

If You Do Not Receive
Your Rochester Sun Each
Thursday, Call Stone 6001,
Rochester Sun Corporation,
5 St. Paul Street

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

The Rochester Sun
Goes Into 70,000 Homes,
Carrying News and Features
of Special Interest to
Rochester Women

VOL. I. NO. 10

ROCHESTER, N. Y., THURSDAY JANUARY 6, 1938

70,000 COPIES DELIVERED

Lights and Shadows

By JOHN BURNS

As a nation, we are the world's most adaptable people. Such things as war, major and minor business recessions, floods and drought make us stumble, but never throw us entirely off stride. So it was not surprising that recent changes in our city administration created little more than a ripple in the pool of public opinion.

Most of us, meaning those whose interest in politics is chiefly academic, are too concerned about the City Hall personnel. We figure that business will go on about as usual, regardless of which major party dominates municipal affairs, because it's always been that way.

And, so far as this writer can see, the public business of our town will be handled in a capable manner by the new administration. Tom Broderick surprised more than a few—perhaps he even surprised himself—by retaining Harold Baker as City Manager. But, come to think of it, there is no reason why Mr. Baker should have been ousted. During his term of office, the City Manager has made a host of friends because of his capability and, in the last analysis, it was the pressure brought to bear by those friends that kept Baker in office.

Buying a hat is a pleasant adventure for a woman, an adventure which often takes her to a half dozen shops before she finds just what she wants. But it's different with a man setting forth to get himself a new hat, usually at the urgent behest of a friend or wife, whose remarks about his disreputable thing you're wearing have reached the pointed, even barbed state.

The average man, finding a hat that suits him in the matter of comfort, usually becomes a "repeater." He'll go back to the same store time and again for the model he likes, even if it does not enhance his particular particle of manly beauty.

All this is by way of getting around to telling about the lengths to which a capable salesman will go to satisfy a customer. Your correspondent, inducted into the new hat, dropped in to get one from his favorite salesman. Ordinarily the process takes only two or three minutes, but this time there was no hat of the wanted kind in the proper size.

"Come back in two or three days and we'll have your size," said Mister Salesman. So back we went, only to learn that such hazards as are incidental to the holiday rush had held up the expected shipment.

"I'm sorry," said Mister Salesman, "and I know how your wife must feel about that thing which you are using for a hat, but we'll fix you up for the time being, anyhow. You take this one, I know it isn't the color you want, but wear it until the new lot comes in and then everyone will be satisfied."

What could a fellow do under the circumstances? You guessed right—take the hat and make a resolution that you'd never patronize any other hat shop.

One of Rochester's current traffic hazards is the presence of hitch-hiking youngsters in Culver Road during the days and nights that Cobb's Hill rink is open for skating. These boys, and sometimes girls, too, walk in the highway trying to thumb rides, endangering their own lives and the peace of mind of motorists driving through that much-traveled thoroughfare.

If you had occasion to drive during the late afternoon or early evening of the last day of 1937, you'll remember that sleet reduced visibility to the vanishing point. But that made no difference to the youthful skaters who walked along the highway, thumbs extended as usual. One motorist known to the writer was scared within an inch of his life when he spied two youngsters barely in time to avoid hitting them. A police patrol car could break up this dangerous practice by cruising slowly over the favorite hitch-hiking territory.

Advertising Fascinates Woman

When you read an advertisement that catches your attention and you decide to invest in what it offers, you may think that the decision was entirely your own, but if you will talk for a few minutes to Miss Madelyn Sullivan, advertising manager for a Rochester bank, you will realize that a lot of study and hard work on the part of someone like Miss Sullivan, had a big share in it.

Behind the scenes at a theater where you are made to see what the playwright wants you to, there is glamour and romance built by artificial scenes, appropriate costumes and grease paint. Behind the scenes of an advertisement which "clicks," there is a desk with all the mechanical equipment necessary, and someone who has spent years studying not only advertising, but human nature as well, and all the things that influence it. Miss Sullivan will soon convince you that what, when, and how to advertise has a great many factors determining it.

Miss Sullivan reached the important position which she holds by dint of hard work and study. After attending St. Mary's and West High School she became interested in advertising. She studied at the University and then took the course offered by the Rochester Ad Club with Arthur S. Sisk as director. Here was crystallized her determination to make it her real work. She won the first prize offered by the Ad Club on connection with the course.

Out in the work-a-day world in her first job, editor of "Vision," the Line-A-Time magazine, Miss Sullivan found that the advertising had endless ramifications, and she wrote copy for farm implement, fashions, furnishings and even food.

Her next position was with the Hubbard, Eldridge and Miller Company. There she learned that versatility is the first requisite of the successful advertiser, and research the never-ending work. She was sent to Grand Rapids to study furniture—what merchandise and what price had most appeal to the public—and as a result she developed a permanent interest in period pieces.

She admits when she was studying a problem carefully and come to a conclusion she will not yield her point without a struggle. This was well illustrated while she was advertising manager for Teal's Ice Cream Company. Convinced that a certain type of ice cream box better considered was not as good as one which was about to be discarded, Miss Sullivan took her case right to the housewife by ringing doorbells all one hot July day. The housewives backed her up 100 percent.

Two years ago Miss Sullivan took the position which she now has with the East Side Savings Bank.

ACTIVE SPEAKER
She is an active member (and a past president) of the Women's Ad Club, the Women's division of the Chamber of Commerce, and is publicity chairman of the Rochester Chapter of the American Institute of Banking. She has spoken before many groups, including the International Association of Ice Cream Manufacturers. She enjoys speaking to schools where some of the students may be considering the advertising field as their life work.

Given her choice of recreation Miss Sullivan would take a boat trip every time, with plenty of (Continued on page 2)

Likes Her Work



MISS MADELYN SULLIVAN
If you think you've made up your own mind, when you read certain ads, you're wrong. Miss Sullivan has helped form your decision. Advertising is endlessly fascinating to her.

Tinsman Unit Musicales

Mrs. Charles B. F. Gibbs of Highland Avenue will open her home on Wednesday afternoon, January 19, for a musicale and tea which is being sponsored by the Tinsman Chapter of the Y. W. C. A. Since last year's musicale was such an outstanding success, the chapter plans to make this an annual affair.

Mrs. E. Scott Roscoe of Vassar Street will again plan the program, which will include several guest artists as well as four members of the chapter.

Mrs. George E. Sanders, of Ridge Road, chairman of the chapter, has appointed Mrs. Stanley H. Erlenback of Park Avenue to make the tea arrangements.

Mrs. John McMaster of South Goodman Street is in charge of reservations, which are limited to three guest tickets to each member. Friends of the chapter are urged to make their reservations early.

Mrs. Vilas M. Swan of New-castle Road is in charge of publicity.

12th Night Ceremony To Be Held Today

The Twelfth Night celebration which includes the burning of holiday greens on Cobb's Hill will be held today at 5 p. m. under the auspices of the Girl Scouts of Council Rock District. All scouts and friends are invited to attend the ceremony which will include a number of songs prepared by the girls.

This custom of burning Christmas greens was started here several years ago by George Haushalter and appealed to the Girl Scouts so much that they have taken over the ceremony. Florence A. Fryer is field director of the Council Rock District.

Famous Baritone Coming For Lecture Recital

Reinhold Werrenrath, famous baritone, will appear in a lecture recital before the Rochester Teachers' Association, January 14, in Monroe High School. The Monroe High School orchestra will have a part in the program. Mr. Werrenrath will explain the fundamentals of musical expression and appreciation.

This is one of the series of special meetings which have been arranged for the Association by Mrs. Ethel Bellby.

Sponsors To Aid Mission World Fair

The principal activity of the Council of Church Women during the month of January will be the conducting of an extensive missionary education project to be known as the World's Fair of Missions.

More than ten sessions in connection with this elaborate interdenominational activity will be conducted from January 19 to 23 in Salem Evangelical and Reformed Church, 230 Franklin Street, according to announcement of Mrs. Frank J. Weston, president of the Council.

Thousands of churchgoers will view a variety of mission field exhibits which are being prepared under the direction of Mrs. Mary G. Dann and an assisting committee. Detailed program arrangements which will feature noted missionary leaders are being developed by the special committee of which Mrs. George E. Hebbner is chairman and in which members of the Missions Committee of the Federation of Churches are participating.

REPRESENTATIVE GROUP
Mrs. Irving L. Walker, executive secretary of the Council, has announced a staff of more than one hundred sponsors, comprising Council representatives in ninety-two affiliated churches and nearly all pastors of churches in Rochester and Monroe County.

The following representatives have been named to serve as sponsors: Mrs. Fred Wolf, Mrs. A. V. Gillespie, Mrs. P. B. Loomis, Mrs. Benjamin Zuber, Mrs. Franklin Wood, Mrs. Charles Manhart, Mrs. R. Miller, Mrs. Harold Clark, Mrs. A. Howard Johnson, Mrs. L. R. Stebbins, Mrs. Evelyn Trenton, Mrs. Mary Price, Mrs. George Imrie, Mrs. Harold King, Mrs. G. P. Brant, Mrs. A. G. Meyn, Mrs. Dennis D. Bouman, Miss Marion Moore, Mrs. E. T. Dickinson, Mrs. Samuel Giannini, Mrs. Robert Robert Burnham, Mrs. Violet Spring.

LIST OF SPONSORS
Mrs. Elizabeth Millman, Mrs. John Rein, Mrs. C. W. Sams, Mrs. G. G. Kittleberger, Mrs. C. G. Groat, Mrs. Brannard Kurkowski, Mrs. E. Lewis, Mrs. Alfred Fetterley, Mrs. J. H. Cooper, Mrs. Oscar G. Meyer, Miss Martha W. Kulawski, Mrs. Raymond Heiligman, Mrs. H. Groth, Mrs. Oscar Dike, Miss Bertha A. Bergman, Mrs. Emma Piller, Mrs. Frank Wadsworth, Mrs. Eleanor Beach, Mrs. G. E. Dornham, Mrs. Roland Roberts, Mrs. L. C. Leath, Miss Julia Maxson, Mrs. R. McCumber, Mrs. Samuel J. Clarkson, Mrs. William Tweed, Mrs. Edward Glechauf, Mrs. Earl H. Hamblitt, Mrs. Le-muel Foote, Mrs. Henry P. Brown.

Mrs. W. F. Chauncey, Mrs. C. X. Hutchinson, Mrs. A. Johnson, Mrs. Mary Scott Thomas, Mrs. Clifford Hewins, Mrs. H. G. Cram, Mrs. Paul Weller, Mrs. Earl Gagner, Mrs. Harold C. Voke, Mrs. John E. Wellington, Mrs. Fred S. Miller, Mrs. M. O. Bloem, Mrs. Coy A. Riggs, Mrs. Harry L. Spears, Mrs. G. H. Eason, Mrs. John Rankin, Mrs. Edwin R. Chapman, Mrs. George Hubbard, Miss Leona Churchhill, Mrs. John Ferguson, Mrs. Hugh Anderson, Mrs. H. C. Shepard, Mrs. Robert Findlay, Mrs. Oscar D. Brown, Mrs. William Taylor, Mrs. David E. Arsdale, Mrs. George Burks, Mrs. E. Forest Couch, Mrs. F. C. Patterson, Mrs. Francis Dougherty, Mrs. Leon Sprague, Miss Sara Croston, Mrs. Edward Lutz, Mrs. Frank Sheard, Mrs. Harold Crafts, Mrs. George Houston, Mrs. T. M. Krause, Mrs. Henry L. Smith, Mrs. H. G. Hutchinson, Mrs. Parker Collins, Mrs. John De Witte, Mrs. Anthony Luidens, Mrs. Martin A. Punt, Mrs. Carrie L. Kennedy, Mrs. Verna H. Mestler, Mrs. Roy Symonds.

Contract

Results of duplicate contract bridge tournaments:

Rochester Contract Club
North-South: Mrs. Paul Hill and Mrs. Herbert Garson, first; Howard Horton and Louis Laws, second; William Walsh and Dalton Tuite, third.
East-West: Mr. and Mrs. Leon Goldsmith, first; Fred Friedman and Mrs. Jule Friedman, second; Mr. and Mrs. J. Bakrow, third.

City Tournament
North-South: Truesdale Clarke and Sam Knopf, first; J. B. Sullivan and H. W. Geck, second; William Walsh and Martin J. Barry, third.

East-West: Mrs. Virginia Levy and Carleton Howard, first; Stacy French and A. B. Jaquith, second; Mr. and Mrs. Scott Boyer, third.

Turn to Page 6 for Virginia Levy's Bridge Article

JYM-WA To Present Play

The JYM-WA is setting the stage for the presentation of "Kind Lady," a play in three acts and prologue by Leon Chodorov, Sunday evening, January 9, at 8:30 in the JY auditorium. Direction of the play is in the hands of Mrs. Grossman.

Members of the cast include: Henry M. Stern, Jr., Samuel Altman, Dorothy Cherry, Anne Friedman, Jerome Brown, Sylvia Garellick, Mrs. Hyman Phillips, Phillip Eisenman, Ben Rosenthal and Joseph Diamond.

Serving on the production staff are the following committee members: Mrs. Carl Silverhart, stage manager; properties, Mrs. Robert Adler, chairman; Mrs. Albert Lebowitz and Miss Esther Hurwitz, make-up; Miss Lillian Kahn, chairman; Fay Goldberg, Rose Pearlman, and Jeannette Rokins, wardrobe.

Mrs. Morris Levine, chairman; Mrs. Morris Levine, chairman; Audrey Copeland, Lorraine Finestone, and Gertrude Levine, Technical, Norman Emdin, chairman; Allan Klonek, Joseph Sher, David Millstone, Doris Saulsberg, Ruth Steidlitz, and Ruth Nadel; business, Paul Gungenheim, chairman; Ira Bernman, Irving Ring, Janet Rosenbaum, Betty Huff, Bette Simon and H. Tracy Mass, publicity; Samler Horowitz, chairman; Al-ma Ordan and Julius Cohen, and dressing room, Misses Rose and Lillian Silverstein.

DAMES OF MALTA
The Pierce Sisterhood of Dames of Malta will meet Monday in Council Hall, 198 Main street West at 7:45 p. m. A short business meeting presided over by Queen Esther Helen Week-herlin, will precede an indoor picnic for members and guests.

Directs Play

Mrs. Leon L. McGrady and daughter, Miss Lee, of Arnold Park, returned Dec. 30 from Saardale where they were the guests of Mrs. McGrady's father, William F. Donovan.

Miss Mary H. Pyott of Arnold Park is leaving Jan. 11 for a trip to South America.

Mrs. Grace Kiehl of Rugby Avenue entertained at luncheon and bridge in her home Dec. 30. Mr. and Mrs. Herbert G. Williams of Dartmouth Street entertained at dinner and bridge in the Century Club, Dec. 28.

Mrs. Vilas M. Swan of New-castle Road was hostess to her duplicate club yesterday.

Mrs. Frederick F. Church of Oxford Street is spending several weeks in Akron, Ohio, and New York City.

Mrs. Julian Wiley of Westminster Road will leave tomorrow for St. Petersburg, Fla., where she will be the guest of her father until March.

Mrs. and Mrs. Charles Van Voorhis, formerly of East Boulevard, are occupying their new home in Arnold Park.

Heads Church Group



MRS. WILLIAM MacFARLANE
As president of the Woman's Association of Asbury First Church, Mrs. MacFarlane is taking a prominent part in preparations for the annual calendar party, listed for Tuesday evening.

Mrs. Loris P. Allen of Edgemoor Drive and Mrs. Morris D. Knapp of Lake Avenue, will leave in February for Australia for a three-week tour, returning to California where they will pass several weeks.

Mrs. Mary A. Allen of Arnold Park returned last week from New York where she spent Christmas as the guest of her son, Atkinson Allen, and Mrs. Allen.

Mrs. Robert Grant of Toronto, who has been the guest of Mr. and Mrs. H. Kenneth Lilly of Penfield Road has returned to her home.

Mrs. Eugene J. Chapman of San Gabriel Drive has returned from Pittsburgh where she was the guest of her daughter, Mrs. Sidney Hammond, and Mr. Hammond for Christmas.

Mrs. William H. Wray of Rutgers Street is back after spending the holiday season with her son, Donald Wray, and Mrs. Wray in Glen Ridge, N. J.

Mrs. Leon L. McGrady and daughter, Miss Lee, of Arnold Park, returned Dec. 30 from Saardale where they were the guests of Mrs. McGrady's father, William F. Donovan.

Miss Mary H. Pyott of Arnold Park is leaving Jan. 11 for a trip to South America.

Mrs. Grace Kiehl of Rugby Avenue entertained at luncheon and bridge in her home Dec. 30. Mr. and Mrs. Herbert G. Williams of Dartmouth Street entertained at dinner and bridge in the Century Club, Dec. 28.

Mrs. Vilas M. Swan of New-castle Road was hostess to her duplicate club yesterday.

Mrs. Frederick F. Church of Oxford Street is spending several weeks in Akron, Ohio, and New York City.

Mrs. Julian Wiley of Westminster Road will leave tomorrow for St. Petersburg, Fla., where she will be the guest of her father until March.

Mrs. and Mrs. Charles Van Voorhis, formerly of East Boulevard, are occupying their new home in Arnold Park.

Calendar Festival at Asbury

Each month of the year will come in for its share of attention at the Calendar Party which is to be given by the Woman's Association and Missionary Societies of Asbury First Church, Tuesday evening, January 11.

Tables will be decorated to suggest the various month under the direction of Mrs. Robert E. Heinzelman, seating will be according to birthdays, and Mrs. Marvin R. Marston has arranged a delightful and unusual program to further carry out the calendar idea.

VARIED ENTERTAINMENT
Mrs. Floyd C. Bratt and her committee will emphasize by drama, Irish love songs and pantomime, the months of January, February and March with their Happy New Year, romantic Valentine, and gay St. Patrick's days.

Mrs. Oliver Bauer and her helpers have a decidedly musical field in April with its showers, May with its flowers and June with its brides.

Historical July, the vacationing month of August, and the significant signing of the Constitution in September, will be dramatized by Mrs. Milton S. Lum.

The last quarter of the year months peculiarly of family and religious interests are in the hands of Mrs. Leroy F. Beers.

LIST OF HOSTESSES
Dinner will be served at 6:15 p. m. Mrs. Robert Heinzelman is chairman of the hostesses and her assisting committee, with the months represented are: January, Mrs. John F. Clark, Mrs. Harold Stewart; February, Miss Nellie Davis, Miss Jennie Evans; March, Mrs. Willis Estlich, Miss Marie Follett; April, Mrs. Fred Gordon, Mrs. G. Sherwin Haxton; May, Mrs. Russ Bouton, Mrs. Roy L. Stone; June, Mrs. Edwood Butler, Mrs. B. A. MacCallum; July, Mrs. Mortimer Wilkinson, Mrs. Clarence Higgins; August, Mrs. R. B. Wisel, Mrs. Janet Doughty; September, Mrs. Clifford Williams, Mrs. Harold Bardwell; October, Mrs. Walter Pease, Mrs. M. M. Killip; November, Mrs. J. M. Henderson, Miss Caroline Bancroft; December, Mrs. Marvin R. Marston, Mrs. Roland Roberts; Junior Table, Mrs. Leroy F. Beers, Mrs. M. D. Darrohn.

