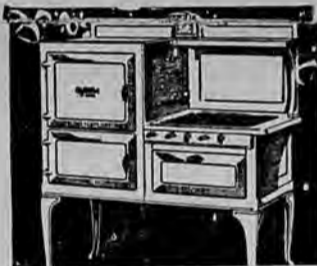
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Installed
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up



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**New Books Are Announced
By Downs Lending Library**

The following new books have been added to the Downs Library, 432 Lyell avenue:

This Bright Summer by Anonymous, Ambition Lady by Geoffrey Harwood, Rain on the Rolls by Morgan Cunningham, The Drift Fence by Zane Grey, She Wanted More by Ann Lawrence, A Scarlet Pansy by Robert Scully, Smiling Charlie by Max Brand, The Scorpion by Anna Weirauch, The Murder at Hazelmoor by Agatha Christie, The Range Maverick by Oscar J. Friend, Half Angel by Fanny Heaslip Lea, Rented Wife by Gordon Sayre, The Sweet Cheat by Herbert Crooker, Two Maids Go To Market by Lawrence Schwab, Dad's Girl by Edna Robb Webster, From Nine to Five by Mary Badger Wilson, Pre-War Lady by James Noble Gifford, Treehaven by Kathleen Norris, Women Live Too Long by Vina Delmar, The Man at the Carlton by Edgar Wallace.

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

EXPERT Vacuum cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 165 Clay Ave. Glen. 3543.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

EXPERT SERVICE on all makes washing machines. Wringer rolls \$2.00. Estimates given free. Lowest possible charges. Phone Glen. 2586-W for prompt service. Wm. Mahany, 283 Flower City Park.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

FOR EXPERT repairs on vacuum cleaners and washing machines, call Glen. 4141. Variety Vacuum Cleaner Co., 254 Lyell Ave.

G. E. MAZDA Lamps, 15-30-60 watts, 10c. Plain or colored. Leichtner Hardware, 705 Maple St. Gen. 3126.

IF IT'S ELECTRICAL, we can repair it. Jones, Leggins & Co., 679 Maple St. Gen. 4566.

WALLPAPER—Remnant lots 3c roll up. Better grades cut in half. Otto Preiss, 283 Child St.

AUTO GLASS installed. Plate, safety glass, window glass replaced. General glazing. Myers Bros., 439 Lyell Ave. Glen. 4055.

This Week Only
BIKE TIRES 69c
BECKWITH'S
271 Lyell Ave., opp. Firehouse

PERSONAL

Among Vicinity Legionnaires attending the convention in Chicago this week are Thomas Taylor of the Lyell Food Products Co. and Billy Bauer, who took with him his famous Forty and Eight Chemin de Faire.

Inspector James Collins of Calihan park is in New York City to attend the World Series.

Mr. and Mrs. George Paul of Austin street announce the arrival of a 7 pound 14 ounce son, William George, on Sunday, September 24, 1933, at St. Mary's Hospital. Mother and son are getting along nicely.

Cardinals' Social Club met at the home of Mr. and Mrs. Glather in Wetmore park. The next hostess will be Mr. and Mrs. Taylor of Fielding road.

Announcement was made last week of the engagement of Miss Rose Davis, daughter of I. Davis of Harwood street, to Arthur Leichtner, son of Mr. and Mrs. Jacob Leichtner of Bernard street. (Mr. Leichtner is proprietor of the hardware store at Maple and Ames streets.)

Mr. and Mrs. Warren Hartley and Mrs. George Jacobs of Massett street, Harry Von Deben of Jay street and Leo Behn of Greece, N. Y., recently enjoyed a week's fishing at Otter and Bass Lakes in Northern Canada.

KEGS ALL SIZES AT LAST YEAR'S PRICES

STAR HOPS ¼ lb. 15c
HOPS CHOICE BREWERS HOPS lb. 70c

ALL THE POPULAR BRANDS AT GREATLY REDUCED PRICES MALT

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Ole Dependable . 2½ lb. 35c	White Diamond . . 2½ lb. 45c
Tast-It 2½ lb. 35c	Superior 3 lb. 49c
Lyell Brand 3 lb. 45c	Lyell Brand 3 lb. 53c

RYE - GIN - BOURBON, etc. FLAVORS . . 1 oz. 35c

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New Assortment of Ladies' Frocks for Afternoon And Street Wear, Neat Patterns, Splendid Values, **\$1.35 & \$1.50**

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Grace Presbyterian Church

Sunday is Rally Day in both church and Sunday School. There will be a special program by the children of the Sunday School during the regular hour from 10 to 11. Immediately following there will be a special service of worship in the church from 11 to 12:15. The choir has prepared special music for this service and the pastor will preach on the theme, "The Fact of the Cross."

Young People's Society will meet at the church at 2:30 o'clock Sunday afternoon to go for a hike through Durand-Eastman Park.

Friendship Class, of which Mrs. Henry J. Walch is the teacher, will meet Monday evening, October 9, at 7:45 in the home of Mrs. Dorothy Griffith of 14 Potter street.

Mrs. Marshall's Guild of the Ladies' Aid will meet next Wednesday afternoon, October 11, at 2:30 in the home of Mrs. George M. Hubbard of 67 Sherman street.

The regular Church Family Night Supper, a tureen supper, will be held on Wednesday evening, October 11, at 6:30 in the parish house. Mrs. Lewis Hiler is in charge of arrangements.

A special joint meeting of both official boards of the church, the Board of Trustees and the Session, will be held following the Church Nite Supper. Plans for a week of special services will be discussed at this meeting. Following the joint meeting, the respective boards will hold their own sessions as usual.

The Church of The Holy Apostles

The Rosary Society met last night and made plans for the year. Young Ladies' Sodality meets again October 13 and receives Communion the following Sunday. Holy Name receives Communion

Lyell Ave. Baptist Church

Morning service at 10:30. The subject of the pastor's sermon will be: "The Saviour: His Name and His Mission." Sunday School begins at 12 M.

A large proportion of the membership has taken up the Bible reading course which is intended to cover the whole New Testament in twenty weeks. The course began last Sunday and every one is reading two chapters a day.

The deacons met in the church on Monday evening for their monthly meeting. The mid-week prayer meeting will be held in the church on Wednesday evening at 7:45. The pastor will speak on some outstanding features of the Sermon on the Mount.

On Thursday evening the Ladies' Aid will serve one of their famous dinners from six to eight o'clock.

Those of the membership on the hospital list are: Mrs. Catherine Sharpe of Curtis street in St. Mary's Hospital; Mrs. John Brown of Burrows street in General Hospital; and John Zicker of Karnes street in St. Mary's Hospital.

Mrs. C. S. Davenport of Howard road was hostess on Friday night at the Fidelis birthday party. Mrs. Ludwig and Mrs. Mallory were assisting hostesses.

Reports from Beckwith's
Ernie Gibbs of Beckwith's reports that he and Dwight Beckwith were the rather odd-looking fellows who so pompously rode the high-wheelers as a part of the bicycle division in the NRA Parade. Ernie also states that it was a Beckwith bike which took young Kenneth Hardy of Avery street to Hartford, Conn., and back on a ten-day trip this summer.

Sunday and meets Monday.

October Devotions are held every Wednesday and Friday at 7:45 p. m.

Trinity Evangelical Church

Services for Mission Sunday, October 8: 9:00 a. m., German with sermon on "Gottes Sache." 9:45 a. m., Sunday School Assembly. 10:50 a. m., Morning Worship with sermon on "Christian Service."

The Brotherhood meets for its regular monthly meeting on Monday evening, October 9. On Thursday afternoon, October 12, the Mission Study Class will meet at the church at 2:30 p. m. All ladies are invited to join with the class. In the evening at 7:30 p. m. the first of the "Trinity Fellowship Nights" will be held. There will be group singing, motion pictures, special numbers and singing by Albert (Jake) Young. Refreshments will be served.

Maltby Street Chapel

Sunday School at 9:30 will be led by the new superintendent, Ralph Davie of Colgate-Divinity School. Christian Endeavor, 6:30 p. m. Divine Worship, 7:30 p. m.

The topic of the sermon next Sunday will be "Miracles of Faith," by the pastor, Rev. Harold Cooper. Old time revival hymns will be sung.

Tomorrow evening at 8 p. m. the Friendly Circle will hold its regular monthly meeting. Plans for entertainments for the winter months will be brought up at that time.

CLUB HOLDS CLAMBAKE AT LYELL RESTAURANT

The Amos, Andy and Madame Queen Club held its clambake Sunday at Rendsland's of Lyell avenue. It was prepared by Marlowe

and Shafer. David Henry is president of the club and the committee in charge was H. J. Underwood, chairman, J. Rendsland and V. Hartman.



SUNDAY — MONDAY — TUESDAY
Warner Baxter and Elissa Landi in
"I Loved You Wednesday"
Also! Mary Bryan and Richard Arlen in
"The Song of the Eagle"



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Above is a view of the attractive float entered in the recent NRA parade by the Monroe County League of Savings and Loan Associations. The Vicinity's 20th Ward Co-operative Savings and Loan Association is a member. The scheme of the float centered around a home, the institution in which these associations have their primary interest.

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Shampoo or Finger Wave . 35c
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Our Own Brand COFFEE lb. 17c
CREAMERY BUTTER lb. 24 1/2c
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FINGER WAVE
MARCEL or SHAMPOO **35c**
PERMANENTS Special . \$2 up
Haircuts . 35c Children . 25c

GETTYSBURG IS PILGRIMS' GOAL

Field of Most Famous Battle
in United States.

Prepared by National Geographic Society,
Washington, D. C.—WNU Service.

EVERY summer thousands of Americans make the pilgrimage to Gettysburg, famous American battle field and locale of one of the most famous speeches ever delivered—Abraham Lincoln's Gettysburg address.

At Gettysburg, during the first three days of July, 1863, the course of American history, if not indeed the trend of world destiny, trembled in the balance. Here American courage and valor reached a high-water mark; here the hopes of the Confederacy attained their flood stage and began the ebb that ended at Appomattox.

As one motors along the avenues that mark the battle lines, now pausing in reverence before this and that monument erected on the field; now visiting the earthworks of a famous corps, division, or brigade; now climbing one or another of the five steel observation towers for a broader sweep of the terrain, he understands why this is the most widely known of all the battle fields of America, attracting more than 800,000 visitors annually.

Never did any commander face his problem under greater difficulties than did Gen. George Gordon Meade. At three o'clock on the morning of June 23, less than 30 hours before the great battle opened, he was awakened in his tent at the headquarters of the Fifth corps, which he had been commanding. An officer from Washington announced that he had come bringing trouble. Later, in a letter to his wife, Meade confessed that he thought the officer had come to relieve him of his command or to arrest him; but his conscience was clear.

And trouble it was that the officer brought, though of a vastly different kind. He delivered an order from the War department directing General Meade to take command of the Army of the Potomac, concentrate its scattered forces, break the hold of the Army of Northern Virginia on the Susquehanna, protect Baltimore and Wash-



They Fought at Gettysburg.

ington, bring the invaders to battle, and cause them to retreat to their own soil.

General Lee, too, was in straits. Stuart's dash around Hooker's army had deprived the Southern leader of the only eyes an army could have before dirigibles and airplanes came into being.

In those three last days of June both commanders were at a disadvantage—Meade because he had had thrust upon him a Herculean task and must get his hands on the reins, and Lee because his cavalry was beyond his reach.

Two Great Battles.

Few visitors who go to Gettysburg realize that there were two battle fields in that historic struggle. The battle of the first day was fought to the north and west of the town. Not a single federal soldier was left on that field when the fight ended in mid-afternoon. How complete was the Confederate victory on that day was disclosed after the war by General Meade, who said that if General Lee had followed and placed his batteries on Culp's hill that evening the federal army would have been forced to withdraw.

One need only climb the observation tower near the site of General Meade's headquarters and from that

vantage point view the second battle field to appreciate the tremendous price the Confederates were destined to pay on the second and third for their victory of the first. For here Nature had provided General Meade with a veritable citadel ready for fortification, in which to await an attack, and events had given the Army of the Potomac time to occupy this position and entrench itself.

Here the legions of Lee endeavored to overpower their gallant foes of many a Virginia battle field. Here they waded through blood at the Peach Orchard and the Wheatfield; here they faced the most withering blasts that war at its bitterest could bring upon them as they struggled for possession of Devil's Den and the rocky heights of Little Round Top, where the issue hung on the quick eye of General Warren and the matter of a few minutes.

Thrice victory eluded the grasp of Lee in the fighting of the second day. Night closed down upon the frightful scene of carnage with the flower of Stonewall Jackson's old

corps in Meade's trenches, on the southern slope of Culp's hill, within 150 feet of Meade's line of retreat and close to his reserve parked artillery. There they slept on their arms, little dreaming how close they were to victory, as they settled down to a fitful slumber.

Pickett's Famous Charge.

Could they hold their gains on the morrow and drive through the hundred paces to triumph? At four o'clock the next morning guns boom out their demand for an answer. The battle is on. Artillery fire blasts their front and rakes their flanks. Musket fire throws a deadly leaden hail into them from almost every angle. Their position becomes an inferno. They charge into a blinding sheet of all-arms fire; they reel back, reform, charge, and are hurled back again. Again they reform and charge once more. At last, almost literally blasted from the field, the bugles sound the mournful notes of the retreat and General Meade holds the ground unchallenged.

Pickett's charge will ever live in the minds of men as the climactic episode of Gettysburg; but military men agree that in the menace it held, in the fierceness of the assaults that were made, in the carnage that was wrought, the attack made by the men whom Stonewall Jackson had led at Bull Run, Antietam, Fredericksburg, and Chancellorsville deserves an equal place in the annals of war. That attack lasted six hours. Pickett's charge moved out at three o'clock, reached high water mark at 3:20, began its retreat at 3:40, and was off the field a little after four o'clock.

As a military spectacle, that concluding act has never been excelled. Its prelude was played by 300 guns, as battery answered battery across the gently rolling fields over which the historic charge was to sweep. "Every position seems to have broken out with guns everywhere, and from Round Top to Cemetery Hill is like a blazing volcano," reported one officer. "The grand roar of nearly the whole artillery of both armies burst in on the silence almost as suddenly as the full notes of an organ would fill a church," wrote another.

In an hour and a half the Federals slackened their fire, so that their guns might cool, wrecked batteries be replaced, and the atmosphere allowed to clear.

Forty-two Confederate regiments move out. Pickett leads them, with his own division in the center. The charge begins with the precision of dress parade. A murmur of admiration sweeps the Union line. And then its artillery opens again with every ounce of its reinforced power. Presently torn by shot and shell the charging host comes within rifle range. They press on. They are within 150 yards of their goal, facing death in a thousand forms.

End of the Bloody Fight.

Pickett's men melt like snow on a hot day, but a second and a third wave sweeps on. They face double canister at ten paces, but they silence the guns that fire them. Into Webb's rifle pits they leap and over the barricade. Armistead and his men vault over the stone wall. He falls mortally wounded. The momentum of the charge wanes and dies.

Raked with fire and cross-fire, there is nothing to do but fall back.

But they return across the sanguinary field in such fashion that the repulse does not become a rout. Out of the 4,800 men of Pickett's division, not more than 1,000 return. Of the 15 field officers and four generals, only Pickett and one lieutenant colonel escape unscathed.

The Battle of Gettysburg is ended. As one walks over the scene and tries to measure the courage of the men who fought here, he comes to understand why there is pride in every American heart that the battle field is now a military park, and that it was dedicated in immortal words by Abraham Lincoln.

The fine generosity of the Federal government, that knows no North and no South in the marking of these hallowed acres, cements in the firmest bonds of history the sons and daughters of those whose bravery and courage made the field the sacred spot it is.