The speakers' table, which is to be decorated according to the four seasons of the year, will have as hostesses Mrs. William MacFarlane, Mrs. Robert E. Heinzelman, Mrs. Maurice A. Barnard and Mrs. Lloyd V. Moffett.

Mrs. William MacFarlane is president of the Woman's Association, Mrs. Maurice A. Barnard is head of the Foreign Missionary Society and Mrs. Robert E. Heinzelman is head of the Home Missionary Society.

This dinner and entertainment is an annual affair and all women members of the church are welcome.

PTA Will Sponsor Cub Scout Troop
The Parent Teacher Association of School No. 19 will sponsor as its project this year a cub scout troop, with Howard Schelber as scoutmaster.

The first pack meeting will be held at 7:30 p. m. today at the school when Lawrence Hill will present the charter which will be accepted by Mrs. Wilbur Kenyon. There also will be a program of skits to be presented by the various cub dens.

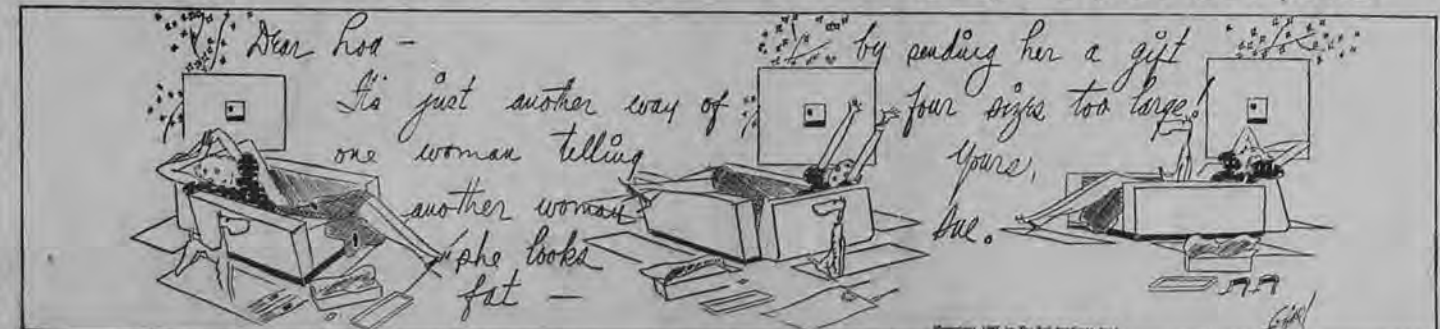
The regular monthly meeting of the association will be held Tuesday evening, January 11, at the school with Monsignor William F. Bergen as speaker. The school orchestra will offer a program of music.

National Annuity League Plans Dinner Meeting
The next dinner meeting of the National Annuity League will be held January 15 at Eagles Hall, 22 North Washington Street. Dinner will be served from 5:30 p. m.

After dinner Messrs. Simpson and Stafford will report on their session with the House Steering Committee, at the pension bill hearing. The meeting is open to the public.

CHURCH CARD PARTY
The Church of the Annunciation will have a card party tomorrow at 8:30 p. m. in the church. There will be two prizes for each table. Admission will be twenty-five cents.

From Sue to Lou with Love. BY GETTIER



City's Deanna Gaining Fame

Great things are expected of Annabell Crandall, the sixteen year old East High School student who won the recent Deanna Durbin contest in Rochester.

This little lady who is said to sing with ease the songs popularized by Lily Pons and Jeanette MacDonald, began her musical training only a few years ago when her mother, who used to sing, recognizing the unusual quality of her daughter's voice, put her under the musical direction of Kenneth C. Mook of East High School.

Last spring she was chosen by the Eastman School of Music where she sings in the intermediate choir, to compete in the nationwide singing contest which was held in Buffalo, and lost the contest only because she was a year too young.

Radio has already opened its doors to Miss Crandall, and she sings each Saturday with Dick Tull over WSAW at 2:15 p.m. and Sundays at 11:30 a.m.

Besides carrying her regular school work, doing the leading solo work at her high school, and singing over the radio, she finds time to keep up her piano study, and to indulge in all the winter sports.

Primrose Lodge Meets Wednesday for Drill

Primrose Lodge No. 72, Order Daughters of St. George, will meet Wednesday, January 12th, at 11 Clinton Avenue North. Officers and guards are asked to report at 7:30 p.m. for drill.

Thursday, January 13th, the Sons of St. George will entertain the Daughters and all British friends with movies at the Eagles Hall, North Washington Street.

Voice Charms



ANNABELL CRANDALL
Only sixteen, this Rochester miss has attracted attention by her vocal ability.

Yokefellow Class Sponsors Dinner

Yokefellow Class of West Avenue Methodist Church is sponsoring a dinner for women, featuring women's interests, Thursday evening in the church dining room. Mrs. Harper Sibley will be guest speaker, her theme being "A Woman Looks at World Affairs of Today."

Visiting artists will present a musical program, and a group will sing under direction of Mrs. Robert McCormick.

TITANA OFFICERS CLUB
Titana Rebekah Officers Club will meet Tuesday, at 36 Lansdale Street with P. D. D. P. Mayme Rohr and V. G. Helen Richens.

In The Woman's World

This calendar is planned to serve your organizations. When you have notices you wish to insert mail them to The Rochester Sun, Women's Editor, 419 Burke Building, or call her at Stone 5001. Notices must be in by Monday preceding date of issue.

THURSDAY, JANUARY 6
Asbury-First Church — Loyalty Class meets at home of Mrs. John Roberts, 71 Park Ave., 7:30 p.m.

Rochester Philharmonic Orchestra — American Composers' Concert with Dr. Hanson conducting. Eastman Theatre, 8:20 p.m.

Parent-Teacher Association School No. 19, first pack meeting of cubs, new project of the Association, at school, 7:30 p.m.

Ladies Auxiliary, Knights of Columbus — Bridge party at the Buckingham, 8 p.m.

Twelfth Night Celebration — Girl Scouts of Council Rock District in charge, Cobbs Hills, 5 p.m.

West Ave. Methodist Church — Yokefellow Class sponsors dinner for women, with Mrs. Harper Sibley as speaker.

Pythian Sisters — Monroe Temple No. 33, sauerkraut supper, 6 p.m.

YMCA World Service Committee — Dinner for Mr. and Mrs. Herbert Lansdale, at 37 Clinton Ave. N.

Dames of Malta — Fidelia Club, meets at home of Florence Williams, 91 Barton Street, evening.

OES — Paul Chapter, meets in Room A to install officers.

OES — University Star Chapter — Meets in Room B at 8 p.m. to install officers.

Nature Trail Club — Meets at Rochester Museum of Arts and Sciences, evening.

Amateur Movie Club — At Rochester Museum of Arts and Sciences, evening.

Century Club — Dr. Henry Shedd speaks on "Children's Court", afternoon.

FRIDAY
Mercy Guild of the Little Flower — Meets at Hotel Seneca, 2 p.m. Cards to follow business meeting.

St. Thomas Episcopal Church — Women's Auxiliary book review at the Normandie, 11 a.m.

Memorial Art Gallery — Private showing of January exhibit to members only, 4 until 6 p.m.

Eastman Theatre — Yehudi Menuhin, violinist, 8:20 p.m.

White Cloud Council and Leota Council, Degree of Pochontas installation.

OES — Sunshine Chapter, meets in Room B, Masonic Temple, 8 p.m., installation.

Troop F 121st Cavalry — Winter Horse Show at Armory, evening.

Catholic Women's Club — Bridge tea at the Club, 2:30 p.m.

Women of Moose — Antler Club, evening. Sewing classes resume in afternoon.

Fidac Study Club — Meets at home of Mrs. Charles Studley, 62 Studley Pl.

Holy Family Parish — Maple Street Unit, card party in auditorium on Jay Street, evening.

Ladies of G. A. R. — Wm. McKinley Circle, at City Hall Annex.

Rochester Club — Resumes duplicate bridge play, evening.

Lutheran Church of the Redeemer — Junior choir at 4 p.m. Senior choir at 7 p.m. Senior confirmation class at 7 p.m.

SATURDAY
Emanuel Evangelical and Reformed Church — Junior catechetical class, 11 a.m. Senior class, 1 p.m.

Women's Ad Club — Hotel Rochester, 6:30 p.m.

Eastman School Symphony Band, Frederick Fennell conductor — at Eastman Theatre, 8:20 p.m.

SUNDAY
Memorial Art Gallery — Latin - American travel film, 4 p.m.

Rochester Civic Orchestra — Eastman Theatre, 8:30 p.m.

JYM-WA — "Kind Lady" in the auditorium, 8:30 p.m.

Asbury-First Church — Herbert Lansdale speaks to Yokefellow Class.

MONDAY

American Association of University Women — Joint dinner meeting with P. T. A. and Child Study Club, Culter Union, 6 p.m.

Westminster Church — Home Makers, Club, dinner meeting, 6:30 p.m.

Niven Missionary Guild, 8 p.m. at home of Mrs. Eugene Pollock, 45 Margaret Street; Chapter Four of Women's Society, 2 p.m., at home of Mrs. W. A. McCord, 120 Woodbine Ave.

Emanuel Evangelical and Reformed Church — Business Session to elect three deacons and three elders.

Asbury-First Church — Yokefellow Class at home of Mr. and Mrs. John Wiles, 85 Bellevue Drive, 8 p.m.

TUESDAY

Asbury-First Church — Annual dinner and entertainment sponsored by the Woman's Association and Missionary Societies, 6:15 p.m.

Parent-Teacher Association — School No. 33, meets at 2 p.m.

Dr. Harold Leve and Miss Elizabeth Carter speaking on "Child Health."

Westminster Presbyterian Missionary Society — Meets at church, 2:30 p.m.

Federation of Churches — Leadership Training School, at Asbury-First Church, 7:30 until 9:30 p.m.

Titana Rebekah Officers Club — Meets at 36 Lansdale Street.

Loyal Orange Ladies — Rochester L. O. O. F. No. 212, at 44 State Street, 7:30 p.m. meeting and card party.

WEDNESDAY

Westminster Church — Ex-Servicemen's reunion dinner, 6:30 p.m. At 8 p.m. regular mid-week service.

First Universalist Church — West Side Circle desert luncheon and bridge, at home of Mrs. Earl Case 424 Wellington Avenue, 1:30 p.m.

Rochester Canary Club — Exhibit at Hotel Seneca.

Parent-Teacher Association — School No. 36, meeting at school 8 p.m. Raymond Francis, speaker.

Primrose Lodge, No. 72 — Order of Daughters of St. George — Meeting at 7:30 p.m.

Emanuel Presbyterian Church — Missionary Society meets, 2 p.m.

American Association of University Women — Guidance Group, 1:45 p.m., in club rooms.

By Way of Mention
(Continued from page 1)
will review "Cleopatra" by Emil Ludwig.

Mrs. Myron W. Greene of Dartmouth Street is spending the holiday season in New York City.

Miss Angelina W. Oviatt of Harvard Street has left for Washington, D. C., where she will spend the winter at the Hotel Dodge.

Mr. and Mrs. William G. Stuber of the Sagamore will leave this month for St. Petersburg, Florida, where they will remain for the winter. They expect to spend a great deal of time on the fishing boat which Mr. Stuber has had built.

Mr. and Mrs. Arthur Q. Pryor of Dartmouth Street entertained at dinner in the Century Club New Year's Eve.

Miss Ida Chilson of St. Paul, Minn., daughter of Mr. and Mrs. John J. Chilson of Shepard Street, and her guest, Miss Betty Dunbar of Springfield, Ohio, left Sunday for their homes after spending the holidays with Miss Chilson's parents.

Gilbert Strayer, son of Mrs. Paul Moore Strayer of Merriam Street, has returned to Rochester after spending several months traveling in the west.

Marion Battey of Shepard Street entertained eleven little guests at a theater and birthday party Friday.

Mrs. Elsie J. Wray of Rutgers Street has taken an apartment at No. 4 Arnold Park.

Mrs. David S. Hays of Arnold Park is passing the winter in Phoenix, Ariz.

Mrs. Charles Esselstyne of University Avenue has returned from Higham, Mass., where she spent the Christmas holidays.

Miss Meda E. Welcher of Oxford Street will leave Jan. 10 for New York where she will attend the dinner of the Society of Genesee, going later to Florida where she will pass the winter.

Harold Thayer of Boston spent the holidays with his mother, Dr. Helen Thayer Coomber, of Park Avenue.

Miss Lucy M. Bayley of South Goodman Street returned Sunday from Hackensack, N. J., where she was the guest of her sister, Mrs. Albert Lang, and Mr. Lang.

Mr. and Mrs. James G. McNally of Berea Road entertained in their home Sunday afternoon.

Mr. and Mrs. Neil S. Koehler of Fairview Crescent entertained in their home New Year's Day.

VFW Auxiliary Plans Quilting Party

Members of the V. F. W. Auxiliary, 27th Division Post No. 1554, will hold a quilting party at the home of Mrs. Louise Wilbur, 205 Spruce Avenue, at 1 p.m., January 8.

Mrs. Agnes Blythe, chairman, expects a large delegation of members to finish the quilt which was started some time ago, in honor of the veterans who served in the 27th Division during the World War.

The quilt consists of white blocks, with a five point star in the center, in each corner, and between each corner, a veteran's name will be embroidered. The regiment's insignia will be embroidered in the center of the quilt. Chaplain Wallace O'Connell of the post enlarged and transferred the insignia for the auxiliary.

Each lady will furnish a portion of the supper, which will be served at 6 p.m. and shared with post members. Bingo will follow, the proceeds from which will go to the Auxiliary's flag fund.

The grand drawing will take place at 10 p.m.

Woman Finds Joy In Writing 'Ads'

(Continued from page 1)
good literature along. She reads with a dictionary in her hand and is fascinated by the study of words and their derivation, which of course gives her a richer background for her work. She understands the power of words and does not limit them to advertising for the dabbles considerably in verse.

It was once her ambition to be a dancer and her family's that she should be a school teacher. Whether or not the work which she is doing is a compromise Miss Sullivan is not sure, but one thing is certain — she loves it and has never seen a pasture that looked any greener.

\$1 for ROCHESTER ODDITIES

The Sun will pay \$1 for each Rochester oddity printed. Unaccepted manuscripts cannot be returned. Address "Rochester Oddities," The Sun, 5 St. Paul Street, Rochester, N. Y.

The Sun's interesting series concerning the Board of Supervisors in the early days of Monroe County brings to mind an account of a Rochester oddity that happened before the beginning of Monroe County.

Monroe County, as such, was set up in 1821. Previously land in the village of Rochester on the east side of the river was part of Ontario County, while village lands west of the river were included in Genesee County. Imprisonment for debt was legal at that time and it was no uncommon sight in those days for a debtor to race across the bridge, hoping to gain the middle of the river ahead of a pursuing officer. Once past the center of the river, the fleeing debtor was safe, as county authority ended there.

H. F.
4 Eagle Street

South Ave. Church Choir To Sing Dramatic Cantata

South Avenue Baptist Church choir will repeat its presentation of "Bethlehem," a dramatic cantata, on January 12, at 8 p.m. at the church, South Avenue and Linden Street.

This Twelfth Night entertainment is being repeated by request. Proceeds will be used for the benefit of the choir fund. The public is invited.

PLAN PARTY

Mrs. Bert Kase and Mrs. Mary Sheehan are supervising the third of a series of bingo parties sponsored by the Rosary Society of Holy Apostles Church, at the school auditorium, Austin Street, Wednesday evening, Jan. 12. There will be valuable prizes also door prizes.

Westminster Society Will Meet Jan. 11

The Westminster Presbyterian Church Missionary Society will meet January 11, at 2 p.m. in the church. Serving as hostesses for the afternoon will be Mrs. E. H. Fischer, Mrs. Frank Turner, Mrs. Helen Gates, Mrs. J. F. Eaton, Mrs. Minnie Gillette, and Mrs. William C. Faugh.

Miss Mary Niven will be in charge of devotions and Mrs. Alice Bates and Mrs. Seth Cook have arranged a program on stewardship.

Benefit Card Party Listed At Holy Family Parish

The Maple Street Unit of Holy Family Parish will sponsor a card party in the auditorium on Jay Street, Friday evening. Prizes will be awarded.

Mrs. George Bock is general chairman. The block chairman, Catherine A. Wuest, is assisted by a large committee. Rev. Joseph H. Gefell, pastor, extends a cordial invitation to all members and friends of the parish to attend.

LET'S HOLD ALL OUR BRIDGE PARTIES HERE!

Why not be modern in your bridge parties too? Hold them in the delightful surroundings afforded by Old Spain and eliminate all the work and worry that usually accompanies such gatherings. For your convenience we have arranged that you may hold your bridge parties here daily from 2 till 5 and evenings from 8 until closing except Saturday and Sunday. Reservations are now being made. Call Stone 3418 for your reservation now.

SPECIAL BRIDGE LUNCHEONS from 50¢

Laurel's Kiddies Special Menu 45¢

Old Spain
ELEVEN EAST AVE.
Rochester's Outstanding Restaurant and Sea Food House
ELEVEN EAST AVENUE

HART'S
FREE \$1 COUPONS
TAKE ADVANTAGE OF THIS OPPORTUNITY TO INCREASE YOUR COLLECTION OF HART'S COUPONS.

with purchase of
FROSTED LAYER CAKE EA. **21¢**
PRESENT THIS COUPON TO STORE MANAGER

with purchase of
CINNAMON STREUSEL KUCHEN EA. **15¢**
PRESENT THIS COUPON TO STORE MANAGER

with purchase of
EAST AVENUE COFFEE LB. **23¢**
PRESENT THIS COUPON TO STORE MANAGER

with quart purchase of
OLD DUTCH SALAD DRESSING Qt. Jar **29¢**
PRESENT THIS COUPON TO STORE MANAGER

with quart purchase of
SWEET MIXED PICKLES Qt. Jar **29¢**
PRESENT THIS COUPON TO STORE MANAGER

with half lb. purchase of
KING ALFRED BLACK TEA Half Pound Pkg. **31¢**
PRESENT THIS COUPON TO STORE MANAGER

LOXOL
Gray hair—the amazing new oil shampoo tint—also adds color to dull and drab-looking hair. Leaving the hair conditioned and rich in color.

ROSE FORTUNA
301 Granite Bldg.
Stone 4691

500 BLANKETS Sensationally LOW PRICED IN ANNUAL JANUARY BLANKET SALE

Regularly low at \$2.98 **\$2.19**

Part wool beauties—in bright reversible colored box plaids—smartly and smoothly bound with rich, soft satin. Guaranteed wool content not less than 5%—mixed with the finest cotton obtainable. Woven by core weave process to give high, soft, fluffy resilient nap. Full 4 pound weight. Each blanket with Sears honored and famous "Slumbersound" label—that means the tops!