First established by the Gettysburg Battle Field Memorial association in 1884, taken over by the government in 1895, more adequately marked by the Gettysburg National Park commission, the park now consists of 2,530 acres of government-owned land. It has 22½ miles of avenues, in addition to the state and county highways that traverse it. In it there are 83 statues, in addition to nearly 800 other monuments. There are also 1,410 bronze and iron tablets and 323 granite markers on pedestals, while 419 mounted cannon, caissons and limbers show the artillery position of the field.

As a recent army report declares: "It has been well said that Gettysburg was in a measure the American soldier's battle, a battle of the ranks, a struggle of American prowess and courage, of discipline and tenacity, of unswerving fidelity and unselfish devotion, a contest of American manhood."

Boston Capital of New Jersey

Few of the present generation are aware that Boston, Mass., was once the capital of New Jersey. The period in question extended from 1688 to 1692.

CARD PARTY TONIGHT

Iota Phi Delta Sorority will hold a card party at Wegman's Institute on East Main street tonight. Miss Gertrude Fritz and Miss Marion Schubert are in charge of prizes.

Metzger & Brayer Co.

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Fresh Shldr . 8½c

No Rind

Fresh Ham 14½c

Fresh Dressed

FOWL . . . 19c

Leg of Spring

LAMB - - 18c

Boneless Lge. End
Rib Roast . 19c

POT ROAST 12c

Boneless No Waste
Veal Roast 19-22c

Country Roll BUTTER 26c

BUELL'S BRIGHTON BLEND COFFEE . . . lb. 23c

GLEN. 3283 OTIS at AUSTIN WE DELIVER

ANY GARMENT

Beautifully Dry Cleaned
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60¢

Called for and Delivered

If your garment is not satisfactory, there will be no charge for it

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TANK CAR TO YOUR CAR

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GAS Full Measure Assured from Sight-feed Pumps 16½c

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With the new Johnson home sander anybody can sand and completely refinish his floors himself. Saves 70% of professional costs. Nothing to buy but actual finishing materials. Come in and ask about it.

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Glen. 3110

Regular \$5
PERMANENT . \$3

Get your Permanent now before prices go up.

Finger Waves & Marcells
Mon., Tues. 25c & Sat. 35c
& Wed. 25c & Sat. 35c

Ann Beauty Salon
484 AMES ST.—Gen. 5029-J



"Nature makes few perfect eyes"

You have one pair of eyes for a lifetime. Fit them to do their life's work.

GEO. L. STIFTER
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OFFICE HOURS—9 to 12:30
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499 LYELL AVE. GLEN. 6756

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THE VICINITY POST



PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

VOL. VII.

ROCHESTER, N. Y., NOVEMBER 23, 1933

No. 2

BUSINESS MEN ELECT 1934 OFFICERS DEC. 6

The largest turnout of the year is expected for the next meeting of the Lyell Avenue Business Men's Association on Wednesday, Dec. 6, at Senz Tavern. This will be election night when a new set of officers for 1934 will be chosen.

Letters will be sent out shortly informing the members of the meeting and mentioning suggestions made for changes in the membership regulations and other matters of importance to the association.

The officers whose terms expire this year are as follows: James E. Shatzel, president; Thomas Taylor, vice-president; Fred R. Metzinger, treasurer; and Charles Meyers, secretary.

No. 30 P. T. A. Planning For Bazaar on Dec. 8

P. T. A. of No. 30 School met Nov. 15 at 7:30 p. m. for an entertainment, given by the pupils, and a talk by Mrs. Anna Larson. Her topic was "Encouraging Musical Talents in the Schools." Miss Mabel Simpson, who was unable to attend due to illness, will be at the Dec. 13 meeting.

The annual bazaar and cooked food sale will be held on Dec. 8. Committee chairmen are as follows: Mrs. Wm. Lamson, cooked food and baked goods; Mrs. Jos. Cornell, home made candy; Mrs. N. Augustine, fancy articles; and Mrs. Stagnetto, mystery tree.

24th WARD ORGANIZES A NEW ATHLETIC CLUB

The 24th Ward A. C. has been organized and will meet tonight at the club's headquarters on Glide street. Election of officers will take place.

NEXT ISSUE Of The Post will be published Thurs., December 7

Christmas Sale Dec. 5 At Grace Pres. Church

Grace Presbyterian Church will hold its annual Xmas Sale and Chicken Supper on Tuesday evening, Dec. 5.

The "Fair" this year promises to be one of the most attractive held for some time. A home cooked chicken supper with all that goes with it followed by an evening of entertainment and fun, and a chance to patronize the booths for desirable Xmas gifts.

There will also be a fish pond for the children. The public is invited. Committees in charge are: Mrs. C. Bryan, Mrs. Narie, Mrs. Bennett, Mrs. Marshall, Mrs. C. Grover, Mr. and Mrs. N. Henry, Mrs. L. Hiler, Mrs. Baldwin, Mrs. Haas, Mrs. O. Faulhaber, Mrs. Butterfield, Mrs. Lyons and Mrs. Wood.

Henry Kordt is in charge of the entertainment and fun.

Misses Edith Lyons, Catherine Bergman, Eleanor Bergman, Marjorie Narie, Ruth Freese, Ruth Schweder and Grace Wood will serve the supper and assist at the booths in the Xmas sale and entertainment.

PENROD AND SAM TO GIVE PROGRAM AT CIVIC CENTER

The K. of C. has placed on sale 1,500 seats for the performance of Penrod and Sam of radio fame scheduled Nov. 28 in the auditorium of the Columbus Civic Centre. Orphans, admitted free, will take up the remainder of the seats. Tickets are being sold here by Mrs. William H. Senz of Glide street.

Democrats Carry Vicinity Wards Without Exception

Sweeping clean in The Vicinity as elsewhere in Rochester and Monroe County, the Democrats took all honors in the recent elections. Flanagan in the 15th, Lee in the 24th, Allen in the 20th and Rogers in the 10th, all Democrats, will take over the duties of supervisor on Jan. 1.

The complete upset which featured the full city and county ticket had its reflection here in even the strongest Republican districts. Every ward went Democratic in a manner that indicates the voters' desires in no uncertain terms.

PERSONAL

George Esterley of Lyell avenue has returned home after spending a week in Chicago attending "A Century of Progress."

Mr. and Mrs. George Esterley of Lyell avenue recently spent a week in New York City.

Sigma Pi Epsilon Sorority met Nov. 6 at the home of Miss Alma De Sutter in Hague street and last Monday at the home of Miss Matilda Fess in Campbell park.

The Old Gang Bridge Club gave a surprise shower last Thursday on Mrs. Clarence Falls of Spencerport, who on Nov. 2 gave birth to a daughter, Joan Marie. The club meets again at the home of Mrs. Leo B. Ehmann in Windbourne road on Dec. 7.

Many social events are scheduled for the Rathskeller at Senz Tavern during the coming weeks and Vicinity people are finding it an ideal place for card parties, socials, family gatherings, meetings, etc. Full privacy is provided and lunch and refreshments at whatever cost you wish are arranged by Billy Senz. For further particulars, stop at the Tavern, Lyell at Glide St. or phone Glen. 3855.—Ad.

MURRAY THEATRE

Week's Program

Tonight—"Mama Loves Papa" with Charlie Ruggles and Mary Boland; and "Before Dawn" with Stuart Erwin and Dorothy Wilson.

Fri.-Sat.—"The Man Who Dared" with Preston Foster and Zita Johann; and "Somewhere in Sonora" with John Wayne.

Sun.-Mon.-Tues.—"The Mayor of Hell" with James Cagney and Madge Evans; and "She Had to Say Yes" with Loretta Young and Lyle Talbot.

Wed.-Thurs. (all day Thanksgiving Day)—"Paddy the Next Best Thing" with Janet Gaynor and Warner Baxter; and "Shanghai Madness" with Spencer Tracy and Fay Wray.

Next Tuesday night six turkeys will be given away on the stage of the Murray to patrons of the theater.

Sun.-Mon.-Tues. Review

A picture so out of the beaten path, so extraordinary in its conception and portrayal that it will shock the spectator with its grim revelations is "The Mayor of Hell," with James Cagney in the stellar role.

It deals with an institution ruled by cheap politicians and honey-combed with graft. Boys are caged like wild animals in barbed wire enclosures, and half starved in order that its supervisors may fatten on the purchase of foodstuffs.

The movies lay bare another racket in "She Had to Say Yes." This picture with its all-star cast headed by Loretta Young, Lyle Talbot, Regis Toomey and Winnie Lightner, reveals the adventures of "customers' girls," which is always a pretty, though lightly principled lure used by certain firms of big business to extract orders from out-of-town buyers.

Auxiliary is Formed For Girl Scout Troop No. 25

A Mother Auxiliary was formed by the mothers of the Girl Scouts of Troop 25, located at No. 43 School, Lyell avenue. The following officers were elected:

Miss W. Brumber, scout leader; Mrs. Herschler, president; Mrs. Langbino, treasurer; Mrs. Ogen, secretary; Mrs. Rank, news reporter.

THANKSGIVING BAZAAR AT CHURCH THIS WEEK

A Thanksgiving Bazaar is being held tonight, Friday and Saturday in Holy Apostles School Hall. There will be entertainment, games, booths and a poultry market; door prizes, a grand prize; and refreshments will be served.

A large committee is in charge, including the following:

General committee: John J. Kennedy, Raymond S. Foley, Mrs. Anna Johnson, Mrs. R. Specksgoor, Miss Mildred Magin, Miss Mae Brown.

Refreshments: Frank Miller, chairman, Arthur Dubois, Harry Dunham, Edward Young.

Turkeys: John Miller, chairman, Clarence Pehler, Daniel Byrne, Burton Himes, Michael Fredericks, John Ackerman, Norman Foss, Joseph Carroll, Edward Young, Chas. Young, John Dembs, William Batz, J. E. Guerinet.

Chickens and ducks: Edward Bates, Peter Hemmer, Albert Mason, John Schwalbach, Anthony Camelio.

Groceries: Andrew Smith, chairman, Frank Gardner, Gordon Fox, Edward Tydings, Arthur Rowland.

Prosperity Wheel: Bernard Tindale, Thomas Hammill.

Baseball Game: William McGlynn.

Variety Booth: Rosary Society, Mrs. Mary Sheehan, chairman.

Candy Booth: Young Ladies' Sodality.

Orange Tree: Ladies' Auxiliary Knights of St. John, Mrs. R. Specksgoor, chairman.

Soft Drinks: Altar Society, Elizabeth Tierney, chairman.

Door committee: Eugene Kase, Chas. Kase, William Erb, John McGovern, William Sheehan, Frank Tschiderer, George Robbins, Harold Johnson, Bernard Clinton, Joseph Gill, Thomas Lenahan, Frank Lane.

Cashiers: Harold Charles, Joseph Clinton, Walter Coreoran. Cashiers at booths: Young Ladies' Sodality.

Decorations: Mrs. Harold Johnson, Margaret Miller.

ANNIVERSARY

In celebration of our fourth anniversary we are running a sale in which all dresses are reduced, some to as low as \$3.95. Wools and silks in all sizes. Bastian Dress Shoppe, 493 Lyell Ave.—Adv.

Shoulder Roast Lamb lb 15c	Fresh Plump Meaty FOWL lb 15c Weight: 3 - 3 1/2 Ave.	Our Own Sugar Cured Bacon lb 16c Whole or half strip
---	---	---

SMALL LEAN **PORK LOINS** Whole or Rib End lb 12c

Home Dressed Milk Fed **VEAL ROASTS** lb 12 1/2c and 15c

As usual—Russer's will feature for Thanksgiving the finest selection of Turkeys, Geese, Ducks, Chickens and Fowl—all strictly fresh dressed; at lowest possible prices. Watch our windows and Monday papers for further details.

- Campbell's Tomato Soup can 6 1/2c
- Del Monte Prunes 2 lb. pkg. 19c
- Blue Label Ketchup Lge. bot. 16c
- Breast o' Chicken Tuna can 15c
- O. K. Soap 10 bars 35c
- Chipso pkg 15c

Extra Special Thurs.-Fri.-Sat.
VAN CAMP'S MILK . tall 5 1/4c
DEL MONTE COFFEE 2 lb. 49c

THANKSGIVING SPECIALS

- Swansdown Cake Flour pkg. 25c
- Domino XXXX Conf. Sugar pkg. 6 1/2c
- Del Monte Fruit for Salad 2 for 29c
- Del Monte Sliced Pineapple lge. 19c
- Heinz' Fig Date Plum Pudding 29c
- Old Time Mince Meat pkg. 10c
- Lake Shore Pumpkin lge. can 10c
- Seedless Raisins pkg. 9c
- Premier Cocktail lge. bot. 19c
- Premier Stuffed Olives 12 oz. 29c
- Sunshine Nobility Ass't pkg. 31c
- Citron, Lemon and Orange Peel 2 pkgs. 19c

MONDAY SPECIAL

Domino Sugar . . . 10 lb. sack 49c

—BUTTER—
Best Creamery Tub 25c lb. | Country Roll 23 1/2c lb.

Grade B
Finest Selected Eggs doz. 27c
Arpeako or Swift's Silver Leaf LARD 3 1-lb. prints 25c

Fresh Fillets 16c
Cherrystone Clams 2 doz. 29c

- Curley Lettuce 3 lg. heads 10c
- Cabbage lb. 2c
- Spinach pk. 19c
- Grapefruit, large ea. 5c
- Emperor Extra Fancy GRAPES 4 lbs. 25c

AMES ST. cor. MAPLE

TODAY FRI. & SAT.

NYAL "2 for 1" SALE of EVERY DAY DRUG NEEDS

Nyal Aspirin Tablets, 2 for 50c 50c size, 100's, 5 grains	Nyal Rubbing Alcohol 2 for 50c 50c Pint Size	Nyal Milk of Magnesia 2 for 50c Full Pint 50c Size
50c Muriel Astor Toiletries, 2 for 50c	LAXACOLD TABLETS 2 boxes 25c	V8 Brushless Shav. Cream 2 tubes 35c
Nyal Huskeys 2 boxes 25c	Face Powder 2 boxes 50c	COD LIVER Ext. Tablets 2 for \$1
		Mineral Oil 2 pts. 75c

Prescriptions Compounded Accurately and Dependable by Licensed Pharmacists

KLIER PHARMACY 261 Ames St. Genesee 2659

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE
 25 South Water Street
 Main 5412
VICINITY OFFICE
 517 Lyell Avenue
 Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.

Dancing . . . Entertainment

NICOLS PEP BOYS

are now playing every
 WED. - FRI. & SAT. NITE
 at the

FRANK & GEORGE

(Reichart) (Maier)

RESTAURANT

541 LYELL AVENUE

SPECIALS

Turkey - Spaghetti
 Welsh Rarebit

GALA NEW YEAR'S EVE CELEBRATION

FOR RESERVATIONS
 PHONE GLEN. 7295

Winter is coming! Take care
 of that heating plant

Metzger & Brayer Co.

425 Lyell Ave. Glenwood 421
 Plumbing and Heating

Pure Oil

Gasoline and Oil
 155 HAGUE STREET
 191 Mt. Hope - 280 Exchange

ALBERT WARD Optometrist

198 LYELL (Near Saratoga)
 9 to 12:30—1:30 to 6
 Evenings by Appointment
 Glen. 4419

CAMPBELL & BERGIN COAL COMPANY

COAL and COKE
 GENESEE 2631

SHOE SALE

Another group of
WOMEN'S
 Better Grade
 Style Shoes

at

\$2.85

KID - SUEDE
 CALF

•
ARCTICS
 LINED
 ALL-RUBBER

\$1.00 up

•
BOYS'
 HI-CUT SHOES
 With Knife

\$2.95 - \$3.50 - \$4.00

OPEN EVENINGS

BROWN SHOE STORE
 900 WEST MAIN ST.
 OPP. ST. MARY'S HOSPITAL

SORORITY PLANS DINNER AND DANCE AT SAGAMORE

Alpha Aristenein Sorority met at the home of Rita Wegman on Nov. 9. Final plans were made for a formal dinner and dance to be held Nov. 25 at the Sagamore.