\$1.49 Cotton Doubles 88¢
Pair size—70x80. Big, standard quality American Cotton, softly napped. Ends finished with shell stitching. Rose, Blue, Green, Orchid or Plaids.

\$1.98 Part Wool Doubles \$1.69
That's the price for a pair! Bright 70x80 size, in bright beautiful fast color plaids, with satin bound edges. Limited quantity available.

\$1.69 Indian Blankets \$1.39
They'll never be this low again! Bright Indian patterns. On gay colored grounds. Smartly hemmed at edges. High napped, for extra warmth.

\$4.98 HUDSON BAYS \$3.98
Hudson Bay type—you know the name and the quality—and now Sears brings them to you at a brand new low price to start the year's value giving! Limited quantity available. 50% wool.

\$5.98 All Wool Slumbersound Import \$4.98
All wool! Every strand of this blanket is crisp, toasty warm. Every fibre is crisp, live and carries plenty of warmth with little weight! All white with contrast stripes in pencil widths on borders. Locked edges. 70 x 80!

\$4.98 - 80% WOOL SINGLE DUPLEX \$3.98
Soft, firm woollens combined with the finest quality domestic cottons, carefully woven into fluffy master pieces. Bound with silks in contrasting colors. Two tone patterns in many combinations. Bound at edges with rich, soft satin.

BUDGET PLAN Blankets may be purchased on our liberal BUDGET PLAN. Ask the salesman.

Sears Roebuck and Co. Monroe Ave. at S. Union
USE SEARS FREE PARKING LOT! NO TIME LIMIT! — NO SALES CHECKS NEEDED!

Just Chatter

By Olga N. Crowell

It is being buzzed about that Thomas Broderick would have liked to make Harold Baker's appointment a temporary one — to appear the pack at his heels — but that Mr. Baker, like the stubborn individual he is, said "No thank you" to that suggestion.

We hear a lot about the plums being passed out in the political orchard these days. As an interested citizen, I resent it, for it fosters an attitude that refuses to recognize fitness for a job. This assumption that all political offices are a reward for party loyalty, with little enough of personal qualification, is the thing that makes it difficult to get many of our best citizens to take a front seat in the political arena — if we may be permitted to jump from the orchard to the sporting world. When an office has been referred to as a "plum" it is hard to get the public aroused if the fruit happens to be bad.

If Copenhagen goes out as chief of police there will be loud wailing among his force, for his personal popularity with the men who work for him is remarkable. Whether his record of achievement is sufficient to keep him in is something else again. There are plenty who feel that an easy going type of person is not what we need in that position.

William H. Emerson, who has the Corporation Counsel position, is a Lieutenant-Colonel in the 391st Infantry and if you think he doesn't take it seriously ask any shavetail in the Reserves.

Orrin Senzel says it will be at least another month before he will know whether he may have his radio station. If he'd promise to bring us the Red Network we might keep our fingers crossed for him.

Rochester housewives chuckled the other day when the drop in milk was announced. The announcement said the shortage which had caused the increase in price was over. It couldn't help being over when indignant housewives all over the city cut their regular orders in half.

We have a new game. Whenever we meet someone connected with the Rochester public school system we say "James Spinning".

HELPFUL HOUSEHOLD DEVICES



These interesting and attractive gadgets provide new and useful helps in the line of kitchen equipment. It's fun to use them.

Canary Club Show Listed at Seneca

The annual exhibit of the Rochester Canary Club will be held in the Seneca Hotel, January 12 and 13, and bird lovers are invited to attend and see the fine types of birds which are being bred in this city.

There will be drawings both evenings to determine the winners of two male birds which are to be given as prizes.

Those who will show are Mrs. John Rhoades, Mr. and Mrs. John Metzger, Mrs. Joseph Stenglein, Mrs. William Lubliner, Mrs. Gertrude Lovall, Mrs. Wilbur Crane, Mrs. August Schmid and Mrs. Harry Provost.

The exhibit will be open to the public without charge.

Young Men of Asbury-First Church are enjoying volleyball each Tuesday from 7:30 to 10 p. m. in the church gymnasium.

and wait for the reaction. Then we say "Harold Akerly" and wait again. The point is to find one person who will react to them both the same way, but now we are not so sure that there is an end to the game.

Whatever those who would like to interfere in school matters think of Mr. Spinning, it is quite apparent to the onlooker that he has the respect and loyalty of those who work under him.

Kitchen Equipment Built For Appearance and Service

By ALEXANDER LYALL
Department Manager, Ward and Company

The alert housewife watches for things that are new in the line of kitchen equipment as eagerly as she does for what is new in fashions. Every few weeks bring something which has been made with an eye to saving her time and effort.

The cooky press pictured, at left, has proved itself invaluable to those who own one. Large enough to take a full recipe, it eliminates all need to knead, roll and cut, and offers a dozen different shapes and sizes by merely changing the plate at the bottom of the press.

VERSATILE KNIFE
Then there is the complicated looking knife, front left, which does all the things you want done to string beans—clipping off the ends, cutting off the strings, and slicing the bean lengthwise so that it may be cooked in a third of the usual time. What's more, it is such fun to use that there is certain to be an oversupply of help offered.

The diminutive shaker is not for cocktails, although it would be perfectly willing to serve as such—it is in reality intended to keep the lumps out of your gravy. Flour and water mixed in this utensil and shaken with a little enthusiasm become the smoothest of friends.

FASCINATING FORK
Any housewife would welcome the fascinating fork pictured, front center. It makes one hand sufficient for serving because a slight pressure on the spring draws the prongs back until the food is pushed off the fork.

A new furniture polish cleans as it polishes, dries instantly, shows no finger marks and may be used on enamel or duco finishes.

The steamlined tea kettle, shown at right, is solid copper, chromium plated, rust proof, whistles when the water is boiling, and is a joy to behold. The handle and lid may be had in either red or black.

Ladies' Civic Band To Start Rehearsals

The Ladies' Civic Band of Rochester will meet Tuesday for the first rehearsal of the season in the Columbus Civic Center Auditorium. This all-women band was organized in March, 1936, by Edward A. A. Carroll.

Director of the band, which is open to women within the Rochester area who have had previous experience in band work, is Oscar J. Fulreader.

Its services are available for any worthwhile cause without charge and information concerning engagements may be had from Mrs. Dorothy J. Diehl, 751 Main Street West, who is assistant manager. Mr. Carroll, founder and manager, may be reached at Glenwood 2217 for further information.

LOYALIST CLASS MEETING
Mrs. John Roberts of 71 Park Avenue will be hostess to the Loyalist Class of Asbury-First Church this evening at 7:30.

GUARANTEED EXPERT WATCH REPAIRING



Any Watch
Cleaned, Oiled

1.00

- Main Spring Fitted, 95c
- Stem and Crown, ea. 95c
- Other Repairs at Correspondingly Low Prices
- ALL WORK GUARANTEED FOR ONE YEAR

Watch Shop
Edwards
STONE 2300

Hibernian Ladies In New Auxiliary

A new auxiliary of the Hibernian Ladies will be organized January 13 in the meeting hall at 46 North Fitzhugh Street. Officers of this group, which is to be known as No. 2 Auxiliary, will be elected and installed that same evening, with the ceremony conducted by state vice president Mrs. Josephine Ashton, Mrs. Margaret Finn and Mrs. Cecelia Fenlon.

Mrs. Paul Shannon and Mrs. Patrick O'Hara are founders of the new group. In charge of decorations and supper at this first meeting will be Mrs. Anna Newton.

The Junior Division has chosen Miss Mary Sloan to serve another year as president.

DINNER MEETING

The Home Makers Club of Westminster Church will hold a dinner meeting on Monday, at 6:30 p. m. with Mrs. Irving Fitch and Mrs. S. N. Wright as co-chairmen of dinner arrangements. Benjamin Lull will show moving pictures and speak on "A Trailer Trip to Mexico."

Landsdales Guests Of Greek Colony

Mr. and Mrs. Herbert P. Landsdale, Jr., will be guests of the Rochester Greek colony at a dinner and reception to be given this evening at 37 Clinton Avenue North.

It will be sponsored by the World Service Committee of the Rochester YMCA, members of the board of directors, the committees of management and supporters of the Y.

Mr. Landsdale is national secretary for the YMCA in Greece and general secretary of the YMCA at Salonika.

Sunday at 10 a. m. he will speak on "Greece in the Balkan Situation" to the Yokefellow Class of Asbury-First Church.

K. C. Ladies Auxiliary Plans Bridge Party

Members of the Ladies' auxiliary, Knights of Columbus, will gather for a bridge party today at 8 p. m. in the Buckingham Club. Following cards refreshments will be served.

Mrs. Herbert Trimby is general chairman and she will be aided by the following committees: Prizes, Mrs. Theo Huber and Mrs. Clarence M. Lofink; tables and cards, Mrs. Otto Shultz and Mrs. Joseph Flynn; and reception, the Mesdames Louis C. Hock, Joseph F. Ritz, Carmel Harrel, Leo Rombout, Thomas O'Connor, Paul Predmore, Walter B. O'Neill, N. J. O'Neill, John Dunn, John A. Doyle, Joseph O'Connor, Thomas Whalen, Walter Fogarty, John Gould, Patrick Dwyer, Edward Burke, John Callahan, Harold Kelleher and Clarence Holby.

\$1 EACH for Embarrassing Moments

The Sun will pay \$1 for every letter published on "The Most Embarrassing Moment of My Life." Unsolicited manuscripts cannot be returned. Address: "Embarrassing Moments," The Sun, 5 St. Paul St., Rochester, N. Y.

My most embarrassing moment was when my mother who had a habit of putting her black leather bag down and forgetting where she had left it — and I were shopping in a busy department store. As I was waiting for her, I saw a black leather bag on the counter and picked it up, thinking to keep it for her.

A very angry woman, speaking in such a loud tone that she attracted a curious crowd, accused me of stealing her bag. She refused my explanation and threatened to call a policeman, but my mother managed to convince the furious woman that it was all a mistake by showing the similarity of their bags. But, with all eyes on innocent me, it was indeed embarrassing.

RUTH PHELAN
185 Park Avenue

Sodalists To Meet At Formal Dinner

Sodalists of Our Lady of the Immaculate Conception Church will hold a formal dinner Jan. 10 in the Roosevelt. Miss Mary Skelly, prefect of the sodality, is honorary chairman and Miss Peggy Beahon general chairman. Miss Molly Callinan, Buffalo, will be guest speaker and guest of honor will be the Rev. Frederic Wise, Elmira.

Reservations must be made with Miss Gertrude Collins by Thursday. Miss Norma Schuett is in charge of arrangements and Miss Evelyn Drescher of publicity. Miss Kathryn Skelly will be toastmistress.

LECTURE LISTED

Chapter Four of the Women's Society of Westminster Church will meet on Monday, at 8 p. m. with Mrs. W. K. McCord, 126 Woodbine Ave. Mrs. Henry F. Burton will give a lecture and book review on Friday, January 14, at 2:30 p. m. Chapter One under Mrs. M. W. Elmendorf, will serve tea.

Parent Teacher Council Adds 840 Members

The report of the second annual membership enrollment of the Rochester Parent Teacher Council brings the news of 840 new members. This makes the total membership of the Rochester area 3,768.

Leading the city schools is No. 8 with a membership of 225, while Brighton No. 1 heads the suburban areas with 475 enrolled. Other schools which deserve special mention are Schools No. 11, 23, 42, 44, 46, and Brighton No. 6.

Chairman of the membership committee is Mrs. Clyde Corlett, and her division leaders are Mrs. Wilard Burt, Mrs. Francis Wilbur, Mrs. Otto Brede, and Mrs. Floyd Alden.

ALIKE, BUT DIFFERENT

Back porches are like people, there is a certain sameness about them all, but no two are really alike. Some are wholesome and clean, and invite you, others are cluttered and dirty and urge you on your way.

ROCHESTER'S THRIFT CENTRE

Edwards

STONE 2300

ON SALE FRIDAY and SATURDAY

4 of the Season's Smartest Styles in COTTON FROCKS

FLOWER GARDEN ZIPPER DRESS
No. 601 Large flower print, with efficient and convenient zipper front. Fancy round collar. Attractive shades of adventure colors. Sizes 14 to 44. **1.09**

THE GLAMOUR PRINT DRESS
No. 633 Very young, very smart. With pockets, leather belt, rick-rack trim and puff sleeves. Wine, black and navy backgrounds. Sizes 14 to 20. **1.09**

THE POLKA DOT ZIPPER FRONT
No. 603 More style and fashion and quality than you'd ever believe possible at the price! Fine percale, with piped sleeves. Navy, brown. Sizes 14 to 44. **1.09**

THE EXTRA SIZE FLORAL PRINT
No. 633 Exactly as sketched. Cont. style, with button front. Chic new lapel collar effect. Copen Blue, duobont, aqua, navy. Sizes 38 to 52. **1.09**

Edwards, Main Floor

SPECIALLY PURCHASED FOR JANUARY SELLING

EVERY ONE FIRST QUALITY AND FAST COLOR

MAIL OR PHONE ORDERS FILLED — STONE 2300

E. W. Edwards and Son

Please send me Cotton Frocks at 1.09 each in the styles and colors specified.

STYLE NO.	SIZE	1st CHOICE COLOR	2nd CHOICE COLOR

Name
Address

109

EACH

Friday and Saturday Only!

SALE

JANUARY CLEARANCE

SELL

of Fine Furs!

Your Choice of New
Swaggers or Fitted
Styles In

NAT. MUSKRAT
or
BROWN CARACUL

\$125

Reg. \$200 Values

Here is your opportunity to get the fine quality fur coat you've always yearned for at a \$75 saving! Just 26 coats individually selected for their style, their quality, their exceptional quality! Friday and Saturday only at \$125.

Convenient Budget Payments

Successors to Meng & Shafer Co.

BERNARD HELD, Inc.
66 EAST AVENUE

AAUW Plans Joint Meeting

The American Association of University Women will have a joint supper meeting with the Parent-Teacher Ass'n. Council and the Child Study Club at Outler Union, Monday at 6 p. m.

Dr. Henry C. Mills of the University of Rochester Department of Education, is to be the speaker of the evening and has chosen as his topic "Chaos Regarding the Function of Education in a Democracy."

Chairman of hostesses for the evening is Miss Isabelle Howard and she will be assisted by Dr. Isabel Wallace, Miss Dorothy Overburg, Mrs. S. Wirt Wiley, Mrs. James F. Bunting, Miss Ada Carpenter and Miss Lillian P. Hull.

Reservations must be made with Mrs. Albert B. Irwin, Monroe 2089-R.

Unnecessary Finesses Land Player in Deep Trouble

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

BY VIRGINIA LEVY

"Finesses never work for me. I never have any luck," remarked the declarer after he had taken two unsuccessful finesses in today's hand.

Of course, we all have heard that familiar alibi many times, and sometimes a player is quite justified in saying it, as his hand may offer no possible way of making his contract, other than by a finesse. But let us look at the hand in question today and see just what its possibilities are.

NORTH
S 10 4
H 8 6 4
D 5 3
C A J

EAST
S 9 2
H 7 5 2
D K J 5 2
C Q 6 3

SOUTH
S A K 7 3
H A 3
D 8 2
C 2 7 5

WEST
S 10 4
H 8 6 4
D 5 3
C A J

South is the dealer. The bidding:
SOUTH WEST NORTH EAST
1 Spade Pass 2 Diamond Pass
2 No Tr. Pass 3 No Tr. Pass
Pass Pass

West chose as his opening lead the jack of hearts, which South won with his queen. Upon exploring the trick taking possibilities of the hand, Declarer saw that he had just nine tricks if the king of diamonds and the queen of clubs were both in the West hand.

Being one of those players who always takes a finesse when he sees a tenace combination, he immediately embarked upon his finessing spree. First he led a low diamond, playing the queen from the dummy. This lost, of course, and East, upon winning with his king returned a heart.

South was in again and ready for another finesse. So he led a low club and played the jack from the dummy. East again won and played his last heart. The result, Declarer was down two.

Now let us analyze this hand and see if South couldn't find a better line of play. In order to take nine tricks in the method he had selected, Declarer had to find both the diamond king and the club queen in the West hand. If only one of these finesses failed the contract would be set.

There was another possibility that he had completely overlooked, however, and that was in the spade suit. There were five spades in the opponents' hands and if they broke three and two it wouldn't make any difference who had the king of diamonds and queen of clubs, as no finesse would be necessary. Declarer would take four spades, two hearts, two clubs and one diamond for his contract.

Playing the hand along this line of reasoning, South, after winning the first trick should lay down his ace and king of spades, and follow with a small spade, allowing opponents to win and thus setting up two small spades in his own hand. A heart will be returned, of course, but now the contract is safe as nine tricks are assured if declarer doesn't take one of the finesses to try for an overtrick.

Some may argue that this is double dummy play, but I do not think so, because even if the spades break four and one, and no extra tricks can be established in that suit, you will still have your finesse to try for and if they are successful the contract can still be made.

Whenever more than one line of play is possible in a hand, choose the method which offers the greatest degree of safety. A finesse is at best a guess and should be resorted to only when all other methods fail.

Ely Culbertson once said, "The important thing to remember in taking a finesse is to know how best to avoid it," and I believe that this is a pretty good rule to follow.



(By IRENE MUNTZ)

Have you ever wished that just enough food could be prepared for each meal so that there would not be any left over? If, instead of trying to think up ways of using left-overs, the meal is planned so that the left-overs are necessary for the next meal it will help a lot.

For instance, instead of boiling just enough potatoes for

dinner tonight, why not cook an extra amount, mash them and turn them into croquettes or cheese puffs? The same thing may be done with vegetables.

If buttered cabbage is to be served one night, an extra amount may be cooked to be used as cabbage au gratin the next night or the night after.

The following menus show an interesting use of beef, cabbage and pastry:

MENU I.
Pot Roast of Beef
Mashed Potato
Cabbage Salad
Cherry Pie

MENU II.
Beef Pie
Creamed Cabbage
Stuffed Prune Salad
Banana Biscuits

MENU III.
Baked Ham - Poached Eggs
Hot Biscuits
Shredded Carrot and Turnip Salad
Prune Bavarian

POT OF ROAST BEEF
Temperature 350 F.
Time: 2 1/2 hrs.
4 T. drippings
3 lbs. rump or chuck of beef
Seasoned flour 1/2 c water

Roast meat in seasoned flour, melt the drippings, add meat and sear well. Place in baking dish, add carrots, onions, and water. Cover and place in the preheated oven. Thicken gravy with flour mixed to a smooth paste with water.

CHERRY PIE
Temperature 425 F.
Time: 40-45 min.
3 T. granulated tapioca
1 1/2 c sugar
pastry

Mix the cherries, tapioca and sugar. Let stand while rolling out pastry and lining a tin. Fill pastry lined tin with cherries, moisten edge with cold water, cover with topcrust and crimp edges. Bake in your preheated oven.

MUSTARD DRESSING FOR CABBAGE SALAD
1/4 c sweetened condensed milk
1/4 c tomato catsup
1/4 c prepared mustard

Thoroughly mix the ingredients. Chill. Serve on shredded cabbage, vegetable salad or cold meat.