The following were accepted: Beatrice Frederick, Myrtle Reising, Rita Reh, Geraldine Zuck, Margaret Laughlin and Verna Stifler.

Published by the INSURANCE All Lines of Insurance

Chas. A. Claus Agency Gen. 3046—7 Immel St.

What is insurance? According to the definition as given in a dictionary, "Insurance is a contract, entered into, to protect oneself against loss." This is very true, as each policy issued by a company is a contract between the company and the person buying the policy, in which the company agrees to perform certain duties and the assured agrees to pay a certain amount called the premium.

But, have you ever thought of the insurance as being a wager, in other words, a bet? You, the policy holder, bet that something is

Supervisor Lee Pledges Services to 24th Ward

Congratulatory messages continue to pour in on Daniel L. Lee and George J. Farrell, newly elected supervisor and constable of the 24th Ward.

In a statement referring to the pre-election campaign as "the most strenuous ever waged in this ward" Mr. Lee and Mr. Farrell thanked the Women's and Men's Democratic Clubs and every committeemen, worker and friend in the ward that made possible the victory. Mr. Lee has pledged to every taxpayer and resident of the ward his "sincere and untiring efforts to faithfully fulfill the position as supervisor and to carry on the business of the ward in a straightforward, efficient and businesslike manner."

going to happen in a specified time and the company bets that it won't. This applies to all the different forms of insurance; as, for instance, in life insurance the company tells you that if you will agree to pay a certain amount of premium each year, they will pay a certain amount to your heirs or estate when you die. In fire insurance, the same bet applies to your house, furniture, automobile, etc.; whatever it may be that you are insuring. The company bets that your house won't burn within the time specified in the policy, and you bet that it will.

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

EXPERT Vacuum Cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 151 Electric Ave. Glen. 3543.

EYES EXAMINED—Glasses fitted, repaired, adjusted. Satisfaction guaranteed. Edward B. Cooke, Optometrist, 316 Arnett Blvd. Genesee 5713.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

RADIO TUBES tested free in your home. We service any make radio. Glen. 3110. H. C. Pommerening & Son.

REFINISH your own floors. Sanding machine and polisher for rent by day or half day. H. C. Pommerening & Son, Lyell at Glide St.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

IF IT'S ELECTRICAL, we can repair it. Jones, Leggins & Co., 679 Maple St. Gen. 4566.

FOR SALE—Kindling, cord and stove wood. Sullivan's Coal & Coke, 402½ Lexington Ave. Glen. 6986.

MATRESSES, box springs, pillows remade like new. New work made to order. We call and deliver. 24 hour service. No store. Deal direct from factory. Genesee Bedding Co., Gen. 5570.

FOR RENT—5 room heated apartment. Newly decorated. 412 Ames St. Gen. 1535-J.

SPECIAL PRICES on aluminum and enamel roasters for Thanksgiving. Gerstner Hardware, 412 Ames St.

WRINGER ROLLS for any make washer \$2 each, installed. Balloon rolls extra. Variety Vacuum Cleaner Co., 254 Lyell Ave., Glen. 4141.

FOR \$2 we will overhaul your vacuum cleaner and give you a new bag or brush free. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

ANY MAKE RADIO Repaired. Guaranteed work at lowest rates. Inspection and estimate free. Call Glenwood 3262. Radio & Watch Repair, 1153 Lyell Ave.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

YOUR RADIO TUBES Tested Free; in your home or at our store. Radio & Watch Repair, 1153 Lyell Ave. Glenwood 3262.

ALARM CLOCKS, 1/3 off, 89c up. Large garbage can 49c. Gerstner Hardware, 412 Ames St.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

AUTHORIZED Maytag Washer Dealer. Ask for free demonstration. H. C. Pommerening & Son, Lyell at Glide.

CLEANING SOLVENT — Non-inflammable, 25c gal. A safe cleaner to use on your garments. Leichter Hardware, 705 Maple St. We deliver. Gen. 3126.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

LIGHT and dark chocolate, also Fruit Cakes at special Holiday prices. Reger, 15 Canton St.

JUVENILE FURNITURE from maker. Bassenette 60c up, table set \$2.25 up, night tables \$1.25 up. Small deposit will hold till Xmas. 24 Potter St.

DRESSMAKING, alterations, remodeling coats, children's clothes, reasonable. 61 Masseth St. Gen. 4168-W.

FOR RENT — Lake-Lexington section, 5 cozy, warm upper rooms, redecorated. Garage. Reasonable. Glen. 5412-R.

RALPH'S MARKET & GROCERY

85 OTIS ST. WE DELIVER GLEN. 3862
FOR THANKSGIVING—We will have all kinds of Fresh Dressed Poultry at lowest prices. Leave your order early!

Western Steer Rolled RIB ROAST . 19c	Pure Cane SUGAR . lb 4½c
Western Steer POT ROAST 12c	CAMPBELL'S PORK & BEANS . . can 4½c
Lean Pork Steak 12½c	FRESH CARROTS lb. 1c
Fresh Ground Hamburg 9c 3lbs 25c	COOKING ONIONS lb 1c
Pure Pork Sausage Meat 12½c; Links 17c	FRESH BEETS . lb. 1c
	GREEN SQUASH lb. 1c

**WATCH OUR
 WINDOWS FOR
 DAILY SPECIALS**

**OUR CARLOAD OF CHRISTMAS
 TREES IS NOW ROLLING—WE'LL
 HAVE 5,000 TO PICK FROM!**



Battery Charging Tow Car Service
 Body, Fender and Collision Work
 Complete equipment to handle repairs
 on any make of car, reasonably.
ARVIN HOT WATER HEATERS INSTALLED
HANS BROS. Maple & Child St. Gen. 3805

185 & Under Average
TOURNAMENT
 Saturday, Dec. 2
 Entry Fee \$1.25
\$40 Guaranteed
 First Prize
Henchen Bowling Hall
 749 Jay St. Near Ames
 OPEN ALLEYS
 Tues., Sat. & Sun. Nites
 Reservations Made for
 BOWLING PARTIES

UNDER NEW
 MANAGEMENT
AL'S GRILL
 ANTHONY MARSHALL
 Otis St. at Burrows
 Orchestra Fri. & Sat.
 Free Chowder Wed.
 Free Fish Fry Fri.
**STEAK SUPPER FREE
 SATURDAY NIGHT**



**SHE REMEMBERS THE
 Cooking Troubles
 of Last
 THANKSGIVING**

*yet she will
 let her RANGE
 repeat them this year*

UNLESS she gets an Automatic GAS range. Then all she will have to do is prepare the meal for cooking, place it in the oven and set the time clock. Her range will do the rest.

She is free to visit her family, or do whatever she will. When she returns a Thanksgiving dinner will be waiting that the family will acclaim as the best they ever had.

Why not get ready for the holiday season by getting an Automatic GAS range? See about it today and it will be installed in your home before Thanksgiving. Terms are simple and payments extend over a long period. Ask us or SEE YOUR GAS RANGE DEALER.

ROCHESTER GAS
RANGE AND ELECTRIC
 CORPORATION

CAMELIO'S MARKET

Glen. 3283 Otis at Austin We Deliver



For Your Thanksgiving Dinner
We will have more of that fine poultry which you liked so well last year

TURKEYS, GEESE, DUCKS, FOWL and CHICKENS
All fresh dressed — Lowest prices — Order now

Smoked Ham 14 1/2c Fresh Ham 14 1/2c
— No Rind —

H-O
QUICK COOKING OATS
Reg. 2 for 25c **10c pkg.**

Roasting 4 1/2 lb. Ave.
CHICKENS . 21c
Rib End
Pork Loin . 11 1/2c
Boneless
Veal Shldr . 19c
Pot Roast . 12c

HATS FOR
Your Holiday Wardrobe
Now is the best time to buy your HAT. Styles are definitely established. You can walk out in one of OUR HATS feeling your smartest. Bright reds, browns and velvets, in all the fall colors.
GRIFFIN HAT SHOPPE
154 Sherman St., Off Lyell Ave.
Glenwood 4970-W - Open 9 to 9

Ann Beauty Salon
484 AMES ST.—Gen. 5029-J
Annual Xmas Special
Starting Dec. 1st
Permanents \$2.50

WET WEATHER
Calls for solid leather, waterproof soles on your shoes. Guard your health by having your shoes repaired by our waterproof process.
We repair rubbers and arctics

PEOPLE'S SHOE REPAIR SHOP
Frank Gioseffi, Prop.
545 Lyell Ave. Glen. 6434

LINE VARIETY SHOP
153 Otis St., opp. Santee
DRY GOODS—FURNISHINGS
CHRISTMAS FOLDERS
With Envelopes, each . 1c up
Underwear for all the family

DINE and DANCE
Free Chickens Door Prizes Wed.
James Vazzana's
PARADISE
490 Lyell Ave.

DOWN'S LENDING LIBRARY
All Popular Fiction
PENNY-A-DAY
432 LYELL AVE. (Near Child)

R. S. T. Mayonnaise Is Given a High Rating

What has freshness to do with the quality of mayonnaise? Hyman Aroesty discovered six years ago that it has a lot to do with it and with this in mind started making R. S. T. Mayonnaise and put it on the market.

Today at 447 Lyell avenue, he has a modern plant with a capacity of two carloads a week and his R. S. T. Mayonnaise goes to grocers at short intervals in small lots to insure freshness. A recent microscopical examination made by Bausch and Lomb, the National Testing Laboratories and E. F. Challis showed R. S. T.'s emulsion to be the best of four samples submitted.

Take Plane Trip
When the Morrell Packing Co. cabin airplane came to Rochester three weeks ago, a number of invited guests were taken on a ride over the city. Among those who enjoyed this trip were Ralph Mack, his daughter Evelyn, and Marjorie Campbell.

Trinity Evangelical Church

The annual sauerkraut supper will be held tonight under the auspices of the Martha Society. Supper will be served from 5:30 to 8 p. m. Tickets for adults 50 cents, children 25 cents.

Sunday is Memorial Sunday in Trinity. German service at 9:00 a. m.; Sunday School hour at 9:45; English worship at 10:50.

On Wednesday evening, Nov. 29, at eight o'clock Trinity will hold its Thanksgiving service. Members and friends are invited to attend.

The Community Thanksgiving Service will be held at the Eastman Theatre on Nov. 30, at 10:30.

The regular congregational meeting will be held on Sunday afternoon, Dec. 3, at 3 p. m.

The Ladies' Aid will give its second annual "All German Program" entertainment on Tuesday evening, Dec. 5, at 8 p. m. A fine program is being planned. Tickets for adults are 25 cents.

Grace Presbyterian Church

Morning worship begins Sunday at 11. Sunday School meets at ten o'clock, preceding the church service.

Young People's Society meets at the church at six o'clock in the evening to go to the home of Dorothy Judson of Ellmore road for their meeting.

Tomorrow (Friday) evening Mrs. Harold Pepper of Rockview terrace will hold a pillow-case shower for the Grover Guild of the Ladies' Aid. All members of the Aid are invited.

Lyell Ave. Baptist Church

Sunday morning at 10:30 there will be public worship and sermon by the pastor. Sunday School at 12 m. The pastor will take as his theme a subject in keeping with Thanksgiving. At the mid-week prayer meeting on Wednesday evening Mrs. Sidney Cogger and Miss Elizabeth will give their impressions on the Book of Acts.

Mrs. Gordon Wright will entertain the Fidelis Class tomorrow evening. Mrs. George Smith and Miss Mary Harriman will assist the hostess. A bowling team has been formed by the men of the church. The team meets every Friday evening at Davenport's Alleys.

A roast pork supper will be served in the church on Friday evening, Dec. 7, from six to eight. The price of the tickets is 35 cents for adults and 20 cents for children. The World Wide Guild will meet with Mrs. Byron Heizer at the Divinity School tomorrow evening to do White Cross work. The members of the Guild are asked to bring Christmas and New Year's cards.

FIRST TOURNAMENT FOR BOWLERS AT HENCHEN'S

Entries are now being received at Henchen Bowling Hall for their first tournament of the year, to be run on Saturday, Dec. 2, at the Jay street alleys. The event is for bowlers with average of 185 or less in all leagues. First prize of \$40 is guaranteed, with 20 other prizes. Entry fee is \$1.25 including bowling.

GOODMAN ORCHESTRA TO PLAY AT DANCE DEC. 1

Young people of Holy Family Church have been most successful in securing the services of a well-known orchestra for their next dance, to be held in the auditorium on Jay street, on Friday, Dec. 1. The music will be furnished by Murray Goodman and his famous band, direct from short stands at the better hotels of Western and Central New York.

Warm Winter Underwear

Boys' & Girls' Union Suits 59c & 75c; Part Wool \$1.00
Men's Winter Union Suits \$1.00 & \$1.25; Pt. Wool \$1.50
Heavy All Wool Snow Suits, sizes 4 to 10 . . \$3.95

Xmas Gifts—Select Your Gifts Early—A Deposit Will Hold Them Until Xmas—Toys for Girls and Boys

OPEN EVENINGS **ROLAND'S** 415 LYELL AVE.

MURRAY THEATRE

MURRAY STREET AND LYELL AVENUE

SUNDAY, MONDAY and TUESDAY
JAMES CAGNEY in
"MAYOR OF HELL"
Also! Loretta Young & Lyle Talbot in
"She Had To Say Yes"
SIX TURKEYS FREE TUESDAY NITE

We Wish You All A HAPPY THANKSGIVING



Over 2,000 members of this Association have reason to be thankful that they had foresight to invest their savings in this Association.

Follow Their Example
START A SYSTEMATIC SAVINGS ACCOUNT NOW
20th Ward Cooperative Savings & Loan Association
764 Jay St. Genesee 1639

15 BEAUTIFUL DOLLS TO BE GIVEN AWAY CHRISTMAS DAY

These are 15 of the finest dolls in the country and will be given away absolutely free to the winners in our voting contest. Any girl up to 12 years old may enter. Every penny spent by contestants and their friends counts as a vote. Come in and ask for details.

CHILD STREET PHARMACY

Child at Jay Streets Genesee 4196

NO STARTING TROUBLE - - -

If you use Kinso Zero Oil and Leader Gas
KINSO ZERO OIL Stands up equal to the best Summer Oils . . qt. **25c** Leader Oil . qt. **15c**
LEADER GAS TANK CAR TO YOUR CAR . . **16 1/2c gal.**
KINSO CORP., 585 Lyell Ave.-Opp. Burrows St.

HAUBNER & STALLKNECHT

Successors to John C. Rossenbach
FUNERAL DIRECTORS
GENESEE 300 828 JAY STREET

Buy **RCA VICTOR**

Super **RADIO**

Value!

Ask to see Model 100. Superheterodyne with Dynamic Speaker, Tone Control and RCA Radiotrons. Offers additional thrills with Police Report tuning.

Complete with **\$24.00**
RCA Radiotrons



YOUNG'S MUSIC HOUSE
353 Ames St. Gen. 1971

CENTURY of GROWTH



San Francisco Seen From the Air.

Prepared by National Geographic Society, Washington, D. C.—WNU Service.

EVEN one with the wildest imagination finds it difficult, while strolling down San Francisco's Market street, or Chicago's Michigan boulevard, to visualize the former city as a sleepy Mexican village and the latter as a tiny frontier town around a stockade-encircled fort a century ago.

Then the Mississippi was "way out West." It was as late as 1792 that separate statehood made the momentous first step west of the Alleghenies, as Kentucky's lines ran out in their own right (the area had been a part of Virginia), the first state to reach the once remote river.