Water cress is as nice as parsley for decorating meat platters and it adds spiciness to the salad.

Women's Missionary Group To Meet At Westminster

The Women's Missionary Society of Westminster Church will meet Tuesday at the church at 2:30 p. m. The topic will be "Stewardship", and will be discussed by Mrs. Cynthia Cool and Mrs. Alice Bates. Devotions will be led by Miss Mary J. Niven.

Hostesses will be Mrs. E. H. Fischer, Mrs. W. C. Faugh, Mrs. Edward Frazer, Mrs. Frank J. Turner, Mrs. Wilson B. Gates, Mrs. J. D. Eaton and Mrs. Minnie Gillette.

HAVE YOU READ?



"Sogum House," by Nari Sandow. This was not written for those who like pretty stories or those who cannot bear to know nature at its rawest. It is a powerful novel of Nebraska, a tale of a bad family.

The whole complicated plot revolves around Gulla Sogum, who, because of a slight from the sisters of her husband, vows to accomplish things which will wake them up. She goes to the cattle raising country determined to make a fortune, by fair means or foul, but somehow she loses sight of the element once she gets into that country and really grows up with it in the fullest sense of the word.

"A Peddler's Pack," by Elizabeth Goudge. A delightful book of short stories by the author of "The City of Bells." It is intended to amuse, and deotes itself to charm, gaiety, romance and adventurous escape.

The stories deal with love—even at first sight, they offer coincidences which she does not ask you to believe—only to enjoy; they are light, improbable, have nothing to do with real life, but they are written with charm and intelligence, and, like fairy tales, they raise the reader from drab actuality to heights of the beautifully impossible.

SILK MIXTURES
Mixtures of silk and other fibers or metallic salts may be called silk, if the weight does not exceed 10 per cent, except for black silk, which may contain 15 per cent.

General County Taxes Payable in 1938

Monroe County Treasurer, Rochester, N. Y., January 2, 1938.

The assessment rolls for the general county tax levied in 1937 and payable in 1938 have been placed in my hands for collection. All persons named thereon are required to pay the tax assessed to them before the 15th day of April next, subject to the following conditions as provided in Section 210 of Chapter 755 of the laws of 1937, being the charter of the City of Rochester:

There will be added as follows:

All of January without fee.
February 1st to February 28th, inclusive, 1 per cent.
March 1st to March 31st, inclusive, 2 per cent.
April 1st to April 14th, inclusive, 3 per cent.
After April 14th said addition of 3 per cent, and also interest at the rate of 8 per cent per annum.

Office hours 9 a. m. to 5 p. m., Saturdays to 12 m.

It will not be necessary to call at County Treasurer's Office. Send postal or letter, giving ward, name, lot number and street; tax bill will be mailed. Then mail bill with check to County Treasurer's office and receipt will be returned.

TOWN TAXES

Town taxes cannot be paid to County Treasurer until June 10, but should be paid to the Town Collectors. Address of town collectors will be furnished by Director of Finance on request.

C. A. SMITH,
Director of Finance.

law, 3 mo.—121

NOAH'S ARK

January COUPON CLEARANCE SALE

IT'S SENSATIONAL 4-Rubber Blade SAFETY FAN
• Removes Sleet
• Removes Ice
• Removes Steam
• Cools in Summer
\$1.29 WITH COUPON

Genuine "GUIDE" FOG LIGHT
Reg. \$5.50 Value
THE MOST AMAZING OFFER EVER MADE
\$1.66 AND THIS COUPON!
Reg. \$7.50 Chrome Plated "GUIDE" FOG LAMP **\$2.33** AND THIS COUPON!

TRICO VACUUM FAN
Reg. \$3.99
\$1.98

TOP AERIAL
Reg. \$2.95
\$1.44 WITH COUPON

REG. \$69.50 EMPIRE HOT WATER HEATER
NEVER BEFORE OFFERED AT THIS LOW PRICE...
\$4.44 AND THIS COUPON

Regular \$1.75 Large Heavy Duty JUMBO TIRE PUMP
67c AND THIS COUPON!

Regular \$2.95 HYDRAULIC JACK
\$1.75 AND THIS COUPON!

Bullet Type FENDER GUIDE
\$12

Reg. 95¢-7 Pc. TAP & DIE SET
\$66

STOP-LEAK CAPSULES
2c

Reg. \$3.29-30 Pc. SOCKET SET
\$2.19

188 Proof Denatured ALCOHOL
34c AND THIS COUPON

A Test of Skill!
Play ALAMO
\$1.29

Complete Stock OF DRESS GLOVES
25% OFF

DRASTIC CUT PRICES ON Champion SLEDS
36" Model **\$1.05**
40" Model **\$1.18**
45" Model **\$1.39**
56" Model **\$1.95**
None Sold Without COUPON!

BUY THE FINEST PENNSYLVANIA HARD COAL AND SAVE MONEY

at the Following Low Prices

Speedy, Dependable Service With a Fine Grade of Coal
NO STONES—NO DUST—NO DIRT

Pennsylvania Finest Sure Fire Hard Coal

EGG, STOVE \$10.25 OR NUT

PEA \$8.75
BUCKWHEAT . . . \$7.35
RICE \$6.50

Quality Premium COKE \$9.

ONE TON OR MORE—CASH—SHOVELLED OFF

LAKE COAL & COKE CO.

255 LYELL AVE. Glenwood 339

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

The Rochester Sun
Goes Into 70,000 Homes,
Carrying News and Features
of Special Interest to
Rochester Women

VOL. 1, NO. 11

ROCHESTER, N. Y., THURSDAY JANUARY 13, 1938

70,000 COPIES DELIVERED

Lights and Shadows

by JOHN BURNS

Before Al Skinner was elected sheriff his friends campaigned for him on this platform: "Al's a first-rate peace officer and he doesn't go in for a lot of red tape."

Skinner got the votes and now it seems that he's proving the correctness of his friends' boasts. The new sheriff hasn't been in office long enough to prove his efficiency as a peace officer, but his record tells us that he knows what to do and when to do it.

But Skinner already has shown that he intends to run his office without the help of a coterie of pussyfooting volunteers. Formerly the county was overrun with special honorary deputies and it's likely that there will be special honorary deputies under the Skinner administration, because there always will be men who can find ways and means of obtaining a deputy's badge.

There's this difference, though. The new crop of honorary deputies will be wholly and entirely honorary insofar as obtaining authorization to issue summons for traffic violations. When Sheriff Skinner ordered the destruction of some 25,000 summons blanks, he indicated that his own force would be expected to handle such violations as properly come under the authority of the Sheriff's office.

A week ago, Mrs. Evelyn W. Studley, whose stories of Americanism work done by the Ladies Auxiliary, V.F.W., are a regular feature of The Sun, included a paragraph relating the clothing needs of a four-year-old boy and a two-year-old. Mrs. Studley tells us that she received sixteen calls from persons who wished to give clothing to the needy children.

Contract Bridge Tournaments

Post-holiday resumption of contract bridge tournament play found devotees of this game in action on many fronts, including the start of several new series. Tournament results:

Century Club
North-South—Mr. and Mrs. Raymond H. Ooster, first; Mr. and Mrs. E. May, second; Mrs. B. A. Ramaker and Mrs. E. May, third.
East-West—Mr. and Mrs. Charles C. Neils, first; Mr. and Mrs. Burbank C. Young, second; Mr. and Mrs. Carleton Brown, third.

Rochester Club
Section I
North-South—Mrs. Samuel E. Salisbury and Bradford Noyes, first; Mr. and Mrs. John B. Hays, second; Mr. and Mrs. G. J. Crowley, third.
East-West—Mrs. Harold F. Fisher and P. A. Chum, first; Mrs. Ira B. Kingsbury and Mrs. W. R. Stone, second; Mrs. E. M. Brennan and Mrs. M. F. Tucker, third.

Section II
North-South—Mrs. Jessie Carroll and Walter H. Palmer, first; Mr. and Mrs. Oscar W. Kuoil, second; Mr. and Mrs. Earl Baynes, third.
East-West—Mr. and Mrs. J. J. Carlon, first; Mr. and Mrs. W. W. Lyons, second; Mrs. William Thayer and Mrs. Edward C. Hook, third.

Inter-club team of four at Sagamore
The first session of this tournament was held Monday, and the concluding session is scheduled for next Monday. The teams, an unusually large field for a tournament of this kind, are competing for the cup which remains the property of the winning club for one year.

City Tournament
North-South—Mrs. S. Salisbury and Mrs. Fike, first; Mr. and Mrs. J. McCabe, second; Mr. and Mrs. J. McCabe, third.
East-West—Mr. and Mrs. Jule Friedman, first; Mr. and Mrs. Elmer Gunner, second; Mrs. F. Henricus and Earl S. Okey, third.

Mixed Pairs Championship
Howard first; Mr. and Mrs. George Wideman, second; Mr. and Mrs. J. McCabe, third.

Contract Club
North-South—Mr. and Mrs. Herbert Jackson, first; Murray De Lue and Sam Knopf and Charles Hunt and Ed Lucien tied for second.
East-West—Mrs. J. Kuller and Mrs. H. Rosenbloom, first; Mike Lodato and Les Rogers, second; Mrs. Sam Knopf and Truesdale Clarke, third.

St. Michael's Tournament
North-South—Mrs. Paul Hill and Mrs. Murray De Lue, first; Mrs. Sam Knopf and Mrs. Weirick, second; Mr. and Mrs. Paul Jones, third.
East-West—Herman Kitchin and Kenneth Allen, first; T. W. Tuttle and Dalton Tuttle, second; Mr. and Mrs. Earl S. Okey, third.

Fairport Tournament
North-South—Murray De Lue and Mrs. Goddard, first; A. J. Braun and Mrs. Goddard, second.
East-West—Mrs. E. Hill and Mrs. C. Smith, first; O. W. Guellich and H. A. Jones, second; John Mason and Mrs. Julia Levy tied for second.

Nature Club Members List Talk

"Audubon Sanctuaries in the South", is the topic chosen by John H. Baker of the National Audubon Association of New York City for his talk to the local group tomorrow at 8 p. m. in the Municipal Museum, Edgerton Park.

Other interesting meetings which have been planned by the Burroughs-Audubon Nature Club of Rochester include one on Jan. 28, when Dr. Sherman C. Bishop and Walter A. Swan, members of the Bergen Swamp Preservation Society, will discuss the "Value of Preserving Wilderness Conditions."

On Feb. 11 insects will come for their share of attention, for Richard Lewis Post, head of the Department of Entomology of Ward's Natural Science Establishment, is to discuss "Popularizing the Study of Insects." The winter picnic will be the background for this meeting.

The twenty-fifth anniversary banquet will highlight the social program of the year and is to be held at the Culver Arms, University Avenue, Feb. 25. Main speaker of the evening will be Dr. Charles C. Adams, director of the State Museum in Albany.

The committee in charge includes Grace Schneider, general chairman; Sarah Cheeseman, Beniah Fuller, Helen E. Gurtler, Amelia Heydeweller, William Hoot, Alexander Jack, John G. Keller, Elsie L. Millera, Dorothy Overburg, Florence Mosher, Elva V. Scheely and Beattie Stenzmeyer.

Zonta Club Card Party

The Rochester Zonta Club's annual benefit card party, for furthering the service of the club, will be held in the Seneca Hotel, Thursday evening, January 20, at 8 o'clock. Miss Ida Randle, president, has appointed Miss Jane Hagadorn general chairman.

The service projects of the club include the giving of a party for the blind, the aiding of the League for the Hard of Hearing, assisting girls through school, helping needy families, co-sponsorship of the sale of the Blind Craft Shop, and an interest in the Friendship Nursery.

A meeting of the chairman for the card party and members of the Service Committee, will be held at the home of Mrs. Margaret Leach, in Hickory Street, to discuss final plans for the event.

PTA Body Plans Visit to Classes

The Parent-Teacher Association of School No. 28 will meet Tuesday, Jan. 18, at 1:15 p. m., to visit classes and observe school activities under the guidance of Miss Henrietta B. Attidge and Miss Verda Frank.

The regular business meeting will follow at 2 p. m., with Mrs. Robert Link presiding. Plans will be discussed for the February supper which the group is to hold.

Miss Elizabeth Hutchinson, director of the girls' branch of the YWCA, will present a program for adolescent girls.

President



MRS. ROBERT LINK
Head of the PTA of School No. 28, Mrs. Link will preside at Tuesday's meeting.
(Sibley Photo)

BENEFIT PERFORMER



MRS. JOHN S. LIVERMORE

Mrs. Livermore will play at the annual musicale of Tinsman Chapter of the Y. W. C. A., January 19.

Tinsman Chapter to Give Benefit Musicales and Tea

Members of the Tinsman Chapter of the Y. W. C. A. will give their second annual musicale and tea, Wednesday afternoon, January 19. Mrs. Charles B. F. Gibbs will open her home in Highland Avenue for the affair, which will be the second benefit to be held by the chapter this season.

AAUW Cast In Comedy

Because of many requests from those who did not see "Fresh Fields" when that delightful Novello comedy was presented in November by the American Association of University Women, the organization will offer it for one night only, January 19, in Cutler Union.

The same lovely settings which were made available through the courtesy of Mrs. Harold Field, will be used again, and the gorgeous gowns which were furnished by Edwards are to be worn once more.

Miss Ida Brim, assisted by Miss Wilma Doughty, is general production manager, aided by the following committee chairmen: Properties, Mrs. Stephen Leatham; tickets, Miss Harriet Rippey; program, Mrs. Earl Sandmeyer; and Mrs. Paul Fredericks; treasurer, Mrs. Paul Collier and patronesses, Mrs. Robert Moran.

Noted Explorer To Lecture Here

The best and most thrilling scenes in the pictures shown by Mrs. Martin Johnson and her late husband in more than 25 years of exploration are contained in "Jungles Calling," which she will bring to the Eastman Theater on Saturday for two showings.

Mrs. Johnson will appear in person and will lecture in connection with the picture.

Gold Star Mothers To Install Officers

The Gold Star Mothers Corps will have a public installation Thursday, January 20, at the Powers Hotel and all patriotic organizations in the city are invited to attend. Ceremonies will begin at 8 p. m. with Mrs. Horace Blake of Philadelphia, national president of the organization, as installing officer. This will be the first national installation of the group which has up to the present time been a purely local organization.

Preceding the installation, there will be a banquet at 6 p. m. and later in the evening a program of entertainment will be offered.

Fathers' Night Supper, PTA Project at School 41

A Fathers' Night supper meeting has been planned by the Parent-Teacher Association of Kodak School No. 41 for this evening at 6 o'clock in the school.

James S. Owens, superintendent of the State School of Industry, will be the guest speaker at the meeting which is to follow at 7:30.

In The Woman's World

FRIDAY

Parent - Teacher Association, Samuel A. Lattimore School No. 11 - Social Night for young folks of neighborhood, 8 p. m.
Burroughs - Audubon Nature Club - Meeting at Municipal Museum, 8 p. m.
Dr. Heinrich Bruening lecture at Cutler Union, 4:30 p. m.
Rochester Teachers' Association - At Eastman Theater, lecture recital by Reinald Werrenrath, 8:15 p. m.
Browning Club - At home of Mrs. Lillian Moore in Falstaff Road, luncheon and cards, 1 p. m.

Epiphany Church - Young Peoples' Fellowship, dance in Parish House.
Pythian Sisters - Rochester Temple No. 31, installation of officers at Beechwood Hall.
22nd Ward Women's Democratic Club - Meeting at home of Mrs. Alexander Foster, 400 Alphonse Street.
Daughters of Scotia - Lady MacNaughton Lodge No. 80 - Meeting in Union League Hall, 8:15 p. m.

American Institute of Banking - Women's Group, meeting at Hotel Seneca, with Thomas Weaver, speaker.

V. F. W. - 27th Division Auxiliary, benefit card party at home of Past Noble Grand Mabelle Pfeiffer, 101 Locust Street.
11th Ward Women's Republican Club - Evening meeting at 904 Main St. West.

CSapt. Henry Lomb Circle, Ladies of the GAR - Semi-public installation in City Hall Annex.
Vidalia Chapter O. E. S. - Installation in Room B. Masonic Temple, evening.

Niner Chapter OES - Installation, Room A, Masonic Temple, 8 p. m.
Westminster Church - Women's Society sponsors Mrs. Henry F. Burton in a lecture, 2:30 p. m. Also at 7:30 p. m. the Troop Committee of the church Boy Scout Troop will have Court of Honor.

Lake Avenue Baptist Church - Lotta Dorn Circle dessert luncheon meeting at home of Mrs. Lester Wakefield, 111 Knickerbocker Ave. Also Helen Montgomery Circle supper meeting at home of Miss Alice Faust, 46 Rogers Ave.

SATURDAY

Society of New England - Luncheon at Third Presbyterian Church. Mrs. Milton Gibbs speaking.

Boy Scout Council - Annual meeting in Chamber of Commerce at 6:15 p. m. with Judge Nathan D. Lapham speaking.
Eastman Theater - Mrs. Martin Johnson, "Jungles Calling," picture and lecture by Mrs. Johnson.

Cornell Women's Club - Founder's Day program at University Club, 1 p. m.
(Continued on page 2)

Likes 'Wings'



MRS. ELSA MILLER
Mention aviation and immediately Mrs. Miller, Rochester manager for American Airlines, will wax enthusiastic, for it is not only her work, but her hobby as well.

Another Westminster Church family and "get acquainted" dinner will be served on Wednesday, January 19, at 6:30 p. m. After dinner and a short worship service, Mr. Matilee will speak on "What Goes on in Rochester."
(Continued on page 4)

Aide Makes Aviation Her Hobby, Work

BY OLGA N. CROWELL

It's a long time since aviation has belonged to men alone, for the adventurous spirit of women would not be denied the thrill of flying. The business end has, however, been almost exclusively masculine - at least until recently.

Rochester has, so far as we can find out, the only woman manager of an airline office. She is Mrs. Elsa Miller, and if all airline managers were as charming, attractive and courteous as she is, ground and water transportation companies would find themselves in a sad plight.

Mrs. Miller is a Rochesterian. She attended School No. 22, graduated from East High School and attended the Rochester Business Institute. After her marriage and until the time of her husband's death, she lived in New York City, but for the past two years she has, with her nine-year-old son, made her home with her mother, Mrs. C. B. Boucher, in Barrington Street.

ENTHUSIAST OF AVIATION
She has always been an aviation enthusiast, flying whenever the opportunity presented itself, and when last year, the chance

Even In Your Wildest Dreams, You Never Dared Hope For Such Values!

JANUARY FUR SALE!

Black Caracul With Silver Fox! Kaffa Pony!
Russian Leopard Cat!

AND 62 OTHER
BEAUTIFUL FUR
COATS WORTH
\$89 to \$119

\$55

Save Up To 50%

Extraordinary January Sale Values! Timed on the verge of the season when fur coats are most needed, most worn. Each garment is deftly, carefully cut of opulent and flattering belts. Very warm, very smart, very wearable. Many one-of-a-kind styles. Priced at but a fraction of their actual worth. Come early and avoid disappointment.