With the beginning of the Nineteenth century, however, the Union seriously took up the real estate business in a large way.

Ohio's outlines had barely taken map form in 1803 when a huge territory was pegged out for future states, the Louisiana Purchase, which more than doubled the area of the original Union.

This taking over of 909,180 square miles by the stroke of a pen was probably the greatest real estate transaction in all history. For this potential empire the United States paid France in all—principal, interest, and debts assumed—\$23,218,567.74. It works out at a little less than 4 cents an acre!

The purchase was a happy accident—a bit of high-handed patriotism that lawyers have said "strained the Constitution."

Robert E. Livingston was sent in 1801 by the United States as minister to France to attempt to buy the "Island of New Orleans," on both sides of the Mississippi, and so to gain control of the mouth of the river. He was authorized to offer \$2,000,000 and if necessary, as high as \$10,000,000 for the patch of land.

Negotiations dragged on for two years, when suddenly war was declared on France by Great Britain. More to embarrass Great Britain than to accommodate the United States, Napoleon decided to sell the entire Louisiana territory. The historic decision was reached while the first consul was in his bath.

Napoleon Decides to Sell.

James Monroe had joined Livingston as a special commissioner, and to them was made the proposal to sell. The French negotiators asked \$15,000,000—an amount once and a half as great as the highest authorized figure.

The two Americans were aghast. Cables and steamships did not exist. To get word to America and an answer back would require many weeks. Napoleon was in a hurry. So the two envoys figuratively threw their instructions out the window and signed the agreement.

Nobody knew enough about the new domain west of the Mississippi to draw an intelligible map of it. They knew only that there were prairies and "deserts"; that beyond were mountains of some sort; and that somewhere farther on, maybe hundreds, maybe thousands of leagues away, lay the half mythical South sea.

Lewis and Clark, and soon after them Capt. Zebulon Pike, struck into the new country to see

what it was like, and as a result of their explorations Americans began to learn a few things about their vast West.

When Powell led his party of adventurers by boat down the Colorado river, in 1809, they were the first to navigate the stream through its long canyons, although the early Spanish explorers had seen the Grand canyon from above 300 years before.

The Florida Purchase, in 1819, involved a relatively small area. That acquisition really made the United States smaller than it was before. The treaty with Spain definitely marked the eastern and northern Spanish boundary all the way from the southeast point of Texas to the northwest point of California.

Parts of present Oklahoma, Kansas and Colorado, draining to the Arkansas—areas which had been thought to be in the Louisiana territory—were lost to the United States by the treaty and had to be bought back from Texas later.

More territory came to the United States in the decade 1840-1850 than during any other ten years in its history. Texas was added in 1845; the title to Oregon territory was established by treaty with Great Britain the following year; and the cession from Mexico in 1848, at the close of the Mexican war, brought in the California country and all the region east to Texas. In all, the territories added to the United States map more than 1,200,000 square miles of territory—an area larger than 20 Floridas.

Taking in Texas.

The Texas addition was unique. Texas had existed for nearly ten years as an independent republic, with diplomatic representatives in Washington and at European courts and with foreign ministers in its own capital. A separate nation entered the Union, the only case of the sort in United States history. More than 388,000 square miles of territory were added by the Texas accession.

There was rejoicing when the Oregon matter was settled, even though the "Fifty-four-forty or fight" slogan was not lived up to. Here was a shining mile-post in the history of the United States. In 70 years from the Declaration of Independence the new nation had pushed across nearly 3,000 miles of virgin territory, had brought almost half of it into statehood, and had marked the other half for future settlement.

Balboa's hazy sea had become the incontrovertible Pacific, and in that mighty ocean the United States had now taken the first step to establish its vital interest.

After the California country (including the present Arizona, New Mexico, Nevada, Utah, and part of Colorado) became United States territory, in 1848, the developments that mean map changes came to the Far West with dizzy speed. One of the world's greatest gold rushes started in '49. By 1850 so many people had poured in that California was made a state.

By 1850 railway trains were puffing back and forth from Massachusetts to Georgia, and even west of the Alleghenies; yet California still

SPECIALS FOR FRIDAY & SATURDAY, NOV. 24 & 25

Yearling Fowl 3 1/2 lb. Ave. 18c	Pork Shldrs (6-7 lbs.) 9c
Fresh Hams . 15c	ARPEAKO RIB END Pork Loins 13c
Leg of Lamb . 19c	Armour STAR Hams 15c
Sauerkraut . . 2 lbs 15c	ARPEAKO Pork Sausage . 23c
Country Roll Butter . . 2 lbs. 49c	Fresh Oysters pt. 29c
Muenster Cheese 25c	Large Clams doz. 25c
Grade B Eggs doz. 31c	Heinz' Plum & Date Pudding . . 29c
Star Coffee lb. 19c	Oranges doz. 25c

CRANBERRIES lb. 10c SQUASH lb. 2c PURE PORK SAUSAGE MEAT lb. 15c

WAIT! Don't buy your Thanksgiving Poultry until you see our fine selection of young Hen and Tom Turkeys. Home Dressed and Fresh Western.

TURKEYS Every Bird Strictly Fresh Dressed

DUCKS—GEESE & CHICKENS

SCHROTH MARKET GLEN. 3210 Lyell Ave. at Murray St.

Two Officers of Local Savings Assn. Honored

An educational course under the direction of the American Building, Saving and Loan Institute was started here last month. E. Clinton Wolcott, secretary of the 20th Ward Co-operative Savings and Loan Association, is the newly elected president of this chapter of the national organization; and David B. Birrell, also of the 20th Ward Association is treasurer.

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LADIES FUR WORK

Your old fur coat will make a smart new, up-to-date jacket. We make them over complete for **\$5**

We remodel, reline and glaze fur coats at lowest prices.

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We call and deliver free of charge.

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BAUER & RAETZ, Inc. CHILD at JAY STREETS

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Smart appearance \$26.50 up

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BAUER & RAETZ, Inc. CHILD at JAY STREETS

COAL

for lazy fires on warm days

COAL

full of quick heat for cold-snaps

COAL

so good you'll want more

OUR FAMOUS READING ANTHRACITE

ORDER TODAY

BECKWITH'S 271 Lyell Ave. GLEN. 811 Opp. Firehouse

ONCE AGAIN R. S. T. Pure Mayonnaise Regular 39c qt. at Independent Stores

ONCE AGAIN R. S. T. Pure Mayonnaise Regular 39c qt. at Independent Stores

HOLIDAY OFFER 10c CLIP THIS COUPON 10c

Take it to your grocer before Dec. 1st. He will sell you a quart of RST pure Mayonnaise (regularly 39c) for 29c and this coupon, when properly signed.

Name _____

Address _____

To the dealer: This coupon will be redeemed by our distributor for face value.

AROSTY PRODUCTS.

HOLIDAY OFFER 10c CLIP THIS COUPON 10c

Take it to your grocer before Dec. 1st. He will sell you a quart of RST pure Mayonnaise (regularly 39c) for 29c and this coupon, when properly signed.

Name _____

Address _____

To the dealer: This coupon will be redeemed by our distributor for face value.

AROSTY PRODUCTS.

Pure Quill Gasoline and Oil

155 HAGUE STREET 191 Mt. Hope - 280 Exchange

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GEO. L. STIFTER OPTOMETRIST

OFFICE HOURS—9 to 12:30 2 to 5:00. Evenings 6 to 8
499 LYELL AVE. GLEN. 8756

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5500



THE VICINITY POST



PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

VOL. VII.

ROCHESTER, N. Y., DECEMBER 7, 1933

No. 3

KNIGHTS OF ST. JOHN WILL ELECT OFFICERS

At the regular meeting of Holy Apostles Ladies' Auxiliary, Knights of St. John, the following officers for the year 1934 were nominated as follows:

Spiritual adviser, Rev. Philip Golding; president, Mrs. Leona Gifford; past president, Mrs. Catherine Speckgoor; 1st vice-president, Mrs. Florence Johnson; 2nd vice-president, Mrs. Estelle Hemmer; recording and corresponding secretary, Mrs. Mary Dalton.

Financial secretary, Mrs. Frances Kase; treasurer, Mrs. Anna Johnson; messenger, Mrs. Florence Gottemeier; sentinel, Mrs. Rose Moore; guard, Miss Margaret Miller.

Board of trustees, Mrs. Mae Dunham, chairman, Mrs. Margaret Dengel, Mrs. Mary Sheehan.

District representatives, Mrs. Catherine Speckgoor, Mrs. Anna Weis; medical examiner, Dr. L. Culhane.

The next meeting will be held Dec. 20 at the School Hall when election of officers will take place. Christmas dinner will be served to the members at 7 p. m. and after the meeting a Christmas party will be held and Mrs. Hanna Cooper will act as Santa Claus.

Robert Schmidt of Glide street celebrated his fifth birthday entertaining 12 boys and girls at a party in his home.

Iota Phi Delta Sorority recently held a dinner dance at the Barn in LeRoy. The following Vicinity girls were there: Misses Bernadine Thomson, Dorothy Schubert, Agnes O'Neil, Gertrude Fritz, Martha Georger, Arlene Drew and Lura Groat. The next meeting will be tomorrow night at the home of Miss Gertrude Fritz of 20 Dix street.

NEXT ISSUE Of The Post will be published Thurs., Dec. 21, 1933

Maple Leaf Post Plans To Cheer Vets for Xmas

Maple Leaf Post, No. 8, Canadian Legion, will give Christmas cheer to the needy families of veterans in the form of Christmas baskets according to the size of their families. All staple foods and fixings will be included in the baskets.

Charles E. Hall, Monroe County Chaplain, of 115 Avery street, is chairman of the hospital and relief work of the Post. Any Canadian or British War Veteran can affiliate with this Post by getting in touch with Mr. Hall.

The Christmas party for children will be announced in the next issue of The Post. Any friends wishing to donate groceries, meats, vegetables or clothing should call Glen. 1097-J.

Plan Third Card Party In Holy Family Series

The third in a series of card parties will be conducted in the Holy Family auditorium tomorrow (Friday). Pinochle, bridge, pedro, five hundred and dominoes will be played.

Mrs. Matilda Haubner, general chairman, is assisted by Mrs. Ida Scheg and Mrs. Barbara Martin. Block chairman is Mrs. Ella Fischer, assisted by Mrs. Agnes Wuest and Mrs. Margaret Kunz. Preliminary parties were sponsored by Maple street, Cedar street, Centennial street and the young ladies of the entire unit.

American Mission Maids Plan Xmas Sale Dec. 13

American Missionary Maids are planning a Christmas Sale and Bazaar to benefit home and foreign missions to take place Dec. 13 at Holy Family School.

Miss Martha Schuey is general chairman, assisted by the following committee: Audrey Klemmer, Ruth Weber, Doris Weber, Eva Zimmer, Betty Ehmann, Florence Wohlrab, Maryann Weidman, Catherine Weidman, Leocadia Gloss, Adelaide Biesenbach, Matilda Warner, Helen Kodisch, Teresa Wuest, Martha Wuest, Helen Reger, Margaret Weidman, Dorothy Schubert, Marion Schubert, Margaret Frank, Lorraine Bertsch, Lucy Voelkl, Veronica Guerinet, Betty Dentinger, Marie May, Miriam Papineau, Agnes Erb, Loretta Stahl and Mary Schoenweitz.

Mr. and Mrs. Gerard Schiffauer of Murray street will spend this week-end in Buffalo with relatives of Mrs. Schiffauer.

Sigma Phi Epsilon Sorority met at the home of Miss Clementine Magin in McNaughton street and made plans for a contest.

Mr. and Mrs. Chas. Ehrmann of Michigan street celebrated their silver wedding anniversary Thanksgiving eve with a reception to relatives and friends. They were married Nov. 24, 1908 by the Rev. James D Hickey in the rectory of Holy Apostles Church.

As usual you'll find Senz Variety Store a good place for Xmas buying. A full line of inexpensive novelties for gifts; toys and games from 5c to 50c. Xmas cards, box of 20 for 25c, others 1c to 25c. The Kiddies, too, find this a good place to shop, because we take particular pains to help them make selections. We are open evenings 'til 9:30. Come in and look around. Senz, Lyell at Glide St.—Adv.

MURRAY THEATRE

Week's Program
Tonight — "Pilgrimage" with Norman Foster and Marion Nixon; and "The Barber Shop" with W. C. Fields.

Fri.-Sat.—"Mary Stevens, M. D." with Kay Francis; and "Haunted Gold" with John Wayne and Ruth Hall.

Sun.-Mon.-Tues. Review
Overalls . . . Battered hats . . . Those articles, so closely identified with Will Rogers, picture star, Follies comedian and humanitarian, are not included in his wardrobe for "Doctor Bull," an adaptation of "The Last Adam," which will introduce a new and different Rogers to his millions of fans and followers.

In "Doctor Bull," Rogers portrays a new type of character—the village physician and health officer in a small New England town who occupies the position of both doctor and town confessor. He has seen most every human foible, is no longer surprised at anything that happens, is more or less indulgent to all and has a rich humor and a mellow fatalism.

Against the background of excitement, humor and tragedy that go to make up the day's routine in the receiving ward of a police emergency hospital is set the story of "The Girl in 419," romantic drama featuring James Dunn and Gloria Stuart.

This production tells the story of the affair between a young doctor who heads the emergency hospital and a beautiful girl, identity unknown, who is brought in as a patient, and whose life he saves.

24th Columbian League Chooses 1934 Officers

The 24th Ward Italian Republican Club elected the following officers on Nov. 21: Peter De Vincintes, chairman; Anthony Mortino, secretary; Sebastian De Francisco, treasurer; Alfred Marapese executive committeeman.

All those elected, with the exception of De Francisco, held the same office last year. Neil Murray was named honorary member. John Pike is honorary chairman of the club.

The executive committee reports that many new members are expected at the next meeting.

24th WARD REPUBLICAN WOMEN HELPING NEEDY

Plans for distribution of more than 50 baskets of food to needy families at Christmas time were made by the 24th Ward Women's Republican Club at its meeting last night, at the clubhouse, 1085 Lyell avenue.

Preparations were made for a Christmas party for all children of the ward. Mrs. George Salle, president of the club, appointed committees for the party and basket distribution and a nominating committee for the annual election of officers.

More than 100 men and women were present at the club's bingo party Nov. 27. Proceeds will be used for the Christmas baskets.

Prizes of cash and poultry were awarded the winners, and refreshments were served.

Miss Mary Reber, general chairman, was assisted by Mrs. Charles Gargan, Mrs. Gertrude Hondorf, Mrs. Frank McCarthy, Mrs. Hazel Lynch, Mrs. Harry Robinson, Mrs. M. Buchinger, Miss Martha Reber, Mrs. Frank Hemerich and Mrs. George Pike.

Funds received from other parties during the year have been used for 25 Thanksgiving baskets. Mrs. Charles Gargan was chairman of the committee, assisted by Mrs. Harry Robinson, Mrs. M. Smith, Mrs. Charles Dugan and Mrs. John K. Pike.

There will be no card parties until after the January meeting.

Dutchtown Merchants Win To Retain Westside Title

Dutchtown Merchants successfully defended their West Side crown against the strong revamped Ackerman and Klein eleven, sending their main threat to championship honors home on the short end of a 6-0 score.

The Merchants also routed the Shamrock eleven Thanksgiving Day by the score of 13 to 0 and closed a successful season Sunday by defeating the Mandells 19 to 6. Here is the season record:

Lyellhursts Win

Lyellhursts football team trounced the Gliders at Lyellhurst field 18 to 0. M. Soprano Veedol, "Rip" Seitzinger and Jack Wilson played best on the defense.