Princess Semi-Fitted
Boxy Swaggers
Jigger Tunics New Sleeves
New Collars Beautifully Lined
Guaranteed Workmanship

- Black Caracul with Silver Fox
- Mink Dyed Marmot
- Beaver Dyed Coney
- Kaffa Pony
- Imported Lapin (dyed coney)
- Lustrous Seal (dyed coney)
- Krimmer Lamb
- Black or Kaffa Kidskin
- Natural Muskrat
- Grey American Broadtail
- Mink Dyed Marmot
- Black Pony Swaggar
- Kaffa Caracul



ROCHESTER'S THRIFT CENTRE
Edwards
STONE 2300
FUR SHOP—THIRD FLOOR

YOU MAY PAY ONLY
10% DOWN

Balance On Convenient Terms.

Comic Ballet Coming To Eastman Theater
Trudi Schoop and her Comic Ballet will appear at the Eastman Theater Jan. 21 to delight the many who saw the ballet when it was here last year. This will be the third attraction in Series A of the concert series sponsored by the Civic Music Association.

It's more economical and convenient to—**Hold Your BRIDGE PARTIES AT**
For Reservations Call Stone 3418

Lauber Old Spain
11 EAST AVE.
Rochester's Outstanding Restaurant and Sea Food House

Rose FORTUNA
301 GRANITE BLDG.
Regular \$10
Zenette Oil Permanent
... this permanent wave is adaptable for fine hair where a tight curl is desired. **\$6.50**
OTHER PERMANENTS
Specials
Complete with hair cut \$3 and \$2.50
End permanent \$2.75
STONE 4891

Home Bureau Institute Opens Today

Today marks the opening of the annual January Institute of the Rochester Home Bureau at headquarters in the Chamber of Commerce building. Lecture demonstrations, movies and exhibits will make up the two-day program.

This afternoon at 1:30 and in the evening at 7:30, the Garden Study club of the Home Bureau will sponsor the meeting at which Paul Kellogg, instructor and extension lecturer in Ornithology at Cornell University, will show moving pictures of bird life.

Mr. Kellogg spent the summer of 1924 studying bird life of England, France and Switzerland. For the last few years he has studied the life histories of birds native to New York State, making a photographic record of them in both still and motion pictures with sound. Some of the pictures are in color.

WARDROBE HINTS
On Friday afternoon and evening, Miss Helen Powell Smith of the Cornell University Extension staff will talk on "Selecting a Becoming Wardrobe." A local store will co-operate to show fashion side of the discussion and Home Bureau members.

Miss Smith will discuss colors for blonds, brunettes and auburn haired people and will have suggestions for those with problem figures. A high school girl will demonstrate good posture as the basis for all becoming costumes.

There will be exhibits showing the work done by Home Bureau participating in the working lessons of the club program or in classes at headquarters.

Man-Tailored Suit Gives 'Lift' to Winter Wardrobe

BY DONNA BIRDSALL
(Stylist for E. W. Edwards Company)
Rochester is in the middle of winter! The wind is howling down Stone Street, the streets are rutted with ice, but the New York fashion world is spring-minded.

It seems so out of order to us—this advance showing of spring styles—yet there is one item, not promoted enough, that brings spring to your door and gives you that wardrobe "lift" so needed in January, and adds warmth for these blizzard months as well. The man-tailored suit is here.

FLATTERS FIGURE
There is nothing so perfect for business, nothing so comfortable for any daytime wear, and nothing so flattering to a woman's figure as a suit tailored to her personal needs. Whether you're the tailored type or the frilly type, you may wear the same suit and then choose your accessories to become your particular styling.

No longer are suits styled with only the tall, angular woman in mind—they are now designed in three different size stylings—the long, the regular, the short—to suit the personal needs of every woman.

COMFORTABLE FEATURE
Pin stripes are good and so are the herringbone effects—as a matter of fact, any hard finished masculine material is just the thing. Shoulders are less broad, but lengths remain about the same.

Probably the most comfortable feature of this first spring fashion is the fact that a tailored suit may be worn, with ease, under a fur coat or any winter-weight coat, giving add-



ed warmth, yet mildy will be prepared for the first spring months with her first wardrobe necessity—a perfectly tailored suit.

BY WAY OF MENTION

Mr. and Mrs. E. G. Messinger of Albemarle Street have left for Florida where they will spend the winter.

Dr. Marion Craig Potter of University Avenue left last week for Chicago where she will be the guest of her sister for a month.

Mr. and Mrs. Howard F. Keller of Oxford Street entertained at dinner in their home on Tuesday.

Tyler Cobb, son of Mrs. Erasmus I. Guller of Brunswick Street, has returned to Princeton where he is a senior.

Mr. and Mrs. Louis S. Foulkes, Jr., formerly of Castlebar Road, are occupying their new home in Allen's Creek Road.

Miss Janet Jessup, daughter of Mrs. Louise Foote Jessup of Brunswick Street, returned last week to Deerfield, Mass., after spending some time in Rochester.

Mrs. Paul E. Carter of East Boulevard left Friday for New York where she will spend a few days.

Miss Katherine Barbour, daughter of Mr. and Mrs. John B. Barbour of Aldine Street has returned to New York after being the guest of her parents for several days.

Mr. and Mrs. Eugene Van Voorhis of Thomas Avenue and their son, Judge John Van Voorhis and Mrs. Van Voorhis and their children of Rock Beach, returned last week from California.

Mr. and Mrs. Howard J. Kidd, Jr., and their children, of Park Avenue, spent the holiday season at Lake Placid Club in the Adirondacks.

Mrs. Charles C. Beahan of Alexander Street entertained at luncheon and bridge in her home Saturday.

Mrs. Fletcher F. Knight of Harvard Street will entertain the Magnolia Twig for luncheon in her home tomorrow.

Mrs. Bernard Ashman Connolly of New York has announced the marriage of her daughter, Mrs. Alexander Hamilton Garnett, to George Todd, Jr., son of Mr. and Mrs. George W. Todd of East Avenue. The marriage took place New Year's Day.

Mrs. Eugene Goosens of Cincinnati, arrived in Rochester Thursday morning for a short visit.
Miss Lulu B. Dillman of Arnold Park has returned from Geneva where she spent some time.
Mrs. Frederick F. Allen of Park Avenue entertained at luncheon in the Chatterbox Club Saturday.

Mrs. S. Clark Seelye of Thayer Street entertained the Acorn Society for luncheon in her home Monday.

FIRE-KING'S CASH POLICY RIGHT AGAIN!

Last June We Made This Statement:

"We are convinced that our highest Fall and Winter price will be less than you will pay to others now for coal of the same quality on a time payment plan or on a charge basis. We suggest, therefore, that you purchase at least two or three tons from us now at our present unusually low price ... and secure your other coal next Fall or Winter as you need it, at our low cash price. You will save money by doing this."

AND THIS PREDICTION HAS PROVEN TRUE

YOU'RE DOLLARS AHEAD WHEN YOU Buy FIRE-KING FUELS A TON OR TWO AT A TIME FOR CASH

Call MAIN 306

WILLIAM PENN
Premium Quality
ANTHRACITE
At the Present Low Price of

\$10⁴⁰
TON

IS STILL MORE THAN \$1.00 PER TON BELOW YOUR AVERAGE COST IF YOU PURCHASED COAL LAST SUMMER ON THE TIME PAYMENT PLAN.

Bart & Greenman Building

FIRE-KING

HART'S FREE \$1 COUPONS

ANOTHER OPPORTUNITY TO ADD TO YOUR COUPON COLLECTION! VALUE AND EXTRA SAVINGS.

FREE DOLLAR COUPON
With Purchase of (Before Jan. 15th)
SWEET NAVEL ORANGES Doz. **19c**
Present This Certificate To Hart Store Manager

FREE DOLLAR COUPON
With Purchase of (Before Jan. 15th)
Malt Flavored Chocolate GOODY LB. TIN **19c**
Present This Certificate To Hart Store Manager

FREE DOLLAR COUPON
With Purchase of (Before Jan. 15th)
FROSTED LAYER CAKE EA. **21c**
Present This Certificate To Hart Store Manager

FREE DOLLAR COUPON
With Purchase of (Before Jan. 15th)
PURE EXTRACT VANILLA BOT. **18c**
Present This Certificate To Hart Store Manager

FREE DOLLAR COUPON
With Purchase of (Before Jan. 15th)
EAST AVENUE COFFEE LB. **23c**
Present This Certificate To Hart Store Manager

FREE DOLLAR COUPON
With Purchase of (Before Jan. 15th)
BLENDED PANCAKE SYRUP QT. JUG **25c**
Present This Certificate To Hart Store Manager



BY IRENE MUNTZ

Food for hungry winter sports enthusiasts does not call for as much variety as quantity. It takes dozens of pancakes, waffles or sandwiches, and gallons of coffee to appease the appetites sharpened by outdoor exercise. The following menus should go a long way to provide plenty of food.

Menu I
Waffles
Fruit Salad
Creamed Dried Beef
Devil's Food Cake and Coffee

Menu II
Casserole of Potatoes and Sausages
Bran Muffins
Lettuce and Grapefruit Salad
Apple Crisp

Waffles
2 cups pastry flour
4 t. baking powder
1/2 t. salt
2 eggs
1 1/2 c. milk
4 T. melted shortening
Mix and sift the flour, baking powder and salt into a bowl. Add the egg yolks, milk and melted shortening. Beat the egg whites until stiff with a Dover egg beater. Using the same beater, beat the first mixture until smooth, then fold in the stiffly-beaten whites. Bake in a hot waffle iron, 2 to 2 1/2 minutes. Will make 8 waffles.

Devils Food Cake
Temperature 350 degrees F.
4 T. shortening
1 c. sugar
1 egg
2 sqs. chocolate
1 1/2 c. cake flour
1 t. soda
1/4 t. salt
1 c. sour or buttermilk
1 t. vanilla
Cream the shortening, add sugar gradually and the egg. Beat thoroughly. Add chocolate and blend. Mix and sift the flour, soda and salt. Add alternately with the milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Pour into 2 layer cake tins and bake in your preheated oven. Cool and

General County Taxes Payable in 1938
Monroe County Treasurer, Rochester, N. Y., January 3, 1938
The assessment rolls for the general county tax levied in 1937 and payable in 1938 have been placed in my hands for collection. All persons named thereon are required to pay the tax assessed to them before the 15th day of April next, subject to the following conditions as provided in Section 219 of Chapter 755 of the laws of 1937, being the charter of the City of Rochester. FEES WILL BE ADDED AS FOLLOWS: All of January without fee. February 1st to February 28th, inclusive, 1 per cent. March 1st to March 31st, inclusive, 2 per cent. April 1st to April 14th, inclusive, 3 per cent. After April 14th said addition of 3 per cent, and also interest at the rate of 8 per cent per annum. Office hours 9 a. m. to 5 p. m., Saturdays to 12 m.

It will not be necessary to call at County Treasurer's Office. Send postal or letter, giving ward, name, lot number and street; tax bill will be mailed. Then mail bill with check to County Treasurer's office and receipt will be returned.

TOWN TAXES
Town taxes cannot be paid to County Treasurer until June 15, but should be paid to the Town Collectors. Address of town collectors will be furnished by Director of Finance on request.

C. A. SMITH,
Director of Finance.

law, 3 mo.—126

spread with orange frosting.
Casserole of Potatoes and Pork Sausage
Temperature: 400 degrees F.
1 1/2 lbs. pork sausage (in casings)
1 can tomato soup
8 medium potatoes cut in small cubes about 1/2 inch
4 small onions
4 T. Chiff Sauce

RHEUMATISM

To relieve the pains of rheumatism, Neuritis or Lumbago in a reasonably short time use Yepsa Wintergreen Compound. Dependable, no opiates or heart depressants. You will be satisfied with this 50-year-old remedy. Get Yepsa Wintergreen Compound at the Post Drug Company, 17 E. Main St.

With DOYLE-GULF'S Flash I Jump 3 Traffic Lights At One Get-Away

BRAGS

Lemuel Skipwell

JUSTICE OF THE PEACE, LAZY HOLLOW.

"Every man's got a weakness," says Justice of Peace Skipwell. "Mine's light-jumpin'. Folks in Lazy Hollow sure'd be surprised to see me jumpin' traffic lights up in Rochester—me who's so strict about respect fer our one light in Lazy Hollow. I sure do enforce the letter of the law back home!"

"But every so often I fill the old Maxwell with Doyle-Gulf and sneak up to Rochester fer an orgy of light jumpin'!"—I revel in it!

"Traffic light turns red! Cars all bunch up and stop! I edge along the curb up to the front, and stop too! Sittin' innocent-like, and sneakin' sly glances at the signal. I get ready with the cellerator. Suddenly the light flickers, and I'm off! Down the street through the second and third lights before the others has passed the first one! They ain't lyin' when they say Doyle-Gulf gives you the flashin'est get-away!"

We deplore Justice Skipwell's light-jumping complex, though we surmise that he's taking liberties with the truth as well as with the law!

DOYLE-GULF HAS A FAST GET-AWAY, - - - BUT NOT THAT FAST!

It is true that DOYLE-GULF responds smoothly and without hesitation to the slightest touch of the accelerator. When an emergency demands rapid-acceleration or a quick start you can always depend upon Doyle-Gulf. There's a Doyle-Gulf dealer in your neighborhood waiting to give you a fill-up of this flashing, powerful gasoline. Get acquainted with this home product today!

DOYLE-GULF

Your Own Home Company



LAKE COAL & COKE Co.

255 Lyell Ave. Glen 339
We Will Serve You With The Finest PENNSYLVANIA HARD
COAL At Following Low Prices:

Egg, Stove or Nut \$10.25

Hard Coal \$9.85 QUALITY COKE \$9

No Stones, No Dirt, No Dust
Prices per ton — Cash — Shovelled Off

"The Bank Of Personal Service"

Think Of The Convenience
And Time You Would Save By
Having a Checking Account

In addition, paying by check would
protect your money and give you a
legal receipt for every payment. We
shall be pleased to receive application
from you.

**GENESEE VALLEY
TRUST COMPANY**
EXCHANGE AND BROAD
(Times Square)
Member of Federal Deposit Insurance Corporation

FLORIDA JUICE ORANGES

Natural Fruit — No Color Added
Selected Quality

Sold By The Peck

GRAPEFRUIT LEMONS TANGERINES
CALIFORNIA ORANGES

Try TEMPLES The
ARISTOCRAT of ORANGES
THE ORANGE CAR
1176 Dewey Ave. Opposite Aquinas

RECEIVERS' SALE! FUR COATS

KOVEN FUR CO. INC., 30 CLINTON AVE. N.

By Order of The Federal Court
SELLING ENTIRE STOCK
AT COST!

Full assortment of stylish fur coats sell-
ing at \$35.00 to \$175.00, marked down
from \$100.00 to \$400.00.

Earl F. Case, Receiver



DON'T let an old-fashioned water heater tell YOU where to "get
off". Have automatic hot water whenever you want it — save
time and worry.

Let us RENT you one for ONLY
31 per month Plus cost of gas
used.
Rochester Gas & Electric Corp.
89 EAST AVE. Telephone MAIN 3960

Just Chatter

by O. N. C.

"Will you please," pleaded a
Rochesterian for whom we have
the greatest respect, "chatter
about the new license plates and
our being forced to carry ad-
vertising on our cars whether
we want to or not?"

Judging from the amount of
comment on the subject it is
apparent that there is more
than a little resentment, the
very least of which has to do
with the fact that numbers are
smaller and more difficult to
see. Now the thing that appeals
to us is the possibility of the
citizens actually DOING some-
thing about it instead of just
talking. We are almost dis-
illusioned about the chance of
awakening the public to the
power that lies in its hands—
particularly the one that wields
the pen. If New York citizens
continue to carry these licenses,
it is because it takes too much
effort to direct their complaints
where they can be taken care
of.

There was a great scramble to
get invitations to the testimonial
dinner for Harry Frank, given at
Oak Hill last night.

It offered an added attraction
to the desire to pay tribute to
Mr. Frank—Tom Woods, the
new surprise Commissioner of
Public Safety, was chairman of
arrangements and was no small
drawing card.

George O'Hara, who is presi-
dent of the Locust Club, the so-
cial club of the police depart-
ment, has a host of friends who
are out working for him with
an eye toward the chief of police
job. The handicap, of course, is
that Mr. O'Hara is a detective
and there are superiors looking
in the same direction. However,
stranger things have happened.

Robert Cochran, superin-
tendent of Ellison Park, seems
to be an active candidate for
the job of guiding the destinies
of Hemlock Lake Watershed.

Woman Manager Is Air Minded

(Continued from page 1)
came to be assistant in the
office of the American Airlines
here she was more than de-
lighted.

She must be right when she
says that half the story of a
successful work is the amount
of enthusiasm one has for it,
because it was only a matter of
a few months until the man-
ager of the office was transferred
to Buffalo and Mrs. Miller was
given the entire responsibility.

There is a great deal of detail
to the work, all of which she
takes care of, but she never
loses sight of the human inter-
est element which enters so
largely into flying. The joy of
being able to save a business
man hours of valuable time, the
thrill of sending someone off on
a visit home which would not
be possible except for a mini-
mum of traveling time, the
tenseness of making arrange-
ments for a trip that may mean
life or death — these are only
a few of the things that make
life interesting for Mrs. Mil-
ler.

Committee Chairman

Mrs. George
E. Hebrer of
Monterey Road
is serving as
chairman of the
General Com-
mittee of Ar-
rangements for
the World's
Fair of Missions
which is engag-
ing the atten-
tion of all
the Protestant
churches in
Rochester and
Western New
York. The Fair
will include ex-
hibits of the
several types of
missionary work
which is being
developed in
the world to-
day, and will
offer interest-
ing programs
for both young
and old. This
is a major move
to obtain co-
operation of
Christian
churches, re-
gardless of
denomination,
and as such
merits the sup-
port of all.



MRS. GEORGE E. HEBNER
Merrill Photo

Overlooking End Play Downfall of Declarer

BY VIRGINIA LEVY

Since last week's bridge article, which was on the inadvisabil-
ity of depending upon finesses in order to make a contract, I have
had several hands given me by players who insisted that a finesse
was necessary in the particular hands they gave.

A woman dropped in to see
me a day or two ago and gave
me a hand she had played the
evening before. "I would like
to see you make this hand
without trying the finesse," was
her remark. "And," she con-
tinued, "the finesse doesn't
work anyway. So the contract
cannot be made."

I asked her permission to
use this hand as a basis for
my bridge article this week,
and she gladly consented. So
here goes.