Fancy
DUCKS
16c lb

LEAN FRESH
PICNICS . lb 7 1/2c

Plump, Meaty
FOWL
15c lb

WILSON'S
CERTIFIED
SMOKED
HAMS Whole or half . lb 16c

Home Dressed, Milk Fed
VEAL ROAST
14c lb

Lean Plate
BOILING BEEF
6c lb

(With pocket for filling)
VEAL BREAST
11c lb

BEECHNUT COFFEE lb 29c
Carnation Milk 4 tall cans 25c
Nucoa Oleo lb. 9 1/2c
Del Monte Sliced Peaches . . lge. 17c
Mother's Oats lge. pkg. 15c

Extra Special Thurs.-Fri.-Sat.
BIG B FLOUR 24 1/2 lb sack \$1.17
Sweetheart Soapflakes . . 25c
5 lb. pkg.

Brighton Blend Coffee . . . 2 lbs. 45c
Blue Label Sweet Peas, 2 No. 2 cans 29c
Blue Label G. B. Corn, 2 No. 2 cans 23c
Forman's Kraut 2 cans 25c
Heinz' Soups 2 lge. cans 27c
Heinz' Ketchup lge. bot. 19c

MONDAY SPECIALS
Domino Sugar . . 10 lb. sack 49c
Kellogg's Cornflakes . . . 2 for 15c

—BUTTER—
Best Creamery Tub 24c lb.
Country Roll 23c lb.

EGGS Grade A Shell-treated . doz 31c
Mild Colby American Cheese . lb. 17c

Cherrystone Clams . . . 1c ea.

FRUITS & VEGETABLES
California Juice Oranges . . doz. 17 1/2c
Large Juicy GRAPEFRUIT . . . ea. 5c
U. S. No. 1 POTATOES . . . peck 21c

Russets
AMES ST. cor. MAPLE

KLEIR'S WEEK-END SPECIALS

PREP 13c 2 for 25c	DEXTRI MALTOSE 57c	DR. WEST Tooth Paste 2 for 25c
THYNN TABS 89c 3 for \$2.50	ASPIRIN 100's 29c	CRAZY CRYSTALS \$1.50
EPSOM SALT 5 lbs. 25c	SANITARY NAPKINS 18c 5 for 75c	JERGENS LOTION 34c
HEDRO 50c	POCKET KNIVES 29c	\$1.50 Alarm Clock \$1.39
CASTILE SOAP 3 bars 29c	OVALTINE 67c	COD LIVER OIL 50c Pint

WE DELIVER Prescriptions Compounded Accurately and Dependable by Licensed Pharmacists
KLEIR PHARMACY 261 Ames St. Genesee 2659

THE VICINITY POST

F. R. METZINGER, Editor and Publisher
DOWNTOWN OFFICE
25 South Water Street
Main 5412
VICINITY OFFICE
517 Lyell Avenue
Glenwood 5318-M

After 5 P. M., on holidays and Sunday, call Vicinity office.

News matter must be in the hands of the editor not later than the Monday preceding date of issue.

JOSEPH MURRY, FORMER VICINITY RESIDENT, DIES

Joseph Murry, whose death occurred Nov. 26, was buried from the family home, 5612 Main street, Williamsville. Mr. and Mrs. Murry and family formerly lived at 1244 Lyell avenue, Rochester. Mrs. Murry was president of No. 43 P. T. A.

Don't fail to see our selection of
XMAS ITEMS
BEFORE you buy!

- 8-Light Tree Sets 39c
 - Extra Bulbs 2 for 5c
 - Tree Holders 49c
 - Xmas Wreaths 10c
 - Sturdy Sleds 98c up
 - Skies less than cost
- Also a complete line of tree decorations, toys and games

Leichtner Hardware
705 Maple St. Gen. 3126

DINE and DANCE
FULL COURSE DINNER 25c

Served Any Time
Chas. E. Hall, Chef
Special Sat. Night
Chicken and Spaghetti plate . . 10c
James Vazzana's
PARADISE
490 Lyell Ave.

CAMPBELL & BERGIN
COAL COMPANY
COAL and COKE
GENESEE 2631

Christmas Special
Set your own wave with "My Own"
PERMANENT \$5
Also Guaranteed
\$3.50 PERMANENT
Steam Waves 50c
MARIE LAMBERT
BEAUTY SHOPPE
150 Sykes St., off Ames
GENESEE 6164-J

DOES EVEN your Sunday - go - meeting hat look sort of low down. It's time then to visit us. If you're a sportswoman, you'll not be able to resist the smart wool sets we are now showing. (Berets and slip on, choker, scarfs.) Also many smart models in velvets and felts in all sizes and shades.
\$1.85 Also \$2.85
GRIFFIN HAT SHOPPE
154 Sherman St., Off Lyell Ave.
Glenwood 4970-W - Open 9 to 9



KEEN VALUES
Selling Out a number of patterns
SUITS
TOPCOATS
OVERCOATS
as low as
\$20
Just a few of each reduced to sell at this price
OTHERS
\$22 up
A. HAMMERER
1006 Lyell Ave.

Published by the **INSURANCE** All Lines of Insurance
Chas. A. Claus Agency Gen. 3046-7 Immel St.

The odds or amount of insurance the company will offer against the amount you have to put up, which is the premium you pay, has been worked out scientifically after many years of experience. No insurance company could survive and no person would buy a policy in a company who operated in the old style haphazard manner that prevailed when insurance policies were first written. In those days a policy-holder took more than one chance when buying a policy, as illustrated in the following anecdote taken from the records of one of the earliest fire insurance companies to operate in this country:
"In the good old days, a policy-holder—in addition to his policy—received a metal plate on which was painted the insurance company's name. The plate was nailed on the street-fronting side of his house, so that the firemen could tell which company had the insurance.
Why? . . . You'll never guess.
Well, a truly extraordinary condition existed then; and each insurance company had its own fire department, composed of young bloods, gorgeously uni-

formed and rarin' to go.
(Now for the excitement.)
When the fire bell rang, the fight started. Every fire department raced to the fire. If a rival company arrived first, its members calmly let the house burn and prepared to prevent the firemen of the company that had insured the property from extinguishing the blaze. Of course, there was a beautiful battle, in which heads were broken, hoses-lines severed, and engines wrecked.
Meanwhile, the house burned merrily on!"
But those days have gone forever. Nowadays, the prudent property owner has only to insure with an experienced agent, representing any stock fire insurance company, and he will be properly protected. Municipalities play no favorites. Firemen are non-partisan in their business.—Adv.

Miss Wilma Senz of Glide street entertained the Lambda Gamma Sorority Nov. 27. Miss Betty Goshier of Rockview terrace will be the next hostess.

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

EXPERT Vacuum Cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 151 Electric Ave. Glen. 3543.

EYES EXAMINED—Glasses fitted, repaired, adjusted. Satisfaction guaranteed. Edward B. Cooke, Optometrist, 316 Arnett Blvd. Genesee 5713.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

RADIO TUBES tested free in your home. We service any make radio. Glen. 3110. H. C. Pommerening & Son.

REFINISH your own floors. Sanding machine and polisher for rent by day or half day. H. C. Pommerening & Son, Lyell at Glide St.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

IF IT'S ELECTRICAL, we can repair it. Jones, Leggins & Co., 679 Maple St. Gen. 4566.

FOR SALE—Kindling, cord and stove wood. Sullivan's Coal & Coke, 402½ Lexington Ave. Glen. 6986.

JOHNSON TUBE SKATES, regular \$5.50, while they last, at \$3.25. Gerstner Hardware, 412 Ames St.

XMAS SHOPPERS—Don't forget to look first at Line Variety Shoppe, 153 Otis St., opp. Santee.

MAZDA Xmas tree light sets 79c. Large, 36 in. sled \$1.19. Gerstner Hardware, 412 Ames St.

PARAGON Hair Dye for sale at Heberger Beauty Shop, 282 Otis St. Glen 5793.

G-E WRINGER ROLLS, guaranteed, for any make washer \$2 each, installed. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

FOR \$2 we will overhaul your vacuum cleaner and give you a new bag or brush free. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

ANY MAKE RADIO Repaired. Guaranteed work at lowest rates. Inspection and estimate free. Call Glenwood 3262. Radio & Watch Repair, 1153 Lyell Ave.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

YOUR RADIO TUBES Tested Free; in your home or at our store. Radio & Watch Repair, 1153 Lyell Ave. Glenwood 3262.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

AUTHORIZED Maytag Washer Dealer. Ask for free demonstration. H. C. Pommerening & Son, Lyell at Glide.

CLEANING SOLVENT—Non-inflammable, 25c gal. A safe cleaner to use on your garments. Leichtner Hardware, 705 Maple St. We deliver. Gen. 3126.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

FOR RENT—Lake-Lexington section, 5 cozy, warm upper rooms, redecorated. Garage. Reasonable. Glen. 5412-R.

RADIO FREE—For particulars, write J. T. Calacino, 220 Van Buren St., Newark, N. Y.

WINDOW SHADES—Made to order, 25c up; reversing, recovering. Free estimates. Edgett's Shade Shop, 390 Frost Ave. Gen. 3299.

OVERCOAT for sale, like new, 12 to 14 year old boy; also combination door, cheap. 25 Home Pl.

FOR SALE—Large size doll carriage in good condition. Call Glenwood 6099-M.

5,000 XMAS TREES
To Pick From
RALPH THE XMAS TREE KING
85 Otis St. Glen. 3862

Winter is coming! Take care of that heating plant
Metzger & Brayer Co.
425 Lyell Ave. Glenwood 421
Plumbing and Heating

Pure-Quill
Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange


Juvenile Furniture
— From Maker —
Bassinettes 60c up, Table Sets \$2.25 up, Night Tables \$1.25 up. Small Deposit Holds 'til Xmas
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AL'S GRILL
ANTHONY MARSHALL
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Free Chowder Wed.
Free Fish Fry Fri.
STEAK SUPPER FREE SATURDAY NIGHT

DOWN'S LENDING LIBRARY
All Popular Fiction
PENNY-A-DAY
432 LYELL AVE. (Near Child)

Ann Beauty Salon
484 AMES ST.—Gen. 5029-J
Annual Xmas Special
Starting Dec. 1st
Permanents \$2.50

GEO. WAGAR
Jeweler
Now at 200 Lyell Ave.
Formerly at 168 Lyell Ave.
Watch & Jewelry Repairs

Just Around the Corner

Two more weeks to get mother and father those glasses for Xmas
ALBERT WARD
Optometrist
198 LYELL (Near Saratoga)
9 to 12:30—1:30 to 6
Evenings by Appointment
Glen. 4419

"Who Said There Isn't a Santa Claus?"



INSTALL A Thrift Automatic Gas Water Heater
PRESENT YOURSELF WITH A 24-HOUR HOT WATER SERVICE...Set your own cost!

TO skeptics who question the economy of Automatic GAS Water Heating, we can say: "Learn about real thrift from THRIFT."
Without bother of any kind this water heater supplies you with a 24-hour service of 140° hot water, and the amazing thing about the THRIFT Automatic GAS Water Heater is the fact that you can set your own hot water costs. All you need do is set it for the quantity of water your family will need and you determine beforehand what it will cost to operate.
Prices are still low and terms are easy. So investigate today. Have a THRIFT installed in your home for Christmas.

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\$1.25 per month
60 GALLON TANK
\$1.40 per month
on our
FIVE YEAR PLAN

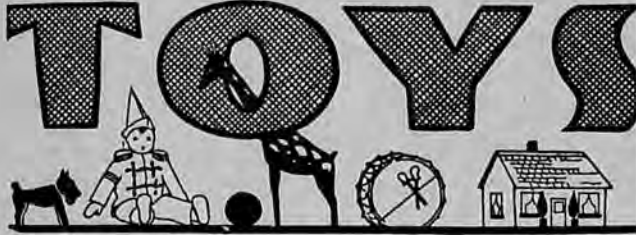
ROCHESTER GAS AND ELECTRIC CORPORATION



CHRISTMAS GIFTS

A DEPOSIT WILL HOLD THEM 'TIL XMAS EVE

Practical Gifts For The Whole Family at Low Prices



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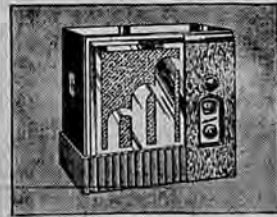
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suit the new hats

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Finger Waves 20c (Dried)
Marcelling that lasts
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Paragon Hair Dyeing
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Have your permanent re-
waved or waved on the ends
10c per curl. Licensed Operator

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282 Otis St., cor. Dix St.
Phone GLEN. 5793

24th WARD LEAGUE Team Standings

Team	W	L
Martino Barbers	21	12
Vay Undertakers	19	14
Campbell Serve-U	19	14
Spencer Market	18	15
Boulter Coal	16	17
Haubner & Stallknecht	16	17
Forbes Barbers	12	21
Ehmann Market	11	22
Individual Averages		
Fredericks	3	196
F. May	33	189
W. Ehmann	33	184
Esse	33	181
O'Dell	33	181
Schulze	33	180
De Fransesco	33	180
Boulter	27	179
Spahn	27	179
Schroeder	33	178

Maltby Street Chapel

A roast beef supper will be held at the Chapel on Maltby street Thursday, Dec. 14, followed by two hours of entertainment, including the "Tennessee Ramblers." Supper will be served from 6 to 8 p. m.

Sunday services: Sunday School, 9:30 a. m.; Christian Endeavor, 6:30 p. m.; Worship Service, 7:30 p. m.

Lyell Ave. Baptist Church

Sunday services: Morning worship with sermon by pastor at 10:30; Sunday School at 12 m.

World Wide Guild attended the Monroe County Annual Vesper Service in Baptist Temple last Sunday afternoon. The deacons held their regular meeting in the church Monday, Dec. 4.

The mid-week service is held as usual on Wednesday evening at 7:30. Attention is especially directed to the Book of Romans which is being read this month.

Ladies' Aid will serve a roast pork supper in the church on Thursday evening from six to eight. Tickets are 35 cents and 20 cents. The Mission Circle will have a table of baked goods and fancy articles for sale and the Light Bringers' Class will conduct a fish pond.

World Wide Guild will hold its annual Christmas party at the home of Mrs. Florence Snyder, 99 Sunset street, on Friday, Dec. 8. At this time a box will be packed for Ruth Makeham, a former member of this church, and a missionary among 23 nationalities in Campbell, Ohio.

RUSSER LEAGUE Team Standings

Team	W	L
Gessners Garage	17	10
Young's Music	15	12
Slorah Dentist	14	13
Russer Market	14	13
Ritzenthaler Rest.	12	15
Kliers Phar.	9	18
Individual Averages		
C. Schmitt	27	185
J. Riedl	27	180
N. Stott	6	180
G. Slorah	27	178
H. Spitz	27	176
L. Gallagher	27	175
R. Ritzenthaler	27	175
A. Kreutzler	24	173
W. Young	27	172
J. Young	24	169

Trinity Evangelical Church

On the Second Sunday in Advent, Dec. 10, there will be a service conducted in the German language at 9 a. m. with the pastor preaching on "Die Verheissung an Juda." Sunday School will meet at 9:45 and preparations for the Christmas program to be given on Sunday, Dec. 24, at 7:00, will continue. Work has been started on the special Christmas pageant "The Fires of Yuletide" to be given on Sunday evening, Dec. 17, at 7:30. At the morning worship at 10:50 the pastor will give the second of the great Christmas works of art, "Arrival of the Shepherds" by Lorolle and he will preach on "The Joy Message."

At the regular congregation meeting held Sunday afternoon, there were five members elected to the Church Council for a term of three years: Ernest Hess, trustee; Adam Conrad and P. Hines, elders; Robert Durning and John Koehler, deacons. John Seiler, who has served on the Council for 27 years was voted a rising vote of thanks for his faithful service. Chester Wilson and Clark Waint were the other two retiring. Adam Conrad and Robert Durning were re-elected, being financial secretary and treasurer, respectively.