NORTH
S 10 7 4 2
H A 2 2
D A 2 5
C A K 3

WEST
N 9 2 1
H 8 7 6 4
D K 3 7
C 8 4 3 2

EAST
S none
H 8 7 6 4
D J 10 6 3
C Q J 10 9

East is the dealer.
The bidding:

1S V 4 SOUTH WEST NORTH
Pass 1 Spade Pass 3 Spades
Pass 4 Clubs Pass 4 N. T.
Pass 5 Spades Pass Pass

As to the bidding, North and
South were using the Asking
Bids, and South's four club bid
asked partner whether she
could win the second round in
clubs. North had two aces,
plus second round club con-
trol, therefore her response
was four no trump. Upon lo-
cating the two aces, South quite
correctly bid six spades.

West opened the deuce of
clubs, which North won with
the king. A small trump was
led from the dummy and, when

East showed out, South saw
she had to lose the queen of
trumps. So she took the trick
with her ace and then played
the king, following with a
small trump and allowing West
to take her queen. West re-
turned a club which declarer
won with the ace in dummy.
Of course, now everything de-
pended upon the position of
the king of diamonds, and
South could do nothing but
take the finesse, hoping for
the best. It lost, naturally, and
declarer was down one.

Could six spades have been
made on this hand? Well, I
am afraid I must again insist
that no finesse was necessary
in this particular hand, and
that the slam can and should
be made.

Proper play would have been
for declarer to take the first
club trick with the king and
follow with two rounds of
trumps, playing the ace and
king. Then she must strip her
hands of clubs and hearts. She
takes the ace of clubs, ruffs
the third one, and then plays
her three hearts.

Now, with nothing but spades
and diamonds in both Dum-
my's and South's hands, she
throws West in with the queen
of trump. West now has two
alternatives. She must either
lead a diamond into declarer's
tenace, or a club, allowing
South a discard in the dum-
my and a ruff in her own
hand, which makes the con-
tract.

VFW Notes And News

Under the guidance of Mrs.
Evelyn W. Studley, Ladies Aux-
iliary, V. F. W. Department of
New York, Americanism news
of the country council auxiliaries
is published each week in The
Rochester Sun.

The Ladies Auxiliary to the
Veterans of Foreign Wars
throughout the state of New
York have embarked on a gigan-
tic Americanism program calcu-
lated to uphold the highest
aims and ideals of the organiza-
tion and to render the most con-
structive service possible to the
greatest number possible.

Foremost in the patriotic pro-
gram for the coming year will
be a concentrated effort on the
part of the more than 9000
members of the Dept. of New
York to enlist the school chil-
dren of the state in the national
essay contest on the Constitu-
tion of the United States and
what it means to every Ameri-
can citizen.

Special attention will be given
to school children of all ages,
particularly boy and girls scouts.
Underprivileged children will
also receive a goodly share of
much needed attention, and in-
cidentally we take this opportu-
nity to thank the many kind
people who called us and offer-

ed clothing in response to our
request in last week's issue.

In each County Council Aux-
iliary, the Americanism work is
supervised by a Council officer,
known as a patriotic instructor,
aided by each Auxiliary patri-
otic instructor.

DRAMATIC ART

Private instruction in the art of
expression, corrective speech. Chil-
dren's selection work a specialty,
all ages. Adult instruction in poise,
reading of poetry and prose. Inter-
view by appointment.
MONROE 3296-M

EASTMAN Saturday, January 15

MATINEE AND EVENING

Mrs. MARTIN JOHNSON

(In Person)

Lecture . . . Motion Pictures

"JUNGLES CALLING"

Seats, 50c, 75c and \$1 (All reserved)

PONTIAC! — PONTIAC!

'37 PONTIAC 8 TUD. TOUR. SEDAN . . . \$735
'37 PONTIAC 6 SEDAN . . . \$715
'37 PONTIAC 6 TUDOR SEDAN . . . \$695
'36 PONTIAC 8 TOUR. SEDAN . . . \$635
'36 PONTIAC 6 TUD. TOUR. SEDAN . . . \$575
'36 PONTIAC 8 SPORT COUPE . . . \$565
'36 PONTIAC 6 COUPE . . . \$525

VALLEY CADILLAC 336 East Avenue

Trade-In Sale



RADIO TUBES

Trade-In your old tubes NOW!
They are worth real money. Re-
place worn-out, cracky tubes with Genuine R C A
Tubes GUARANTEED FOR ONE YEAR.

GUARANTEED
FOR ONE YEAR!



No.	List Price	For Your Old Tube	SALE PRICE	No.	List Price	For Your Old Tube	SALE PRICE
201A	.80	.40	.40	39/44	1.25	.62	.63
2A5	1.25	.62	.63	41	1.10	.55	.55
2A6	1.25	.62	.63	42	1.25	.62	.63
2A7	1.50	.75	.75	43	1.50	.75	.75
2B7	1.60	.80	.80	45	1.00	.50	.50
5Z3	1.10	.55	.55	46	1.50	.75	.75
6A7	1.50	.75	.75	47	1.50	.75	.75
6C6	1.25	.62	.63	50	2.50	1.25	1.25
6D6	1.25	.62	.63	55	1.50	.75	.75
6F7	2.00	1.00	1.00	56	.80	.40	.40
10	2.75	1.37	1.38	57	1.25	.62	.63
12Z3	1.35	.67	.68	58	1.25	.62	.63
24A	1.10	.55	.55	59	2.00	1.00	1.00
25Z5	1.25	.62	.63	71A	1.00	.50	.50
26	.80	.40	.40	75	1.10	.55	.55
27	.80	.40	.40	76	.80	.40	.40
30	1.00	.50	.50	77	1.35	.67	.68
31	1.00	.50	.50	78	1.25	.62	.63
32	1.76	.88	.88	80	.80	.40	.40
33	1.35	.67	.68	81	2.25	1.12	1.12
34	1.75	.87	.88	82	1.50	.75	.75
35	1.10	.55	.55	83	1.60	.80	.80
36	1.10	.55	.55	84/6Z4	1.60	.80	.80
37	1.00	.50	.50	85	1.25	.62	.63
38	1.25	.62	.63	112A	1.00	.50	.50

GENUINE R. C. A. ALL-METAL TUBES

No.	List Price	Trade-In Special	SALE PRICE	No.	List Price	Trade-In Special	SALE PRICE
5Z4	2.00	1.00	1.00	6H6	1.25	.62	.63
6A8	1.50	.75	.75	6J7	1.50	.75	.75
6C5	1.25	.62	.63	6K7	1.35	.67	.68
6F5	1.25	.62	.63	6L7	1.75	.87	.88
6F6	1.35	.68	.67				

RADIO TUBES TESTED FREE!

NOAH'S ARK

SAVE \$70.00
\$30. to

SIEBERTS

AFTER - INVENTORY
CLEARANCE
NO MONEY DOWN

ELECTRIC REFRIGERATORS
SAVE UP TO \$70

WASHERS
SAVE UP TO \$30

SAVE 20%
ON OIL BURNING
CIRCULATING HEATERS

Special
Easy Terms
During
SALE

STOVES
SAVE UP TO \$50

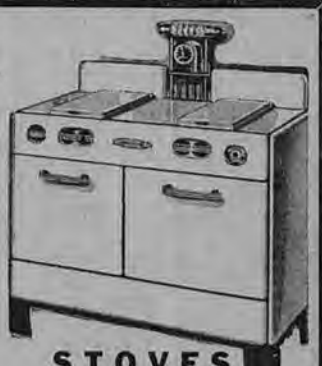
IRONERS
SAVE UP TO \$30

SAVE \$50
On Quiet May and Kelvinator
OIL-BURNING SYSTEMS

SINCE 1888

SIEBERTS

ST. PAUL and ANDREWS ST.



Free
Parking
MAIN
338

Open
Evenings
Until
9

The Rochester Sun
Goes Into 70,000 Homes
With News and Advertising
of Special Interest to
All Rochesterians

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

If You Do Not Receive
Your Rochester Sun Each
Thursday, Call Stone 6001,
Rochester Sun Corporation,
5 St. Paul Street

VOL. 1. NO. 13

ROCHESTER, N. Y., THURSDAY, FEBRUARY 17, 1938

70,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

The other day, while browsing around town, I found a new champion performer of good deeds. This champion, seems to me, to be a happy combination of girl scout, medieval knight and, well, modern saint, and, at this juncture, allow me to confess that I am unfamiliar with the qualifications for saints, modern or legendary, but harbor pet ideas.

I admire this champion particularly because she doesn't preach, but acts. Obviously she believes that a hungry person needs a sustenance and not advice, and that heavy woollens protect one from cold better than mere talk.

The champion's name? Miss Callie Colvin, of the League of Fellowship, Inc., with store and office at No. 189 State Street.

On the East Side resides a man and wife who have, as the old song goes, seen better days. The couple own their home or, rather, they would if there were no bank mortgage, for the sale value of the home. They comprise, as you know, the genteel poor who go unclassified in the books of the governmental charitable agencies. There are hundreds of them in town, and they starve with the graciousness of Chatterfields.

This man had not enjoyed a steady job for six years nor a new suit of clothes for as long a time. His trousers bottoms were frayed and the coat sleeves were shiny and threadbare. There would have been holes in the trousers seats if a loving, and accomplished wife, had not patched them over and over again. And this is where my champion, Miss Colvin, makes entrance.

She called in a 1929 coupe, donated to the Fellowship League by an admirer, and presented the man with a new suit, a gray tweed which appeared quite swanky, warm and cozy. The man, really, couldn't, as the saying goes, believe his eyes. He stammered in confusion when he tried to express thanks, and there was suspicious moisture in his eyes.

His joy was tempered though, when he discovered, with much dismay, that the new pants were inches too long.

"It will cost fifty cents," at least," he informed his wife, "to have them shortened, and we can't spare that much money right now. I'll have to wait a spell before I can look for a job in this new suit."

"Please give me some shears, thread, needles and tape measure," ordered Miss Colvin, and soon she was busied at shortening the trousers.

"There!" she announced, "these should make a perfect fit now. They're well, I think."

A woman, residing off East Avenue, whose husband became tired of the gray tweed suit, presented it to Miss Colvin, and Miss Colvin eventually left it where she thought it would do the most good. Nothing was spent other than a little labor and forethought and, of course, consideration for others, and do these qualities contribute to the making of champions? I think so.

In the late afternoon of the same day Miss Colvin could have been seen driving an old truck, also a gift to the Fellowship League, to the rear of a cottage not far from Winton Road. It has been reported to her by telephone, that a bride of only six months was destitute. She has been seen in the yard wearing her low-cut wedding gown and flimsy pumps while she attempted to cut fuel wood with an axe.

Our champion left food, including canned soups, potatoes and milk and eggs and meat, and from the Fellowship store in State Street she brought bed clothes and warm garments for both the husband and wife.

The foregoing, mind you, was only an incidental task included in one of Miss Colvin's visits, but not unusually, busy days for this champion work.

Miss Colvin is a Virginian and the old family estate, where her mother and sister still reside, is in Manassas where, you may remember, was fought the first battle of Bull Run. The Colvins have been Virginians.

(Continued on page 3)

GOP CONTEMPLATES POLICE SHIFT

Work Is 'Fun' for Store's Decorator

There is probably no field open to women which has more lure to the average young girl than that of interior decorating. Many strive by study and hard work to make a place for themselves and then find the opportunities discouragingly few; then again someone like Mrs. Harriette Cromwell who studied art with particular emphasis on interior decorating merely because it appealed to her, finds herself, through no effort of her own, in charge of that work in one of the city's most attractive home furnishing stores.

After graduating from East High School, Mrs. Cromwell registered at Mechanics Institute, but before her course there had been completed, Prince Charming came along and carried her off to Cleveland where she continued her work at the Cleveland Art School while her husband worked for his degree in dentistry.

Back in Rochester, Mrs. Cromwell began to make of their home a spot so charming that her friends began to hint hopefully and finally to ask boldly that she help them with their problems. She enjoyed doing it because she loves the work, and she found it simple because she believes the home should reflect the personality of those who live within, and she was working with people she knew well.

DECORATES STORE
Her reputation for outstanding work, which was done "just for fun," spread beyond her friends and when Weiss and Fisher were getting ready to open their new store, much to her amazement she was asked to take charge of decorating it.

That her job was well done is evident from the fact that when it was finished, the demands for her services were so great that it was found necessary to retain her and to build up an interior decorating department which had never been planned on.

Oddly enough, when asked what part of her work she enjoys most, Mrs. Cromwell replied, "People." She feels that the first qualification of a successful interior decorator is a real liking for her fellow men and a sufficient knowledge of human nature to be able to quickly understand what a customer will like.

HELPS HOUSEWIVES
On entering the commercial field, Mrs. Cromwell was amazed at the knowledge of interior decorating which the average housewife possesses. She finds their ideas usually good, the only problem being to help them build a plan of decorating and furnishing which may grow with the years, one which will permit a happy and successful combination of the new with the old.

She admits that many people come to her for advice, get a plan worked out and then carry it out elsewhere, but instead of feeling irked about it, she philosophically takes it as part of the job and is honestly happy that her suggestions may have helped to brighten another home.

"Women may watch the pennies more carefully than the men do," says Mrs. Cromwell, "but I have not found them any more difficult to deal with." It is quite possible that her own attractiveness and charm of personality may be the reason for that.

With her husband, Dr. Richard Cromwell, and her six-year-old

Continued on page 4

Likes People



Mrs. Harriette Cromwell
The most interesting part of her job as interior decorator for Weiss and Fisher's is, meeting people, declares Mrs. Cromwell.

Lack of Tact Costs County Extra Money

BY OLGA N. CROWELL

It seems that there is even another side to the story of the able bodied person who enjoys a life of leisure at the expense of welfare.

We have first hand knowledge of a case which was handled by the county welfare with such stupidity and lack of tact that it would seem wise for our welfare department to pay a little less attention to the courses in sociology required of its workers and a little more attention to the possession of common sense.

A married woman with five dependent children, whose family is on welfare, after an enforced idleness due to illness, finds a position which is satisfactory on both sides. Instead of coming to the woman and arranging for the budget, the welfare worker sends a letter to the husband who may or not be all he should, we don't know. The fact remains that his wife has cared enough for him to stick by him for twenty years.

QUOTE FROM LETTER

On her day off the woman goes home to be greeted by the visitor's letter. She returns to her employer with the remark "I'm not going to stay, and if I hadn't owed you a dollar I never would have come back." By way of explanation she showed her employer the letter from which we quote a few passages:

"It has been arranged with Mrs. O. (Mrs. O. being the employer) that your wife is to contribute. You have apparently annoyed Mrs. O. greatly by your demands for food and money and she has stated that unless some other arrangement can be made it will be necessary to discharge your wife."

"An arrangement has been made with Mrs. O. whereby your wife is to pay. Since you have been so troublesome it will be necessary to contact authorities in Canandaigua in an effort to have your family returned."

PUZZLE TO MRS. O.

Mrs. O. is at a complete loss to see what right she has to tell her maid what she shall do with the money she earns, and her only "arrangement" consisted in a complaint that the woman was not being allowed enough for personal necessities.

More serious than that, what sort of cooperation can Mrs. O. expect from a maid after a letter like that?

With recognition of the fact that the welfare workers run into plenty of lazy and shiftless cases, we still maintain that when the desire to be independent exists it should be fostered and encouraged and not be tramped down. It may demand self control and tact where part of a family is concerned. Handled properly this family which has the mother and one daughter working, would have been off welfare.

Women Democrats Convene Today

The Monroe County Democratic Club will have a special meeting at 8 p. m. in the Seneca Hotel, Mezzanine floor.

Mrs. Agnes T. Brown, president of the 6th Ward Club, is serving as chairman and is being assisted by Mrs. Sara O'Shea, president of the 12th Ward Club; and Mrs. Charles F. Neale.

The committee working with them includes the board of directors of the Monroe County Democratic Club.

Stage Idol Returns



Thanks to Bill Leahy, The Sun presents this picture of Bert Lytell, taken when this popular actor was the toast of Rochester theatergoers.

Clergyman Recalls Days As Trouper with Lytell

Bert Lytell is back in town—he's here to play the principal role in "The First Legion," which is to be presented tomorrow and Saturday at the Auditorium Theater under the auspices of the Blackfriars Guild—and his return cannot help but stimulate the hearts of many middle-aged hearts.

Those same hearts were young when Bert Lytell first came to Rochester some thirty years ago, when he was known as America's youngest leading man. That was in the prosperous days of the theater and Lytell and his associates did their share in providing clean and wholesome entertainment for amusement seekers of that era.

LOW-DOWN ON LYTELL

After talking with the Rev. Charles C. W. Carver, rector of Christ Episcopal Church, one has a better realization of the reasons why so many liked Lytell and why his fellow actors swore by him.

Father Carver, an actor before he became a clergyman, was a juvenile in Lytell's company at the Old Cook's Opera House and later at the Baker Theater, and his appraisal of Lytell is based on close association with the man of whom he speaks.

"Bert Lytell's outstanding quality is fundamental amiability," said Father Carver. "Although he was very young for a leading man when he first came to Rochester, he never tried to steal the spotlight. In fact, he went out of his way to see that young actors had their share of attention."

LIKED BY ASSOCIATES

"We played 'Charley's Aunt,' continued Father Carver, "and that gave me my first long part. I was pretty nervous before the opening performance, but all of us managed to get through without serious trouble and Bert was the first to come to me with congratulations."

Townson Talked of for Commissioner; Woods for Chief

March 1, the date set by Republican Leaders for changes in the Police Department, isn't far off and there are whispers abroad that the changes under consideration will be startling and far reaching.

The story most frequently heard concerns a double shift, which would give Rochester a new Commissioner of Public Safety and a new police chief, and happenings of the last few months provide a foundation that makes this story seem feasible.

TWO WAY MOVE

According to those who pretend to know what's going on, the new set-up will bring Kenneth C. Townson into the picture as Commissioner of Public Safety and move Tom Woods, current holder of the safety commissionership, to the office of police chief.

Shortly before the close of 1937 there was considerable political pressure brought to bear for Messrs. Townson and Woods. The former was boomed for the job of safety head, while Woods' friends did everything they could to make him one of Sheriff Skinner's key men.

The pressure availed Townson nothing at that time, but Woods was placed in a job practically twice as lucrative as the position he had sought.

There has been talk ever since the last election—when the GOP regained control of the city—concerning the future of Police Chief Henry T. Copenhagen, but up to now nothing has developed to give credence to rumors that the big fellow was to be eased out.

FITTED BY EXPERIENCE

Appointment of Townson would be a tribute to that section of the Republican party which contributed materially and personally to the GOP sweep, while the transfer of Woods to police chief would place the present Commissioner in work with which he is thoroughly familiar.

Law enforcement work has engaged the attention of Tom Woods for many years. His wide experience as a state trooper, railroad police sergeant and chief deputy in the sheriff's office comprise unusual qualifications for the job, according to his friends.

If the Townson-for-Woods-and-Woods-for-Copenhagen project breaks down, as so many political plans do, Deputy Chief William R. Miller rates the best chance of becoming chief, always providing that Copenhagen steps out.

Library Opens School Branch

Residents of Ridgeway Avenue neighborhood are happy over the new sub-branch library in School No. 40. This sub-branch of the Rochester Public Library which was opened only recently will continue to be open Tuesday afternoons from 2:30 to 5 p. m. It is organized for the use of school children from the fourth through the seventh grades and for adults and young people of the neighborhood.

A room on the second floor of the school has been provided for the library by the principal, Miss Arnott. This room is conveniently reached by entering the door nearest Ridgeway Avenue, and adults using the library are requested to enter by that door.

A nucleus of a carefully selected collection of books for children has been assembled and more books will be added from time to time. The books for adult readers are of a recreational nature and will be changed frequently. Some of the titles to be found in the adult collection at present are:

Bridge, "Enchanter's Nightshade," Curle, "Madame Curie," Farheart, "Last Flight," Etnlie, "On Gilbert Head," and Peattie, "Tomorrow Is Ours."

There are also mystery, western and love stories by well known authors.

WIN A PRIZE!
See Page 10 for Details

FINNEY OF THE FORCE

In Touch



By Ted O'Loughlin

By Way of Mention

Mr. and Mrs. John B. Livermore of Hollywood Avenue will entertain at dinner and bridge in their home Saturday.

Mrs. Stanley Erlenback of Park Avenue was hostess to her duplicate bridge club at a luncheon in her home Wednesday.

Mrs. John P. Hancock of Niagara Falls, who has been a frequent visitor in Rochester, will leave Wednesday for New York, and will sail Friday on the S. S. Rex for Rome, Italy, where she will spend four months as the guest of her cousin, Mrs. Margaret Motion.

Miss M. E. Welch of Oxford Street, who left recently for Florida, will join Dr. and Mrs. Lewis H. Gilbert of Hawthorn Street, who left Tuesday for St. Petersburg. They will be guests at the Hotel Vinoy for several weeks.

Mrs. Harry P. Gould of Grosman Terrace entertained the Century Club for lunch at the Century Club, Friday.

Dr. C. Padelford of Corwin Road will leave April 1 for Bermuda.

Mrs. Charles Esselstyn of University Avenue entertained her history club at tea in her home Wednesday.

Miss Marie R. Sanford of Berkeley Street entertained at luncheon and bridge in her home Wednesday.

Mrs. Charles Lapham of Geneva entertained at luncheon in the Century Club today in honor of Mrs. Robert C. Watson of Douglas Road, who will leave shortly with Mr. Watson for Florida.

Thomas C. Parsons of New York City was the guest for a few days of his mother, Mrs. Thomas Parsons of East Avenue.

Mrs. Charles D. Brown of Strathallan Park left Monday for New York where she is spending a few days.

Mr. and Mrs. James S. Hunt of Buffalo Drive left Saturday for Miami, Florida, for a stay of several weeks.

Mrs. Clarence W. Steele of Buckingham Street entertained her current topic club in her home, Monday.

Mr. and Mrs. Howard T. Case of Trevor Court Road and their sons, Billy and David, will leave this week for Del Ray, Florida, where they will spend the remainder of the winter.

Mr. and Mrs. Harper Sibley of

East Avenue, Mr. and Mrs. Kenneth B. Keating of Elmwood Avenue, Mr. and Mrs. Douglas S. Rowley of Rowley Street, and Mr. and Mrs. Donald Stuart Smith of Windemere Road, were weekend guests of Bishop B. H. Reinheimer at the Glen Springs Hotel, Watkins Glen.

Miss Evelyn McDowell of Seneca Parkway entertained her club at bridge in her home Saturday evening.

William J. Erdie of Maplewood Avenue, whose marriage to Miss Ellen Shaw, daughter of Mr. and Mrs. George V. Shaw of Windemere Road, took place at St. John's Church today, has taken an apartment at the Algonquin in South Goodman Street, where they will reside.

Miss Elizabeth Hull Gould of Alexander Street has returned from New York where she spent some time.

Mrs. James H. Hutchinson of Edgewood Lane entertained her Garden Study Club at tea in her home, Monday.

Mrs. Charles W. Pembroke of Hillside Avenue was hostess at a luncheon in her home yesterday to members of her bridge club.

Mrs. J. Howard Kidd, Jr., of Park Avenue entertained her Reading Club at tea in her home yesterday.

Mrs. James T. Dickinson of Berkeley Street, and her daughter, Mrs. Leonard H. Henderson, also of Berkeley Street, left Tuesday for Atlantic City where they will be guests at the Marlborough-Blenheim for several weeks.

Mrs. Albert E. Vogt of Highland Heights entertained at luncheon in the Country Club of Rochester, Friday.

Mrs. Edward M. Harris of Highland Avenue will entertain Circle No. 10 of the Convalescent Hospital at luncheon in her home tomorrow.

Mrs. Allen S. Crocker of East Avenue entertained her bridge club at luncheon in the Century Club yesterday.

Mrs. June Brown of East Orange, N. J., who is passing the winter in Rochester with Mrs. Thomas Brown of Sibley Place, returned Saturday from New York where she spent a few weeks.

Mr. and Mrs. Warren S. Parks of Landing Road have returned from St. Petersburg, Florida, where they spent several weeks.

Chairman



JEAN ANCONA
Leop. Frank Photo

A.A.U.W. Names Dance Aides

Members of the Junior group, American Association of University Women, will sponsor a buffet supper dance on the roof of the Hotel Sagamore, February 26. Proceeds will be contributed to the fellowship fund.

Jean Ancona is general chairman, assisted by these committees:

Decorations, Miss Lulu Ray Johnston and Mrs. Hecker; music, Miss Marjorie Relchert; invitations, Mrs. Albert Chambers and Miss Gertrude Van Zandt; entertainment, Miss Marian Hall; publicity, Miss Mabel Perdue; tickets, Mrs. Thomas Creighton, assisted by Miss Doris Bohachek, Miss Jane Gorsline and Miss Virginia Pleasance.

LEGION MEETING

The Jules Verne Fish Auxiliary has invited the Brooks Shepard unit, the Monroe County officers of Rochester, and Legionnaires of the post, to be guests at a meeting to be held at East Rochester High School, February 21.

Every Thursday is SUN-DAY

In The Woman's World

This calendar is planned to serve your organizations. When you have notices to wish to insert mail them to The Rochester Sun, Women's Editor, 419 Burke Building, or call her at Stone 6001. Notices must be in by Monday preceding date of issue.

FRIDAY

Genesee Valley Nurses Association — Private duty section, meets in Academy of Medicine, Prince Street, 8 p. m.

Eastman Theater — George Enesco, violinist, composer, conductor, in concert, 8:20 p. m.

Gould Mission Band — Brighton Presbyterian Church, meeting.

Asbury-First Methodist Church — Father and son banquet, 6:15 p. m.

St. Thomas Episcopal Church — Women's Auxiliary, book review 11 a. m. at Normandie by Mrs. Oakley Norton.

11th Ward Ladies' Republican Club — Card party, at 904 West Main Street, 2 p. m.

Rochester Club — Bridge series, 8:15 p. m.

Council of Church Women — Executive committee, luncheon at home of Mrs. George Heber, Monterey Road.

Shaffer Guild of Strong Memorial — Luncheon and bridge at University Club.

Order of Amaranth — Temple Court, dinner and visitation, 6:30 p. m.

American War Mothers — Silver tea at home of Mrs. Margaret Keeling, 58 Raeburn Avenue, 2 until 5 p. m.

19th Ward WCTU — Meeting at home of Mrs. Nellie Luce in Thurston Road, 2 p. m.

Federation of Women's Club — Luncheon at Hotel Seneca, 1 p. m.

Auditorium Theater — "The First Legion" Blackfriars Guild, 8 p. m.

Rebekah — Rochester Lodge, at 11 North Clinton Avenue, 7:30 p. m. cards, games, following meeting.

University of Michigan Glee Club — Concert at Oak Hill Country Club, 8 p. m. Dancing to follow.

SATURDAY

Society of New England Women — D. A. R. House 2 p. m.

Auditorium Theater — "The First Legion" Blackfriars Guild.

Monroe Golf Club — Annual revue at Pittsford Town Hall, evening.

OES — Rochester Chapter, meeting in Room A, Masonic Temple, 8 p. m.

Oak Hill Country Club — Washington's birthday dance.

Hadassah — Business and professional group, dance at 493 Dewey Avenue.

Girl Scout — Tryon District, dance at Seneca ballroom.

U. of R. Alumnae Council — Meeting on Prince Street campus.

Dames of Malta — Gerard Sisterhood, card party at home of Lady E. Horn, 334 Titus Avenue, evening.

SUNDAY

Holy Cross Church — Reception for new members, evening.

U. of R. Alumnae — Tea at Outler Union.

Westminster Church — Teacher Training Class, first of eight classes 10 to 11 a. m.

YM-WA — International pageant by junior members, 2:30 p. m.

Salem Evangelical Church — Kingdom Circle tea, 3 until 5 p. m.

Order of Amaranth — Florence Rogers Club, meets at 8 p. m. at home of Mr. and Mrs. W. T. Robinson, 52 Chapin Street.

MONDAY

Our Lady of Mercy High School — Senior play in Aquinas Institute Auditorium, 8:15 p. m.

Eastman School — Opera department production in Kilbourn Hall 8:20 p. m.

Rochester Chapter, American Institute of Banking, annual banquet at Powers Hotel 6:30 p. m.

YMCA — Irondequoit Chapter at home of Mrs. Fred Zwick, luncheon.

Westminster Church — Bowling League at Elm Bowling Alley, 8 p. m.

Rochester Club — Evening lecture by Mrs. Ethel Holmes Munsey, C. J. Powers Women's Relief Corps — Meeting.

TUESDAY

Eastman Theater — Opera department production, Kilbourn Hall, 8:20 p. m.

Ladies Auxiliary, Knights of St. John and St. Peter and Paul's Church, bridge tea in school hall, 2 until 5 p. m.

OES — Rochester Chapter, Officers Club, meets at home of Belle Lenfest, 344 Farmington Road.

Hadassah — Senior chapter luncheon, Hotel Seneca, 12:30 p. m.

Mrs. Samuel W. Halprin of Jerusalem guest of honor.

18th Ward Junior Democratic League presents "Trials of a Hostess" at St. Ambrose Church Hall, evening.

American Ladies Benefit Society — 33rd anniversary dinner at Colonial Tavern, 7 p. m.

American Legion Auxiliary — National defense meeting at home of Mrs. Betty Hammond, 177 Woodstock Avenue, 8 p. m.

Social Security Annuity League — Card party at Eagles' Hall in North Washington Street.

Musa Caravan Plans a Dance

A formal dinner dance has been planned by Musa Caravan, Order of the Alhambra, to celebrate Washington's birthday, February 22. The affair is to be held at Oak Hill Country Club.

Harriett F. Flynn is general chairman, with Norman A. O'Brien, vice chairman.

Dinner will be served at 8 p. m. with dancing beginning at 9 p. m. A "Big Apple" contest is on the program.

Floor show will be presented by Master of the Oasis Anthony F. Purkoss.

Grand Commander Otto A. G. R. M. and Mrs. Shults will head the reception committee.

Womens Clubs Mark Founder's Day Friday

Rochester Federation of Women's Clubs will observe Founder's Day with a luncheon meeting Friday in the Hotel Seneca.

Luncheon will be served at 12:30 p. m. after which Allan Mansfield will talk on "The Jamboree in Holland," dealing with the international meeting of Boy Scouts.

Mrs. Helen Price will present a program of vocal solos, accompanied by Mrs. William Schreiber. Mrs. George Phillips is general chairman.

K. of C. Auxiliary To Talk Party Plans

Plans for pre-Lenten party will be made this evening when the Knights of Columbus Auxiliary meets at the Sagamore Hotel.

Mrs. Louis C. Hook has announced the party will be held Tuesday, March 1, at the Columbus Civic Center under the chairmanship of Mrs. George Schroeder.

Following the meeting cards will be played and a buffet supper served. Hostesses will be Mrs. Genevieve Burke, Mrs. Joseph Dunnington and Mrs. John Dunn.

SIBLEY TO SPEAK

Harper Sibley, former president of the United States Chamber of Commerce, will speak before the Genesee Valley Nurses Association, District 2, at St. Mary's Hospital Nurses Home at 8 p. m. February 22. He will give first hand impressions of Washington personalities.

RELIEF CORPS SESSION

The C. J. Powers Women's Relief Corps will hold its next meeting February 21, with a Washington Day program the main feature.

Eastern Star

Rochester Chapter, Order of the Eastern Star, will meet February 19, 8 p. m. in Room A, Masonic Temple. Worthy Matron Elizabeth Park will preside at the meeting, followed by rehearsal for initiation. A social hour and refreshments will conclude the evening.

The Officers Club of the Eastern Star will meet at the home of Belle Lenfest, 344 Farmington Road, Tuesday, February 22.

Esther Bell of Buckingham Street, will be hostess at a card party, February 25.

The 11th Ward Ladies Republican Club, Inc., is sponsoring a series of card parties, the first to be held tomorrow at 2 p. m. at 904 Main Street West.

The committee in charge includes Mrs. Gus Smith, Mrs. Nellie Dunn, Mrs. Frank Harold and Mrs. William Harrigan.

COUNT INSPECTOR

Charlotte T. Garthshore, DD, G. R. M., and S. K. Charles Le Fink, A. G. L. will visit the Temple Court Order of Amaranth February 18. Dinner will be served at 6:30 p. m.

Fathers and Sons Will Banquet

The annual father and son banquet at Asbury-First Church is to be held tomorrow at 6:15 p. m. with Clarence Gifford serving as toastmaster.

Aaron Aronson will speak on "What America Means To Me" and another highlight on the program will be tricks by a magician.

MISSION TO MEET

The Gould Mission Band will meet tomorrow in the blossom room of the Brighton Presbyterian Church with Mrs. E. O. Terrill in charge. Following the business meeting.

WAR MOTHERS TEA

A tea for the benefit of the American War Mothers will be held tomorrow afternoon at the home of Mrs. Margaret Keeling, 58 Raeburn Avenue. Assisting the hostess will be Mrs. Annie Lockwood, Mrs. Elizabeth Pfau and Mrs. Margaret Bristow.

Every Thursday is SUN-DAY

Costume Jewelry CLEARANCE

(Regularly \$1.00)

59c and 79c

Bracelets, brooches, dress clips and necklaces. Rhinestone and other simulated precious stones. Beads and sequins.



More expensive pieces also specially priced.

Whatever the Gift... hand Bags, Cigarette Cases and Lighters, Art Objects or Travel Goods... the best expressions of Quality and Good Taste are found at—

LIKLY'S

Mail and Phone Orders 271 Main St. E. Est'd FREE, N. Y. State Deliveries 271 Main St. E. 1844

weis & fisher's



Here's a February Bargain You Can't Duplicate!

English Lounge SOFAS

A Feature of
Weis & Fisher's

1/2 Yearly Sale of Furniture

\$34⁹⁵

Only a limited number at this Sale Price, so we urge you to get your order in this weekend. Full-length, with comfortable spring back and balloon-type reversible spring seat cushions. Constructed throughout to meet Weis & Fisher's rigid specifications. Moss and cotton filled. Covered in handsome tapestry, in your choice of these colors:

BLUE RUST GREEN WINE BROWN

80 CLINTON AVE. SOUTH

ROCHESTER, N. Y.

GRANTS GREAT FEBRUARY VALUES

4 Big Values Typical Of Hundreds Of
Other Offered Throughout The Store
For FRIDAY And SATURDAY SELLING

"We washed the samples of the fabrics in your Dressite \$1 dresses and found their color fast and the shrinkage negligible" (signed) C. H. Black, chemist in charge, Rinso Laboratories.

Gay Smart Styles! Famous Values!

Grants New Spring DresRite Dresses



They zip on!

New Spring Styles!
Multi-color Prints!

80-Square Percales

You've worn Grants \$1 Dressite dresses before! You know how full they're cut, how well they fit! Tests show shrinkage almost nonexistent! If you're acquainted with usual \$1 dresses, you'll appreciate our 2-in. hem, real sleeves, fine workmanship.

SIZES 14 to 52



Special! All First Quality!
Grants "Dressite"
3-thread

Chiffons 49c

Regularly 59c a pair!
Silk, full fashioned! Our new thirty shades in the smartest colors at special low price.



Rayon Taffeta
Slips
Style, wear, and perfect fit at a low price! 34-44

Regular 59c Values!



Reg. Values Up to 39c!
Rayons
Yests, blouses, pants! Full cut Regular and extra sizes.

25c

W.T. GRANT Co.

293 MAIN ST. E.
COR. EAST AVE.

Lights and Shadows

by JOHN BURNS

This piece might well be titled the concluding installment of an adventure in hat buying. The writer realizes that no one gives a hoot about his hat, but this seems a fitting time to say something about the patience and politeness of Bill Chrisp, our favorite hat salesman and a real asset in the personnel of Jesse Horvitz's National store.

Several weeks ago this reporter, who believes that an old hat is like an old friend, something to be cherished, weakened under pressure applied by the home folks and set forth to acquire a new hat. Ordinarily such an undertaking is simplicity itself—you take the first hat that feels comfortable on your head and the transaction is finished.

But this time it was different. What with production tieups, delayed shipments and a stepup in trade because of the holidays, Bill Chrisp was unable to find a fit in the weight desired.

"Take this hat and wear it until we get one your size," said Chrisp.

And I, demurring, asked what would happen if mishap overtook the hat.

"That's my worry," answered Chrisp. "It certainly looks better on you than that thing you wore in here"—proving that even a polite hat salesman can be brutally truthful.

So Mr. Chrisp's loaned hat went on tour. It roamed as far east as New York and went westward to Buffalo, miraculously escaping harm. It traveled up and down St. Paul Street day after day, and not a single startling sharpshooter scored a bulls-eye on its shiny surface.

Fearful that such luck was too good to continue, we called on Mr. Chrisp several times to ask whether the delayed shipment had arrived. Each time the answer was negative until yesterday, when Big Bill's apologetic air was replaced with a cheerful smile.

"Come over here," said Chrisp. "Your hat is in."

So it was, but I sort of hated to part with that loaned hat, because I know I'll never get another that will go through the first month without picking up even a tiny spot.

You'd better keep that size in stock, Bill, because I'll probably be needing another hat about a year from next Thanksgiving.

Newspapermen who started their work at about the same time the late O. O. McIntyre broke in, disagreed with the famous columnist on many subjects, but all admired him for the uniformly clean columns he turned out and for his unwillingness to cheapen his reputation by promiscuous appearances in places where he might be called upon to take a bow.

The shy man from Gallipolis was buried today in his old home town and all of Gallia County, the region of which McIntyre wrote so often, is in mourning.

Readers at the Main Library of the Rochester Public Library and the Portland Branch Library, are being asked to fill out questionnaires pertaining to their reading needs in the hope that the Rochester library and other large libraries may be better able to select books that meet the needs of library users.

The data is to be used by the American Library Association which is publishing a book on the reading needs of library users and the means of satisfying those needs.

Every Thursday is SUN-DAY

U.R. Alumnae To Give Tea

The University of Rochester Alumnae will meet Saturday and Sunday on the Prince Street Campus, concluding with a tea in Cutler Union Sunday afternoon. All alumnae of the University are invited.