At the Sunday evening league meeting Miss Evelyn Boulter was re-elected president for another year; Miss Helen Ofschlager, re-elected as vice-president; Miss Doris Geith as secretary, taking the place of Miss Matilda Klumpp, who had served three years; and Miss Jean Erbeling was re-elected treasurer.

The Church of The Holy Apostles

The Altar Society met Tuesday night in its regular meeting. The Rosary Society meets tonight, the gathering having been postponed from last night.

Holy Name Society will receive Holy Communion Sunday and have its regular meeting Monday night. The Young Ladies' Sodality will have a social hour following their meeting on Dec. 15. They will receive Holy Communion together on Dec. 17.

The recent Thanksgiving Bazaar was quite successful, with a large attendance every night, over 1,000 being present on Saturday.

Grace Presbyterian Church

Morning worship begins Sunday at 11 o'clock. The pastor will preach the first in a series of Advent sermons in preparation for Christmas.

Sunday School will meet at 10 o'clock. The various departments will begin work on their parts in the Christmas party to be held on Dec. 21, at 7:30 p. m. A pound social will be run in connection with this party.

Young People's Society will meet at 6:30 o'clock Sunday evening at the home of Ruth Nobles, 121 Avery street. Walter Nattie will lead the discussion on the topic "Is Religion Worth While?"

The choir will meet on Wednesday evening to rehearse for the special Christmas music service on Christmas Eve. This will be a candle-light service and entirely devoted to worship through music.

CHAS. HALL NOW MANAGER OF PARADISE RESTAURANT

The Paradise at 490 Lyell avenue announces its restaurant is now under the management of Charles Hall, well known chef and restaurateur. Special arrangements can be made for meetings, club parties and special banquets, etc.

Miss Coletta Schultz of Wetmore park is convalescing at home from an appendicitis operation.

MURRAY THEATRE

MURRAY STREET AND LYELL AVENUE

SUNDAY, MONDAY and TUESDAY

WILL ROGERS in "DR. BULL"

Also! James Dunn and Gloria Stuart in

"The Girl in 419"

FOR A MERRY CHRISTMAS IN 1934



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764 Jay St.

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SPECIAL SATURDAY ONLY!

A free football or jig-saw puzzle with every purchase of 25c or more. Supply limited—get yours early.

Chocolate Cherries
29c lb.

Assorted Chocolates
60c lb. up

Full Line of Drugs & Cough Medicines
Prescriptions carefully filled

CHILD STREET PHARMACY

Child at Jay Streets

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IF IT'S THE OLD FASHION KIND LIKE MOTHER'S. YOU'LL FIND IT ON SALE IN YOUR NEIGHBORHOOD STORE

OLD FASHION BUTTER CRACKERS
OLD FASHION PECAN, FRUIT, MOLASSES, SUGAR
COOKIES AND GINGER SNAPS

ASK YOUR GROCER FOR THEM

OLD FASHION CRACKER CO.

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If you use Kinso Zero Oil and Leader Gas

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LEADER GAS TANK CAR TO YOUR CAR . . 14 1/2c gal.

KINSO CORP., 585 Lyell Ave.-Opp. Burrows St.

THE ARRAN ISLANDS



Arran Boys in Red Petticoats.

Prepared by National Geographic Society, Washington, D. C.—W.M. Service.

WHILE many business men of America and Europe talk of ushering in a new era to end economic ills, the inhabitants of the Arrans, three small islands off Ireland's west coast, go their way, apparently untouched by the world's troubles.

Simplicity, harmony, and a feeling of remoteness are all close to the root of the charm which the Arrans have for the occasional visitor. The islands seem not of this age, for the workaday world lies beyond the horizon of time as well as that of space.

The beauty of the setting and of the human picture are equally unconscious.

There is a unity in the theatrical panorama of sea and sky, the medieval homeliness of speech and the hearth and tool, the honest weave as well as the madder and indigo dye of textiles, the seraphic countenance of every fourth or fifth woman you meet on the undulating roads.

In the bare sanctuary of these islands the soul of ancient Ireland now has its ephemeral resting place. Language and habits, customs, traditions, flesh and blood, from the days of St. Patrick and before, forced westward through Connaught during seething ages, have concentrated at the Arrans.

Although the largest island of the group is less than nine miles long, the three together have, at a guess, as much stone wall as all New England. Inishman, the middle island, boasts 2,500 miles of walls. Inisheer is not far behind, while Inishmore may have several times as much. No figures are authentic, but if a state ordinance officer were to tell you there are 10,000 miles of walls upon the three islands, you would admire his conservatism.

Huge Duns on the Hill.

Picking up blocks of limestone and disposing of them in the only way possible must always have been the chief occupation of the inhabitants. The prehistoric people indulged themselves by rearing on the hilltops massive, buttressed, Cyclopean forts, such as Dun Aengus and six others, ringed about with many concentric breastworks and chevaux-de-frise of stone.

These duns are among the most magnificent barbaric monuments that survive in Europe. Fortunately, the later islanders were under no temptation to pull them down; rather, they were forced to emulate the example of the first builders, and to continue the unmortared masonry on a less heroic scale down the long slopes to the very crests of the beaches. Only thus might they hope to uncover a

crannied pasturage and the patches of soil in which rye, potatoes, cabbage, and willow withes may grow.

From the rims of the duns, as also from the sea, the Arrans present the pattern of a crazy quilt. Breast-high walls, mostly a single layer of blocks in thickness, show no standard of arrangement or direction. The thousands of irregular inclosures that come under a glance have neither gates nor stiles.

The present population of the Arrans is less than two thousand. Losses through emigration to the United States have been heavy and are still going on as fast as passage money can be sent from this side of the ocean. There are doubtless many more of the islanders in the vicinity of Boston than remain at home.

Four Main Tribes.

While there are many familiar names among the people of the islands, the bulk of the population appears to be made up of four tribes—the Mullins, the Gills, the Flahertys, and the Connollys.

All of these names except Gill are spelled in more than one way, but are acknowledged to refer to the same stocks. Confusion that might result from the duplication of first names is commonly avoided by the addition of the father's given name. Thus Patrick Flaherty John or James Mullin William become sufficiently distinctive. These are here cited in English form, but Irish is, of course, the universal speech among the islanders, and there are many of all ages who have little or no English.

The Arran people are, on the whole, a fine looking lot, variable in stature and complexion, but showing a strongly marked Norse component.

The clothing worn by the older inhabitants of Inishmore, and by practically the entire population of the less urbane islands of Inishman and Inisheer, is the time-honored garb of cloudy blue homespun, with ankle-length trousers for the men, and a white-sleeved coat over the blouse. A hat of heavy felt completes the native costume, but many of the younger men have taken to caps or tam-o'-shanters, as well as to the blue jersey of the fisherman.

The women wear long, red, homespun petticoats, indigo stockings, and red or parti-colored shawls. Taste and utility are combined in the woven woolen girdles, of bright hues, bound several times around the waists of men and boys or sewn as a decoration on the skirts of the women.

Except in the sophisticated parts of Inishmore, within a few miles of Kiltonan, the dress of small boys includes a red petticoat in

lieu of breeches. At Inishman one sees nothing else. Formerly the boys wore these until they were twenty or so, but now one sees none on youngsters of more than fifteen years.

The boys' skirt is, no doubt, a phase of the Gaelic kilt, surviving in shorter and more familiar form in the Scottish Highlands, but at the Arrans it seems to have become necessary to justify it by a spurious explanation. Probably as a result of innumerable inquiries by visitors, the following story is now passed out as a matter of course:

The fairies or the commonplace devil have the power to lure small boys out of the everyday world, but their influence over little girls is much less. Therefore the boys are rigged out like girls and the evil ones are likely to be deceived, although there is no absolute assurance of safety.

What the Houses Are Like.

The dwellings on all three Arrans are of the usual Irish peasant type, built of cemented stone, whitewashed within and without, and roofed with thatch, flagstones, or slate shingles. Nine out of ten are thatched, and in this land of ocean gusts the straw is laced down with a network of cordage, the vertical strands of which are knotted to a line of pegs under the eaves. The pegs themselves are of limestone, forming units of the wall; for wood, even in small pieces, is at a premium.

The houses may have two, three, or even more rooms. At any rate, there will be the kitchen (the living room of the family) and a bedroom opening from it.

Above half of the kitchen is the inevitable turf loft, where sufficient peat is stored so that dry fuel is always at hand. The appurtenances of the kitchen include a pot-oven among the fireplace gear, and an open cupboard in which are ranged the treasured Canton plates, the trenchers, luster jugs, and other ware passed along from one generation to the next.

The cupboard, like the beds, is likely to be painted in a pattern of bright colors.

Mr. and Mrs. C. E. Hooper and daughter, Stuart, of Wilton, Conn., and New York City, were the guests of their parents, Rev. and Mrs. A. E. Hooper of Cameron street over the Thanksgiving holidays. They returned home Sunday

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Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

COAL

the best we've ever seen

COAL

guaranteed highest quality

COAL

so good you'll want more



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Corn King Bacon [piece] 16 1/2c

Fresh Pork
Shoulders . 8 1/2c

Fresh Ham 14 1/2c
— Skinned —

PRINT BUTTER
2 lbs 49c

Pot Roast 12-15c

Boneless
Rib Roast . 19c

4 lb. Average
Fresh FOWL 18c

Boneless
Veal Roast . 17c

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New York State has licensed the proprietors of Lyell Food Products Co. for the sale of Bottled Wines and Liquors for off-the-premise consumption.

We have opened a separate department and we are now ready to serve you with high grade lines of Wines and Liquors.

LYELL FOOD PRODUCTS CO.

TOM TAYLOR

FRED JACKSON

193 LYELL AVENUE

GLENWOOD 317

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ARVIN HOT WATER HEATERS INSTALLED

HANS BROS. Maple & Child St. Gen. 3805

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263 Ames Street Genesee 1971

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THE VICINITY POST



PHONE:
MAIN 5412

Published every other Thursday in the Interests of the Vicinity of Lyell Avenue

VOL. VII.

ROCHESTER, N. Y., DECEMBER 21, 1933

No. 4

Victory Dinner Is Held By Democrats of 15th

Democrats of the 15th Ward gave a victory dinner and testimonial to James Flanagan, supervisor-elect, and George Bartolomeo, constable-elect, Tuesday night at Hunter's Lodge in Child street. Gold badges were presented to them.

The affair was arranged by the county committee of the ward under the direction of Jacob Smith, 15th Ward leader. William A. Buckley, whose name has been mentioned in connection with the position of City Assessor, acted as master of ceremonies. Over 250 attended, including most of the city and county Democratic officials. A floor show and dancing followed a chicken dinner.

The committee in charge, under Mr. Smith, included Charles Norder, Angelo Rose, Edward Grassel, Arthur Boor, Clayton Smith, Alec Gay, George Lapp, George Connors, Charles Miller and Mrs. Harriett Thompson.

24th Ward Republicans Plan Christmas Party

Annual Christmas party, sponsored by the 24th Ward Republican Women's Club for the children of the ward under 12 years of age, will be held at the clubrooms, 1085 Lyell avenue, Sunday, Dec. 31, at 2:00 p. m.

Committee in charge is Mrs. J. Pike, chairman, assisted by Mrs. Wm. Loeffler, Miss Florence Martin and Mrs. Wm. Schoenweitz.

The club is also planning to distribute about 50 baskets to the needy of the ward through a committee including: Mrs. Frank Hemmerich, Mrs. Chas. Gargan, Mrs. Hazel Lynch, Mrs. Anna Steeb and Mrs. Wm. Schoenweitz.

At the last regular meeting the nominating committee was appointed, consisting of Mrs. Anna Steeb, chairman, Mrs. Hazel Lynch, Mrs. Gertrude Hondorf, Mrs. B. Semrau and Mrs. F. Allan.

The next regular meeting will take place at the clubrooms on Jan. 3.

**NEXT ISSUE
Of The Post
will be published
Thurs., Jan. 11, 1934**

Xmas Dance Thursday By H. F. Young People

Young people of Holy Family Church will hold their Christmas dance next Thursday, Dec. 28. Music will be furnished by Chuck Lennon's Orchestra. The feature will be a mask dance with prizes to the winners.

The committee in charge includes: John Dentinger, chairman, the Misses Marie and Lucille May, Veronica Guerinot, Betty Ehmann, Betty Dentinger, Marion and Dorothy Schubert, and Doris Weber; Elwood Fischer, Edward Meyer, Raymond Schur, Herbert Metzger, Raymond Weber, Robert Wahl, Frank Allmann and Herbert May.

Henchen, Elm Bowlers Meet Here Sat. Night

The special match between picked teams of bowlers representing Henchen and Elm Bowling Halls will be concluded Saturday night at Henchen's alleys in Jay street. There will be no admission charge.

The Elm bowlers took the lead in the first half of the match, which is for a purse of \$90, by winning the team match and the doubles. Stone took an 18 pin lead over Angevine in the singles.

Nearly 100 Baskets To Be Given Out by Legion

Maple Leaf Post Canadian Legion will give out nearly 100 baskets Saturday and Sunday to needy families. At the children's Christmas party held last night at the Moose Temple plenty of everything for the children was given out. The large Christmas tree used was the donation of Ralph's Grocery.

It is not too late to help fill the Christmas baskets. Call Glenwood 1097-J. More groceries and vegetables are needed.

The Legion will hold its regular business session next Wednesday evening at the Moose Temple and all former Canadian, British or South African veterans are invited to join.

LINE VARIETY SHOPPE
If you appreciate your neighborhood store, why not do your Xmas shopping there? Try Line Variety Shoppe, 153 Otis St., at Santee. Dry Goods, Silk Hosiery, Christmas Novelties. Quality goods at reasonable prices. Open evenings until Christmas.

TAYLOR NEW HEAD OF LYELL AVENUE ASS'N

Members of the Lyell Avenue Business Men's Association balloted for new officers at their December meeting, advancing Tom Taylor, former vice-president, to the presidency. Mr. Taylor is one of the owners of the Lyell Food Products Co. and has been an active member of the association for several years.

Other officers elected were Fred R. Metzinger, publisher of The Vicinity Post, vice-president, and Charles Meyers, manager of the Red Star Yeast Co. in Rochester, secretary-treasurer. The offices of secretary and treasurer are to be combined into one. Mr. Meyers was secretary this year.

President James E. Shatzel, who is retiring from his third term as president, appointed the following committee to make arrangements for the annual smoker and installation of officers, which is expected to take place in January:

Mr. Taylor, chairman, Mr. Metzinger, Mr. Meyers, William H. Senz, Wesley Miller, Albert Lenhard, George Statt and Charles Snyder.

IOTA PHI DELTA SORORITY ELECTS OFFICERS FOR 1934

Iota Phi Delta Sorority will meet tomorrow night at the home of Miss Marion Schubert of 105 Avery St. The following girls were elected as officers for the coming year:

President, Bernadine Thomson; vice-president, Dorothy Schubert; secretary, Gertrude Fritsch; treasurer, Martha Georger; editors, Marion Schubert.



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TURKEYS lb 26^c

Average Weight — 7 to 18 Pounds

Wishing You A
**Merry, Merry
Christmas**

SELECTED
FRESH DRESSED
YOUNG TOM
TURKEYS lb 22^c

MEATS

SMALL LEAN
PORK LOINS
Whole or
Rib End lb. **12^c**

LEAN—FRESH
HAMS
Whole
or Half lb. **12¹/₂^c**

Tender Cross Rib or Shoulder
BEEF ROASTS
lb **12¹/₂^c**

HAMS
Arpeako Whole Wilson's
or Half Certified
lb **18^c** lb **15^c**

GEESE

Fancy—Spring
8-14 lbs. Average
17^c lb

DUCKS

Fancy—Fresh Dressed
4-6 lbs. Average
18^c lb

CHICKENS

Fancy—For Roasting
3-3¹/₄ lbs. Average
18^c lb

FOWL

Plump, Meaty—3-3¹/₄ lbs. Av.
17^c lb

BUTTER

CLEARBROOK
Fresh—Country Roll
2 lbs 39^c

EGGS

Grade A
Shell
Treated—doz. **30^c**

Finest Grade—Extra Stand.
OYSTERS
pt. **25^c**

FRUIT—VEGETABLES

Large Navel
ORANGES, . dz. 25^c
Large Bundle, Crispy
CELERY . . ea. 19^c
Large Budded Diamond
WALNUTS, . lb. 29^c
Large Schley
PECANS . . lb. 29^c

GROCERIES

SWAN'S DOWN
CAKE FLOUR pkg. 27^c **FRUITS for SALAD . . 2 for 29^c**
Daisy Pastry
FLOUR 24¹/₂-lb. sack 87^c Libby's Evaporated
MILK tall can, 3 for 19^c
Chase & Sanborn's Dated
COFFEE lb 26^c • Domino XXXX
Conf. Sugar pkg. 6¹/₂^c

Salada TEA, Blue Label 1/2-lb. pkg. 29^c
Del Monte PEAS No. 2 can—2 for 29^c
Gold Medal FLOUR 5-lb. sack 27^c
CRANBERRY SAUCE tall can 15^c
Lake Shore PUMPKIN large can 10^c
Premier Stuffed Manzella OLIVES 8-oz. jar 17^c
Sun-Maid Seedless RAISINS pkg. 7¹/₂^c
Citron—Lemon—Orange PEEL 3 pkgs. 25^c
Grecian CURRANTS 2 pkgs. 25^c
Heinz Fig-Plum-Date PUDDING can 29^c
Heinz MINCEMEAT, 1-lb. can 17^c, 2-lbs. 33^c
Heinz Assorted JELLIES 2 jars 25^c

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AMES ST. cor. MAPLE

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HAPPY HOLIDAY SEASON

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CIGARS 5c Brands Box 25—\$1.19 Box 50—\$2.25 10c Brands Box 10—\$1.00 Box 25—\$2.00 Box 50—\$3.83	CANDIES Hard Candy . . 19c/lb 1lb Box Choc. 33c/lb 1lb Kliers Spec. 50c 1lb Norris . . . 75c 1lb Norris . . . \$1.00 2lb Norris . . . \$1.50 5lb Chocolates \$1.25	MEN'S SETS Chevron . . . \$3.50 Gen. Leather Case Colgate Palmolive \$1.00 Mennens each Williams KODAKS . . 89c up
PIPES Frank \$1.00 Linkman . \$1.00-1.50 Others . . . 25c & up \$1 Tobacco Pchs. 69c \$1 Cigarette Cases Leather 69c	LADIES' SETS Three Flowers \$2.20 Three Flowers \$3.75 Three Flowers \$6.50 Marvelous . . \$1.25 Marvelous . . \$1.85 Marvelous . . \$3.00	Thermos Bottles 89c - \$1.89 HEATING PAD \$3.45 HEALTH LAMP \$5.95 Cigar Lighters \$3.75
CIGARETTES Camels - Chesterfd. Luckies & Old Gold \$1.09 Carton Cig'tte Holders 25c Cigar Holders . 25c	XMAS CARDS \$1 Box, 21 cards 49c Tissue, all kinds 10c Ribbon - Twine . 10c Tags - Seals . . 10c Cards Spec. 1c - 25c	TREE SUPPLIES Reflectors . . . 10c Icicles 5c - 10c Bulbs 5c Bulbs 2 for 5c Tree Sets . . . 49c
COMPACTS Single . . . 50c and up Double \$1.00 and up Le Debut \$2 to \$6.50	PERFUMES Three Flowers Gemey - Du Barry Seventeen - Cotys All \$1.00 and up	FLASHLIGHTS 2-Cell 29c 2-Cell . . . 49 and 69c 3-Cell 69 and \$1 5-Cell . . . \$1 - 3.75 Candle Lamp . \$1.80 Vest Pocket . . \$1.00

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VICINITY OFFICE
 517 Lyell Avenue
 Glenwood 5318-M
 After 5 P. M., on holidays and Sunday, call Vicinity office.
 News matter must be in the hands of the editor not later than the Monday preceding date of issue.



Season's Greetings
 We thank our customers for their patronage during the past year and hope to continue to serve and please them even more in the new year. Merry Xmas and a Prosperous New Year.
People's Quick Shoe Repair
 545 LYELL AVENUE GLEN. 6434

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XMAS ITEMS
 BEFORE you buy!
 8-Light Tree Sets 39c
 Extra Bulbs 2 for 5c
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 Mechanical Train Sets 95c - \$1.25
 Sturdy Sleds 98c up
 Skies less than cost
 Also a complete line of tree decorations, toys and games
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 Free Prizes from the Grab-bag for Everyone
 Special Sat. Night Chicken and Spaghetti plate . . . 10c
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Annual Fall and Winter Sale
 Our sale of a special group of hats in all the new colors and styles \$1 and \$1.85
GRIFFIN HAT SHOPPE
 154 Sherman St., Off Lyell Ave.
 Glenwood 4970-W - Open 9 to 9

Pure Shell Gasoline and Oil
 155 HAGUE STREET
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 Smart appearance . . .
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 Liberal Terms Arranged
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BAUER & RAETZ, Inc.
 CHILD at JAY STREETS

BOWLING

24th WARD LEAGUE

Team Standings	W	L
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Campbell Serv-U	22	17
Spencer Market	21	18
Haubner & Stallknecht	21	18
Forbes Barbers	18	21
Boulter Coal	16	23
Ehmann Market	12	27

Individual Averages

F. May	39	187
W. Ehmann	39	185
J. Vaccaro	39	181
Spahn	33	181
O'Dell	39	180

24th WARD REPUBLICAN

Team Standings	W	L
District 4	7	2
District 1	6	3
District 5	4	5
District 2	1	8

Individual Averages

K. Eberhard	9	186
Zimmer	5	185
Haensel	9	182
E. Eberhard	9	179
Lillie	9	174

HENCHEN LEAGUE

Team Standings	W	L
De Witt Insurance	30	6
Haubner & Stallknecht	27	9
Voelkl Restaurant	26	10
Vay Undertakers	24	12
Claus Insurors	22	14
Boulter Coal	22	14
Palace Restaurant	20	16
Spitz Builders	18	18
George's Market	16	20
Hans Service	16	20
Roch. Mannerchor	15	21
Reichel Restaurant	15	21
Geldreich Restaurant	14	22
Paul's Restaurant	13	23
Powers and Vail	9	27
Independents	1	35

Individual Averages

J. Stone	36	208
Galliatti	36	200
R. Leichtenfels	31	198
Maeder	36	198
St. Peter	34	198

WANT ADS

Rates per insertion: 2c word, minimum charge 25c; no ads taken over telephone; cash or stamps must accompany ad; send to 25 S. Water St.

EXPERT Vacuum Cleaner repairs, all makes. Nine years Sibley's Hoover. Kelly, 151 Electric Ave. Glen. 3543.

EYES EXAMINED—Glasses fitted, repaired, adjusted. Satisfaction guaranteed. Edward B. Cooke, Optometrist, 316 Arnett Blvd. Genesee 5713.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

PAPERHANGING and painting. Reasonable rates, first class work. Frank Seaman, 35 Myrtle Hill Pk. Glen. 5622.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

RADIO TUBES tested free in your home. We service any make radio. Glen. 3110. H. C. Pommerening & Son.

REFINISH your own floors. Sanding machine and polisher for rent by day or half day. H. C. Pommerening & Son, Lyell at Glide St.

AUTO PAINTING—Simonizing, body and fender repairing. First class work, reasonable prices. John G. Niklaus, 1128 Jay St. Gen. 2181-M.

IF IT'S ELECTRICAL, we can repair it. Jones, Leggins & Co., 679 Maple St. Gen. 4566.

FOR SALE—Kindling, cord and stove wood. Sullivan's Coal & Coke, 402½ Lexington Ave. Glen. 6986.

G-E WRINGER ROLLS, guaranteed, for any make washer \$2 each, installed. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

FOR RENT—5-room house, 16 O'Neil St. All improvements, good condition, reasonable. 183 Ames St.

XMAS GIFT Suggestion—Get her a vacuum cleaner. Guaranteed nationally-known makes \$8 up. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

FOR \$2 we will overhaul your vacuum cleaner and give you a new bag or brush free. Variety Vacuum Cleaner Co., 254 Lyell Ave. Glen. 4141.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

ANY MAKE RADIO Repaired. Guaranteed work at lowest rates. Inspection and estimate free. Call Glenwood 3262. Radio & Watch Repair, 1153 Lyell Ave.

FLOOR SANDING machine and floor waxing machine, for rent by the day. Shatzel Hardware, 498 Lyell Ave.

WASHINGS—Bundle and family washings done reasonably. 33 Barker St. Genesee 6856-W.

YOUR RADIO TUBES Tested Free; in your home or at our store. Radio & Watch Repair, 1153 Lyell Ave. Glenwood 3262.

USED TIRES—\$1, up. Used tubes, 50c. Vulcanizing specialist. Lenhard Auto Supply, 519 Lyell avenue.

AUTHORIZED Maytag Washer Dealer. Ask for free demonstration. H. C. Pommerening & Son, Lyell at Glide.

CLEANING SOLVENT—Non-inflammable, 25c gal. A safe cleaner to use on your garments. Leichtner Hardware, 705 Maple St. We deliver. Gen. 3126.

SEWING MACHINES overhauled, cleaned and adjusted for \$1. Call Glen. 4141.

RADIO FREE—For particulars, write J. T. Calacino, 220 Van Buren St., Newark, N. Y.

WINDOW SHADES—Made to order, 25c up; reversing, recovering. Free estimates. Edgett's Shade Shop, 390 Frost Ave. Gen. 3299.

JUVENILE FURNITURE from maker. Bassinettes 60c up, table sets \$2.25 up, night tables \$1.25 up. Small deposit will hold 'til Xmas. 24 Potter St., off Hague St.

For Your Last Minute Needs
BUY USEFUL GIFTS AT SENZ'
 The store is packed full of gift suggestions that anyone will appreciate. You'll find the usual assortment of boxed novelties and useful gifts — books — games and inexpensive toys.
CHRISTMAS CARDS and WRAPPINGS
 With each \$1 purchase you can get a **5-PIECE DINNER SET** for only 29c
 Consisting of 9" dinner plate, tea cup, saucer, 6" pie plate and dessert dish
PURE SILK HOSIERY (boxed) 85c
 (Reg. 95c and \$1) Service or Chiffon
 This Graylin number we have carried for years. The continued demand indicates how popular and satisfactory they are.
Silk Bloomers, Scanties and Suggies
 Christmas Candies of all kinds
 Electric Lighting Outfits and Bulbs
Senz' Lyellhurst Variety Store
 LYELL at GLIDE ST. OPEN EVENINGS

COME IN!
 See it work

 Our new Wayne Model 40 . . . !
 • WE'VE installed the new Wayne Computing and Recording Gasoline Meter Pumps—and you'll truly enjoy seeing them work. Think of it! As we fill your tank, this marvelous pump not only registers the number of gallons delivered, but calculates and indicates the exact charge for the gasoline automatically as it is measured by the pump. No matter what the price per gallon, if you want 40c worth or a dollar's worth, we can give you exactly what you want and no time lost figuring out the bill.
"It adds your bill while we fill!"
HANS SERVICE STATION
 MAPLE & CHILD STS. GEN. 3805

MRS. SCHILD ELECTED AGAIN BY DEMOCRATS
 Annual election of officers of the Tenth Ward Democratic Women's Club was held Tuesday, Dec. 12. Mrs. Joan Lynn Schild was re-elected president.
 Others elected were: first vice-president, Mrs. Rosetta Lewis; second vice-president, Mrs. Louise Robinson; secretary, Agnes Schaub; recording secretary, Mrs. Elizabeth Haney; treasurer, Mrs. Mary Sharpe; historian, Miss Susie Jeffrey; sergeant-at-arms, Mrs. Teresa Osborn.
 The club's annual Christmas party for the people at St. Ann's Home will be held Friday afternoon. Miss M. Robinson is chairman of the committee in charge, assisted by Mrs. Amelia Kunz, Mrs. Jessie Raue, Mrs. Ruth Minges, Mrs. Elizabeth Haney. Refreshments: Mrs. Mary Reider, chairman, Mrs. Buchanan, Mrs. Mary McDonough, Mrs. Elizabeth Schuch and Mrs. Anna Messura.

XMAS TREES
 Good Selection
 35c up
 517 LYELL AVE.
 Opp. Austin St.

MERRY CHRISTMAS
 and a happy and prosperous
NEW YEAR
Chas. A. Claus
 All lines of Insurance
 7 Immel St. Gen. 3046

CAMELIO'S MARKET

Glen. 3283 Otis at Austin We Deliver

Fresh Dressed Selected **TURKEYS 23c**

Every bird is guaranteed to be highest quality

ROASTING **CHICKENS 19-22-24c**

Arpeako **SMOKED HAMS 18c**
PORK LOINS . 12 1/2c
FRESH HAMS 14 1/2c

Diamond Walnuts . 25c
Mixed Nuts (1933) . 19c
Cranberries 13c
Tangerines 12c
Mixed Candy 15c
Chocolate Drops . 12 1/2c
Oranges (all sizes) . 19c
Bulk Mince Meat . 19c
— Olives (All Sizes) —

Fresh **FOWL 16 - 21c**

Boneless **RIB ROAST 19c**
POT ROAST 12c
SAUS. MEAT . 12 1/2c

Salted Peanuts . . 14c
Malaga Grapes . . 10c
— Apples —
Brazil Nuts 16c
— Filberts —
Large Chestnuts . 12c

A Full Line of Fresh Vegetables Under Moisture

The Church of The Holy Apostles

The celebrant of the Solemn Midnight Mass on Christmas Eve will be the Rev. Philip Golding, assisted by the Rev. J. Edward McKay, deacon, and the Rev. William B. Connell, sub-deacon. The sermon will be preached by the Rev. Father Golding.

The hours for Mass on Christmas are: Midnight, 6:00, 7:30, 8:00, 9:00, 10:00 and 11:00. The Children's Mass is as usual at eight o'clock. The Mass at midnight will be a Solemn High Mass and the 11 o'clock Mass on Christmas Day will be a High Mass.

The choral part of the Solemn Masses on Christmas Day will be sung by the members of the men's choir in Gregorian Chant under the direction of Miss Anna Troy, organist.

Confessions will be heard on Saturday afternoon and evening.

The children of the school will be dismissed this afternoon for the Christmas holidays.

Members of the Ladies' Auxiliary, Knights of St. John, held their annual Christmas party in the school hall Tuesday evening.

A New Year's novelty dance will be run by the Social Committee of the Young Ladies' Sodality on Wednesday evening, Jan. 3. Added attractions will be door prizes, balloons, noise-makers and a floor show. The general chairman is Helen Yockel and the following committees are in charge: decorations, Anna May Foley, Jennie Hezyk, Marie Houser, Margaret McGovern, Mary Rivers, Sally Rivers, Marion Smith, Jean Van Duser; reception, Lena Derrio, Bernadine Fritz, Mary Guilfoil, Alice Legan, Loretta Sullivan, Jane Polito; tickets, Arlene Deuter, Alice Grundy, Jean Hemmer, Concetta La Biondo, Vincenzine La Biondo and Dorothy Shtzel.

Grace Presbyterian Church

Sunday School will hold its annual Christmas entertainment tonight (Thursday) at 7:30. There will be a program by the various departments of the Sunday School, and carol singing by the entire group. Santa Claus will also be there. Mrs. Hubbard's Class will sponsor a pound social to collect food and vegetables for Christmas baskets for the needy.

On Sunday morning a special Christmas service will be held in the Sunday School and church at the usual hour of both services. The church service will center around the White Gift Offering to be taken at that time.

On Christmas Eve, from 11 o'clock until midnight there will be a special candle-light service, entirely music, and the choir will render its Christmas program at that time. All those in the community who have no other service to attend are welcome.

The Young People's Society will hold no meeting this week, but will sponsor the watch-night entertainment and service on New Year's Eve. An informal social hour and entertainment will be held from nine o'clock to 11 with service from 11 to midnight.

Maltby Street Chapel

A Christmas party will be given tomorrow (Friday) evening at 7:30. A pageant, "No Room at the Inn," will be given by the young people of the Sunday School, followed by exercises by the Primary Department.

Regular services are Sunday School at 9:30 a. m.; Christian Endeavor at 6:30 p. m.; and church service at 7:30 p. m.

WISHING YOU A MERRY CHRISTMAS CHRISTMAS GIFTS

Practical Gifts For The Whole Family at Low Prices



FURNISHINGS
for
MEN, WOMEN
And CHILDREN
— o —
NOVELTIES
TOYS &
DRY GOODS

415 **ROLAND'S** OPEN EVES.
LYELL AVE. 'TIL 9:30

We wish you all a
Merry Christmas
and a prosperous
and
Happy New Year

1934 Christmas Club
starts
January second

20th Ward Cooperative Savings
& Loan Association
764 Jay St. Genesee 1639

USED RADIO SALE

FOR XMAS
\$5 up
A-1 Condition
All-Electric

Included in this sales are

Radiola - Stewart-Warner
Kolster - Atwater-Kent
Crosley Consolette
R. C. A. Victor
Zenith

YOUNG'S MUSIC HOUSE
263 Ames Street
Genesee 1971
OPEN EVENINGS

WELCOME GIFT

for all the FAMILY

CHIFFON and SERVICE **HOSE**

79c Box of 3
Pair \$2.25

HOUSE SLIPPERS
Men's . . . \$1 to \$2.50
Women's \$1 to \$1.75

CHILDREN'S
Oxfords - Straps
Shoes
\$1.50 to \$3.00

BOYS' and MEN'S
OXFORDS - HI-CUTS
\$2.50 to \$5.00

ARCTICS
For the Whole Family

BROWN SHOE STORE
900 WEST MAIN ST.
OPP. ST. MARY'S HOSPITAL

Trinity Evangelical Church

Sunday Services

9:00, Worship in German with sermon on "Was sollen wir tun, ihn wuerdig zu empfangen?" 9:45, Sunday School hour. 10:50, Morning worship.

Prelude, "That Glorious Song of Old," Miss Emma Wentz, organist; male quartet, "We Three Kings," violin offertory, "Chaconne," Albert Schoepper, Jr.; "Light Eternal," choir anthem; sermon, "Christ at the Christmas Hearth-side"; postlude, "Christmas offertory."

Christmas Eve Service—7:00

Prelude, "Christmas Pastoral"; Sunday School, "A Carol Sermon for Christmastide"; offertory, "Evening Bells and Cradle Song"; recitations by Beginners, Primary and Junior members; choir anthem, "Hallelujah Chorus," Handel's Messiah; postlude, "Christmas Joy," Stults.

Christmas Day—10 A. M.

Prelude, "Christmas Pastoral"; "Offertoire Gesu Bambino" (The Infant Jesus); sermon, "The Glory Song"; postlude, "March of the

Lyell Ave. Baptist Church

At morning service Sunday at 10:30 the theme of the pastor's sermon will be "The True Christmas Spirit." Sunday School at 12 M. will be taken up with exercises by the children of the Primary and the Intermediate Department, Miss Mildred Ludwig in charge.

At 7:30 Sunday evening a pageant will be presented by the young people of the church.

On Friday evening the Mission Circle will meet at the home of Mrs. C. H. Barnes, 663 Emerson street. On Dec. 29 Mrs. Harriet Hall of 151 Belknap street will be hostess to the Fidelis Class. Mrs. Nicholson and Mrs. Chester Fishbaugh will assist the hostess.

Magi

Sunday, December 31

9:45, Sunday School; 10:50, Worship in English; 11:00 p. m., Watch-Night Candle-Light service.

On Wednesday, Jan. 3, the Martha Society will meet to make plans for the new year. The Frauenverein will meet on Thursday afternoon, Jan. 4. The Church Council will meet that evening to

Holiday Permanents

Combination Machine-Croquinole and Spiral Wind

Best Supplies **\$3.50 up**

Ends 10c a curl

Finger Waves 20c (Dried)

Marcelling that lasts . . . 40c

Children's Haircut . . . 25c

Souvenirs for the children

Ladies' Personality Bob 35c

Hair Coloring—Paragon Treatment. Have your fading hair dyed by an expert. All kinds of rinses for Blondes, Henna, Brunettes.

Bessie-Vera Heberger

282 Otis St., cor. Dix St.

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NEW YEAR'S EVE PARTY—DEC. 31

From ? Till ?

TICKETS \$1 PERSON
(Including Dinner)

ORCHESTRA - DANCING

For a night of fun—be here

AL'S GRILL
ANTHONY MARSHALL
Otis St. at Burrows

Free Chowder Wed.
Free Fish Fry Fri.
Free Steak Supper Sat.

HAUBNER & STALLKNECHT

Successors to John C. Rossenbach

FUNERAL DIRECTORS

GENESEE 300

828 JAY STREET

NO STARTING TROUBLE - - -

If you use Kinso Zero Oil and Leader Gas

KINSO ZERO OIL Stands up equal to the best Summer Oils . . qt. **25c** Leader Oil . qt. **15c**

LEADER GAS TANK CAR TO YOUR CAR . . **14 1/2c gal.**

KINSO CORP., 585 Lyell Ave.-Opp. Burrows St.

20 Families to Get Aid From Nazareth Students

The student body of Nazareth College has completed final plans to aid in spreading Christmas cheer to the needy of the city. Twenty families will be taken care of and furnished with toys and gifts as well as food and clothing. The presidents of the various classes are heading the committees in charge of the undertaking.

Senior Class: Mildred Dunherr, Lucille Odenbach, Alice Dugan, Margaret Wegman, Dolores Toole. Junior Class: Mary Thaney, Hilda Connor, Mary Nolan, Betty Doyle. Sophomore Class: Elizabeth Dowling, Rosemary Ratigan, Dolores Willig, Rita Barry. Freshman Class: Zelta Lyons, June Malley, Pauline Bott, Marjorie Howland.

Eleanor Roosevelt Club Elects Officers for 1934

The Eleanor Roosevelt Club of the Tenth Ward re-elected the following officers at their last meeting: Mrs. Jessie Rause, president; Miss Louise Polizzi, treasurer; Mrs. Anna Messura, secretary.

The following new officers were elected: Miss Lena Giaccia, vice-president; Miss Mary Ianarella, historian, and Miss Mary Polizzi, sergeant-at-arms.

After the meeting Supervisor are asked to call Jessie Rause at Glen. 868-J.

elect George Rogers was host to the members at a party. Ladies of Italian descent, who wish to join,

New Books Announced by Down's Lending Library

The following new books are now available at the Down's Library, 432 Lyell avenue:

The Man in the Mankey Suit by Ann Hathaway, Without a Stair by Kathleen Wallace, Walls of Gold by Kathleen Norris, Apartment Hotel by H. L. Gates, Women Love But Once by Mabel Dana Lyon, Secret Love by Louise Gerard, Take Up the Bodies by K. T. Knoblock, The Great Crooner by Clarence Budington Kelland, Trails Meet by B. M. Bower, The Master of Jalna by Mazo De La Roche, The Story of Nancy Meadows by Louise Platt Hauck, Goldie by Kenilworth Bruce, Gun Justice by Jackson Cole, Polygamy Preferred by Lacey Beck, Very Good, Jeeves by P. G. Wodehouse, Lovely Clay by Maysie Greig, Matched Pearls by Grace Livingston Hill, Without Sin by Jacques Robert.

Stranger's Return by Phil Strong, Lovely Clay by Masie Greig, A Room in Berlin by Birkenfeld, Burn Witch Burn by A. Merritt, Matched Pearls by Grace Livingston Hill, A Bad Girl Leaves Town by Masie Greig, Brittle Glass by Vida Hurst, Rain on the Roof by Kay Lipke, Three Brass Elephants by Landon, Magnificent Obsession by Douglas.

Donna Celestis by Ethel M. Dell, Danger by Evans Wall, Murder at Women's City Club by Patrick, Murder on Wheels by Palmer, White Collar Girl by Faith Baldwin, The Jackson Trail by Max Brand, Stadium by Francis Wallace, Interference by Harold M.

PERSONAL

Mr. and Mrs. Ira M. Wilder of Franklin Square, L. I., will arrive in Rochester on Saturday to spend the Christmas holidays with their parents. Mrs. Wilder is the daughter of Rev. and Mrs. Alfred E. Hooper of Cameron street.

The engagement of Miss Edna May Adams, daughter of Mr. and Mrs. G. Adams of Chase street, to George Schneible of Averill avenue was announced at a dinner given Sunday at the home of Miss Adams.

For last minute gift suggestions you can always depend on Senz' Lyellhurst Variety Store. A full line of dry goods in addition to many items suitable for Christmas gifts. Senz' Lyell at Glide St. Open evenings.—Adv.

Christmas Club Checks Mailed By Loan Ass'n

Twentieth Ward Savings & Loan Association mailed checks amounting to over \$8,000 to Christmas Club members.

"This was the first Christmas Club started by the association and we have been more than pleased with the number of members, both new and old, who have carried through with a sufficient degree of regularity to warrant our paying them a dividend," said Mr. Wolcott, the financial secretary of the association.

"Each member of the club was asked to choose one of three options: Payment of the Christmas Club account in full; payment in part with balance credited to a new installment account; or crediting of the whole amount to an installment account. Many members chose one of the last two methods."

"Judging from the number who have already started their 1934 Club membership, this club will be very much larger than the last, both in number of members and average weekly payments."

Mr. Wolcott states that in every respect the year now drawing to a close has been a very satisfactory one; in view of the general financial conditions, even better than had been hoped for.

This seems to be true of the Savings and Loan reports from all parts of the country as evidenced by the recent report of the United States Building and Loan League.

Increasing strength behind investments in real estate and in mortgage institutions of the savings variety is indicated by financial statements of building and loan associations reporting to this national trade organization.

These associations have the savings of 10,000,000 shareholders invested in some \$7,000,000,000 of mortgages on homes. In representative states they have filed reports on financial condition that are decidedly reassuring, according to Philip Lieber of Schreveport, La., president of the league.

Outstanding in this review are the mounting reserves against real estate losses in the associations and a pickup in sales of the residential properties on their books. The latter development will tend toward a firming of home prices, Mr. Lieber holds.

Lyellhursts 1933 football team was very successful and took the amateur championship of the West Side by trouncing the Panthers 18-0. The following were on the team: George Schroll, Leon White, "Rip" Seitzinger, Jack Wilson, "Mike" Soprano, Marino Lupinetti, "Cy" White, "Howie" Seitzinger, Sam Cerra, Eddie Donnelly, Veedol.

Sherman, The Establishment of Madame Antonia by Leyla Georgie, Millstones by Wilson Collison, Tomorrow's Love by Kathleen Shepard, Secret Sentence by Vicki

Lambda Gamma Sorority held a card party at Senz' Rathskeller in Glide street last Friday evening. There were ten tables.

Mrs. Blanch Shaver of Lake avenue and Mrs. Lydia Thompson of Jay street entertained the Snappy Eight Pinochle Club at their homes on Dec. 5 and 12, respectively.

Prizes were won by Blanch Shaver, Gertrude Hondorf, Elbertine Burnett, Grace Deavenport and Lydia Thompson. Mrs. Gertrude Hondorf of Lyell avenue will be the next hostess.

Augustine J. Tranella, student at the University of Buffalo School of Medicine, will return Saturday to spend the holidays with his parents Mr. and Mrs. Thomas Tranella of Santee street.



FRESH DRESSED

8 - 15 lb. Avg.

TURKEYS 1b 25c

FRESH SPRING DUCKS lb. 19c

YOUNG TENDER GEESE lb. 19c

ROASTING 4 - 5 lb. Av. CHICKENS . lb. 25c

3 1/2 lb. Average FOWL lb. 18c

ROAST VEAL Shldr. or Leg lb. 15c
ROAST BEEF Shoulder lb. 12 1/2c
PORK SHOULDER 6-8 lb. lb. 8c
NUCOA lb. 10c
BUTTER Country Roll . lb. 20c
EGGS Grade A doz. 29c

PORK LOINS Whole or Rib End 12 1/2c
Arpeako or Prem. Hams . 18c
10-12 lb.
PORK SAUSAGE MEAT FRESH CUT HAMBURG . lb 10c
Premier Pumpkin 2 1/2 can 10c
Heinz' Plum-Fig Pudding, 29c
Niagara Mince Meat 2 lb. 35c



SCHROTH MARKET

GLEN. 3210
Lyell Ave. at
Murray St.

GEO. H. WAGAR
Jeweler—200 Lyell Ave.
WATCH, CLOCK &
JEWELRY REPAIRS
All Work Guaranteed

DOWN'S LENDING LIBRARY
All Popular Fiction
PENNY-A-DAY
432 LYELL AVE. (Near Child)

CAMPBELL & BERGIN
COAL COMPANY
COAL and COKE
GENESEE 2631

Bowl Where High Scores Are Made
Henchen Bowling Hall
849 Jay St. Gen. 7748
J. Stone, Manager

Pure Shell
Gasoline and Oil
155 HAGUE STREET
191 Mt. Hope - 280 Exchange

BECKWITH'S TOYLAND

OPEN EVERY EVENING THIS WEEK

Hundreds of toys — everything you can imagine!

See our wonderful selections at

5c and 9c

Huge tables of toys and games at these prices

Checkerboards 9c
Lotto Games 9c
Sleds 89c
Table & Chair Sets, 98c up
Electric Trains . . \$1.98
Xmas Tree Ornaments
2 for 9c and 2 for 17c
Xmas Tree Bulbs, 3 for 5c
Complete Tree Lighting Outfit . . .39c
Bicycles — Velocipedes
Tube Skates — Dolls

BECKWITH'S
271 Lyell Ave. GLEN. 811
Opp. Firehouse

— WINES & LIQUORS —

Imported and Domestic

Buy now while we have a large assortment and avoid the last-minute holiday rush.

LYELL FOOD PRODUCTS CO.
TOM TAYLOR FRED JACKSON
193 LYELL AVENUE WE DELIVER GLEN. 317

Doll Contest Closes Sunday Nite!

Special 2 1/2 lb. box CHOCOLATES .79c
Chocolate Cherries lb 29c

American Mixture Christmas Candy
Bulk 22c lb. up Jars 5c

All kinds of Tobacco in lb. pkgs.—Very Reasonable Cigarettes in Special Christmas Cartons

CHILD STREET PHARMACY
Child at Jay Streets Genesee 4196

What Shall You Buy M-O-T-H-E-R For CHRISTMAS?



We suggest that you visit our Main Floor and see all the fine gifts Mother can enjoy—for weeks to come.

See the new CULINAIRE Mixer, the HAMILTON-BEACH and MIXMASTER Mixers. They save so much time and make foods look so appetizing.

You will see many other household items which will make your Christmas gift for the HOME pay big dividends in added leisure, happiness and real satisfaction.

Come In Let Us Help You