General chairman of the council is Mrs. Robert Wendt who is aided by Mrs. Alvin R. Kell, Mrs. Roy C. Kates is tea chairman and will be assisted by Mrs. John Merrell.

Here, There and Yonder

By CRAY REMINGTON

(Continued from page 1)

sons inclined to curl a lower lip in a semi-sneer when they see Miss Callie drive by on her old truck, in which she gathers waste paper, should, well, simply refrain unless they can prove, and probably they can't, that their own family antecedents come from as old and as honorable a stock as the Virginia Colvins.

Miss Colvin drives this truck here, there and everywhere and collects old pieces of furniture, used garments and old papers and books. She bales the paper in her spare moments, the sale of which helps to defray the rent, light and clerk hire for the State Street store, and most of the furniture and clothing she distributes gratis to needy persons.

The left-over goods are retailed from the State Street place, and this is the only revenue source Miss Colvin's charity enjoys.

The other day, rent for this State Street place was boosted from \$20 to \$30 by the bank owners, and this makes a serious financial problem, indeed, for Miss Colvin.

"Guess we'll have to move," she informed "Anyhow, we need a larger place. But we can't afford to pay \$30 a month rent, not yet."

There are local charity workers, with salaries, of course, who pretend displeasure at Miss Colvin's work. Minus all the circumlocutionary rituals and mumbo-jumbo, in which the more highly organized charity organizations, with their corps of career workers, seem to be bound, and, often, even ensnared, Miss Colvin's methods may seem altogether too direct and efficient. It's all so different, and, anyhow, it doesn't cost the taxpayers a single penny. Perhaps this is what's wrong with it.

The Rochester Better Business Bureau (don't smile, please), found fault, too, with Miss Colvin's charity work, but the champion was, and still is, too busy to heed seriously the twitting from this source. There is always, you know, so much to do, both day and night, and there are only Miss Colvin's two hands to do it.

Practically every other day Miss Colvin assists at the funerals of poor people. She drives mourners to and from churches and cemeteries and often she helps in preparing warm meals in the bereaved homes.

She charges not one cent for all this labor, either, and perhaps this was what the Better Business Bureau was complaining about. Who knows?

U. S. DEFENSE TOPIC

There will be a national defense meeting of the American Legion Auxiliary at the home of Mrs. Betty Hammond, 177 Woodstock, Tuesday, February 22 at 8 P.M.

ROCHESTER'S THRIFT CENTRE Edwards

STONE 2300



\$5 DOWN

Balance Monthly

General Electric WASHERS

REG. \$69.50
NOW ONLY \$59.50

Here is a world of quality, convenience and dependability at a very low price. Made by world-famous General Electric, this splendid washer is beautifully styled and made to give sturdy, rugged service. Read these features:

- Permadrive Mechanism
- Never Requires Oiling
- Quiet Washing Operation
- Activator Washing Principle
- Quiet Rubber-Mounted G. E. Motor
- Choice of Green or White Porcelain
- Lovell Balloon-type Wringer
- G. E. Guarantee

Edward's, Sixth Floor

Special Sale! Floor Models Famous Make Washers

Make	Reg. Price	Sale Price
A. B. C.	59.95	54.95
Easy	69.95	49.95
A. B. C.	79.95	59.50
A. B. C.	89.95	69.50
Maytag	79.50	67.50
A. B. C.	149.95	109.50
Thor	99.95	74.50
G. E.	46.95	39.50

Edwards, Sixth Floor

SIMMONS New Arm Chair Studio Couch



At a New Low Price for Both Pieces

Pay as Little as
10% Down
Balance Monthly

\$59.50

AT NIGHT AN EXTRA BEDROOM
BY DAY A LOVELY LIVING ROOM

Here's the economical answer to problems of small space: an attractive living room group that provides an extra bed when needed. The new Cogswell arm Pull-easy Studio Couch with chair to match is the first time this practical combination has been available. The couch opens to twin or double beds when you pull the back rail forward. Equipped with a Simmons innerspring mattress. Yours, in a grand choice of smart new covers.

Pieces sold separately: Couch 49.50, Chair 19.75

Edwards, Seventh Floor

FEBRUARY SALE WALLPAPER

Add warm, bright color to your walls this day, light-hearted Spring with these lovely sun-tested papers. Smart, up-to-the-minute designs and patterns.

14c Roll

Too, come in and see other papers breath-takingly priced for this great February Sale, as low as 10c to a \$1.25 a roll. Paper-hangers available at moderate rate.

Edwards, Fourth Floor

Silver-Plated

HOLLOWARE

Made by International Silver Co. Choice of water pitcher, relish dish, gravy boat and tray, etc. Well-tree pattern. Made to sell for 7.50.

Street Floor

3.69

Each Piece

GUARANTEED EXPERT WATCH REPAIRING



Any Watch
Cleaned, Oiled

1.00

- Main Spring Fitted, 95c
- Stem and Crown, ea. 75c
- Other Repairs at Correspondingly Low Prices
- ALL WORK GUARANTEED FOR ONE YEAR

Watch Shop

Edwards

Street Floor

3 Piece Solid Maple BED ROOM SUITE BED, CHEST and Choice of DRESSER or VANITY

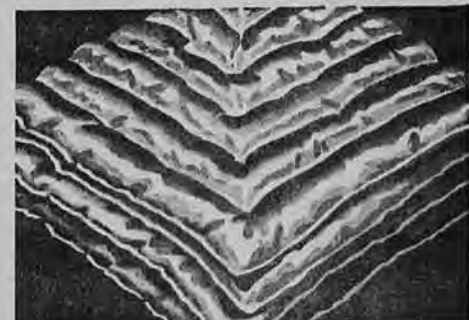
Wonderfully styled and made in beautiful design—a design of dignity, character and grace—this northern hardwood maple suite is hand-rubbed to a satiny finish. Dustproof throughout, with center drawer.

Edwards, Fifth Floor



10% DOWN
Balance Monthly

\$68.



LUXURIOUS! NEW! Down Filled Comforts

Light as a feather, yet warm as proverbial toast. Made of fine claretine rayon taffeta, filled with white down. Ideal for your home or for gift giving. Your choice of important, enhancing new color combinations. Just 100, so hurry!

8.98 Each

Colorful Chenille Spreads

Spring splendor at a minimum price! For full size beds. A new, well covered design. Two-tone tufting in blue, green, peach, rose, orchid, brown or rust. Very special!

2.98 Each

Edwards, Second Floor

English Class Dates Listed

Foreign-born who wish to learn the English language from a teacher who has had many years' experience in conducting such classes, may register at the Samuel A. Lattimore School No. 11 for classes which will meet Wednesday from 9:30 a. m. to 11 a. m. and Fridays from 1:30 to 3 p. m.

Milton R. Priddy, principal, announces that registration may be made at the school office during regular school hours or on the days mentioned above.

Genesee Y. W. Chapter Sponsors Bridge Game

An evening of bridge which will include husbands and friends of the Genesee Chapter of the YWCA has been scheduled for Wednesday, February 23 at 8 p. m. in the Y. W. C. A. Administration Building.

Mrs. F. Eugene Smith, chapter chairman, has the following committees working with her: tickets, Mrs. Richard Miller, prizes, Mrs. George Wilhelm, tables, Mrs. J. Frederick Babcock, refreshments, Mrs. Richard Thorne, Mrs. Harold Russell, candy, Mrs. Floyd Welker and Mrs. Raymond Bookout.

PILOTS ELECT

Rochester Pilots Association has chosen the following officers: president, Otto Eider; vice president, Wilfred LePine; secretary, Egbert DeLano; treasurer, Joseph Gehring; directors, Howard Shafer, Ray Hyman and Arthur Lohman.

AUDITORIUM

Blackfriars' Guild

presents

BERT LYTELL

"The First Legion"

Box Office Sale at Auditorium

Mail Orders Being Received At

Columbia Civic Center

Prices: Night, \$1.50, \$1.00, 50c

Mat., \$1.00, 50c, 30c

SHRINE CIRCUS

Reserved

SEATS

Now On

SALE

50c, 75c,

\$1.10

Tax Inc.

PHONE

STONE

5690

5691

TICKET OFFICE

117 EAST AVE.

Sagamore Hotel

Big.

Baby Specials

WE WILL NOT BE UNDERSOLD

Folding

CARRIAGES \$3.98

up

Baby

BATHINETTES \$2.98

up

Famous

TAYLOR TOTS \$1.98

up

English

Perambulators \$1.85

up

GUARANTEED MERCHANDISE

PILLING'S

512 JOSEPH AVE.

Open Until 10 P. M. - Stone 3880

Read these features

"LINDBERGH CASE"

Sensational inside story by

former Governor Harold G. Hoff-

man of New Jersey.

"DOCTOR'S DON'T

TELL"

A remarkable article by Dr.

George B. Raymond.

Why Married Men Become

Champions" by Joe Louis

Champion Heavy-weight of the

world.

"A Startling Plan for the

Duke and Duchess of Wind-

tor"

By Upton Sinclair.

"Must Japan and the United

States Go To War?"

by Hiroto Saito, Japanese Ambassador

to the United States.

IN THIS WEEK'S

LIBERTY 5c

WEEKLY

CAST IN SCHOOL DRAMA



"Sacrifice in Brocade" and "The Lost Princess" are the two dramas to be presented by the seniors of Our Lady of Mercy High School, February 21 and 22 at Aquinas Auditorium.

Leading roles in "Sacrifice in Brocade" are to be played by Claire Conley (upper left) as Countess Anna, Mary Ethel Zimmer (seated in chair) as Marie Adelaide, Eileen O'Brien (lower right) as the Grand Duchess, and Conchetta Di Pasquale (lower left) as Charlotte, Marie Adelaide's sister.

Scene of "Sacrifice in Brocade" is portrayed in Luxembourg.

Indoor Circus at Armory

Indoor circus performances are superior to outdoor performances under the "big top" in the opinion of Orrin Davenport of the Davenport Troupe, who will direct the Shrine Circus in the New York State Armory, for one week beginning Monday, March 7.

Davenport's argument is based on the following: the acts are about of the same quality; clowns, performers and animals playing one or two week stands get proper rest and are therefore in better condition to do their work than if they are playing one night stands and have to make long jumps from town to town. The aerialists work with greater freedom, knowing that their rigging is more solid.

When performers reach a city for a week's stay they sleep and eat in hotels. They are not concerned about parades and have much time of their own to spend in their own way.

Advance sale of reserved seats for the eleven performances indicate that the SRO sign will be hung out at many of them.

Vacation Listed For RBI Courtmen

The Rochester Business Institute basketball team with ten straight wins, will lay off until February 26, when they are to meet the strong Alfred Freshman team at R. B. I. Auditorium.

Monday night, at Lima against Genesee Wesleyan, the penpushers proved they have what it takes for a winning combination. Behind eleven to one, in the first seven minutes of play, and at the end of the first quarter, 11 to 5, they started to hear down and came through with a 41-34 victory.

Bansbach, with 16 points, was the high scorer for Curtin's team, while Shapiro, with 12, was high for Genesee Wesleyan.

Work Just Fun for Store's Aide

(Continued from page 1) son, David, Mrs. Cronwell lives in a charming home in Forest Hills which reflects her taste not only inside but outside as well, for one of her chief hobbies is gardening.

She has an extensive social life and enjoys parties because she loves people in numbers as well as individually, and offers as proof of that, the fact that she will even play bridge for them, which is a real test of her interest because the game itself has no appeal to her.

A.Z.A. Sponsors Public Forum

Rochester chapter of the A. Z. A. Jr. B'nai B'rith will sponsor a forum on "National Brotherhood Day," February 20. The forum will be conducted in the J. Y. M. A. lodge room.

C. Tucker of the Knights of Columbus, Mrs. R. Heilbrunn of the Council of Jewish Women, and E. Ritter Shumway of the Rochester Peace Council will speak on "What National Brotherhood Day Means to Me." Groups representing different faiths are invited to attend the forum. The public is invited.

Michigan Glee Club Will Sing Tomorrow

University of Michigan Glee Club arrives in Rochester tomorrow for a single concert at Oak Hill Country Club at 8 p. m. Dancing will follow the musical program.

The Glee Club was organized in 1899 and is the oldest organization at the university. Director is Prof. David Mattern of the School of Music, who is in charge of musical organizations at East High School for several years.

Every Thursday is SUN-DAY

Every Thursday is SUN-DAY

Wise Use of Asking Bids Often Means Extra Tricks

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

It is a fact that many hands bid and played at game could easily produce an extra trick or two if declarer would only take the time to explore their possibilities.

I watched a hand beautifully bid and played by Carleton Howard and Harold Swenhold at the Fairport Tournament last week. They were the only pair who reached the small slam and, incidentally, the only ones who actually made twelve tricks. At every other table only five hearts were made.

The hand was as follows:

NORTH
S 3 4 2
H 9 8 7
D A 7 5
C J
WEST
S 10 8 6 4
H 9 8 7
D J 5 3
C Q 10 7
EAST
S J 9 4 2
H A
D A 7 5
C K 4 3 2
SOUTH
S 7
H K Q 3
D K Q 3
C A 9 8 5

South, the dealer, both sides vulnerable.

The bidding:
SOUTH WEST NORTH EAST
1 Heart Pass J Heart Pass
4 Clubs Pass 4 No T. Pass
5 Clubs Pass 5 No T. Pass
6 Hearts Pass Pass

The bidding offers a perfect example of the value of asking bids. South's four club bid asked North whether he had second-round club control. The response of four no trump announced the control in clubs, plus two aces.

BIDS SMALL SLAM
South next, wishing to find out about third-round control in clubs, made the repeat asking bid of five clubs. Upon hearing his partner's affirmative response, South now contracted for the small slam.

A spade was opened and continued at all tables, declarer ruffing the second round. Most declarers now started the cross ruff by laying down the club ace and ruffing a second club in the dummy. A spade was led back and ruffed in the South hand, and another club ruff followed.

The last spade was led, declarer again trumping. At this point one opponent had more trumps than South, and consequently took another trick, holding declarer to five hearts. Those who played the hands by drawing trumps first had the same result.

PERFECT TIMING
At the table where the Nam was bid it was made by perfect timing and careful play. Mr. Howard, after winning the second spade lead, also began a cross ruff. He led the ace of clubs and trumped a second one, following with a spade ruff in his own hand, and another club ruff in the dummy. Now he took his ace and jack of hearts and returned to his hand with the king of diamonds. He now played his last trump, the king of hearts, discarding dummy's remaining spade, and winning the last three diamond tricks for his contract.

There probably is no other type of play which requires more careful timing than the cross ruff. The play looks simple enough, but too often declarer shortens his own trump suit unnecessarily. A little study of this hand might prove well worth your while.

As a service to bridge players, we offer information on questions pertaining to the game. Send your queries to The Sun in

THEATER GUIDE

DOWNTOWN

LOEW'S ROCHESTER - Now playing "Mannequin," starring Joan Crawford and Spencer Tracy, and "Love Is a Headache," with Gladys George and Franchot Tone. Friday, "A Tale of Oxford," starring Robert Taylor and Margaret O'Brien, and "Women in Prison," with Wynne Cooper and Scott Colton.

PALACE - Now playing: Walt Disney's "Snow White and the Seven Dwarfs."

CENTURY - Now playing: "The Harp," starring Annabella and William Powell, and "Scandal Street," with Lew Ayres and Louise Campbell.

LITTLE - Now playing: "Life and Loves of Madame Du Barry," starring Greta Garbo, Saturday, "I Was a Spy," starring Madeline Carroll and Herbert Marshall.

REGENT - Now playing: "The Buccaneer," starring Fredric March and Frank Puglia, and "Lying On Love," with James Dunn and Whitney Bourne.

CAPITOL - Now playing: "Hollywood Hotel," starring Dick Powell and Patricia Lane, and "Wise Girl," with Ray Milland and Miriam Hopkins.

TEMPLE - Now playing: "Bordertown," starring Paul Muni, Betty Davis and Margaret Lindsay, and "It Happened in Hollywood," with Fay Wray and Victor Kilian. Saturday, "Murder in Greenwich Village," starring Richard Arlen and Fay Wray, and "Double Danger," with Preston Foster and Whitney Bourne.

STRAND - Now playing: "Paid to Dance," starring Don Terry and Jeanne Aron, and "Rough Riders," with Constance Cummings and Hugh Sinclair. Friday and Saturday, "Tide of the Crowd," starring John Wayne and Sheila Bromley, and "Merry-Go-Round of 1937," with Alice Brady. Sunday through Tuesday, "Dames in Distress," with Fred Astaire, George Burns, Grace Allen and Joan Fontaine, and "Three Legionnaires," with Robert Armstrong and Phil O'Donoghue. Wednesday and Thursday, February 23-24, "Dangerous Adventure," starring Rosalind Keith and Don Terry, and "Make Way for Tomorrow," with Victor Moore and Beulah Bondi.

GRAND - Now playing: "Variety Show," starring Dick Powell and Ted Healy, and "Reported Missing," with William Cagney and Jean Rogers. Saturday, "Forty Naughty Girls," with ZaSu Pitts and James Gleason, and "The Saddle," with Mesquiteria Sunday, "Dead End," with Sylvia Sydney and Joel McCrea, and "Forty-Five Fathers," with Jan Withers and Thomas Beck. Tuesday and Wednesday, "Artists and Models," with Jack Benny and Gail Patrick, and "Federal Bullets," with Terry Weaver and Milburn Stone. Thursday, February 24, "Angel," starring Mariette Dietrich and Herbert Marshall, and "Saturday's Heroes," with Van Heflin and Marian Marsh.

NEIGHBORHOOD

MADISON AND MONROE - Now playing: "It's Love I'm After," starring Leslie Howard and Betty Davis, and "Over the Goal," with June Travis. Friday and Saturday, "The Merry Artist," starring John Boles and Lili Damita, and "The Westland Club," with Preston Foster and Carol Hughes. Sunday through Tuesday, "Dames in Distress," with Fred Astaire, George Burns and Grace Allen, and "Borrowing Trouble," with Ted Healy and Jean Rogers. Wednesday, February 23-24, "Topper," starring Constance Bennett and Cary Grant, and "Thank You Mr. Moto," with Peter Lorre.

WEST END - Now playing: "Knight Without Armor," starring Mariette Dietrich, and "Forty Naughty Girls," with ZaSu Pitts and James Gleason. Friday and Saturday, "Stage Door," starring Adolphe Menjou, Ginger Rogers, Katharine Hepburn and Andrea Leeds, and "North of the Rio Grande," with Bill Boyd. Sunday through Tuesday, "Vogues of 1938," starring Warner Baxter and Constance Bennett, and "Fight to a Finish," with Don Terry and Ronald Keith. Wednesday and Thursday, February 23-24, "It's Love I'm After," starring Betty Davis and Leslie Howard, and "White Women and Horses," with Barton MacLane and Ann Sheridan.

RIVERVIEW - Now playing: "Blossoms on Broadway," starring Shirley Ross and Edward Arnold, and "Kissing William," with Dick Purcell and Jean Dane. Friday and Saturday, "Boy of the Street," starring Jackie Cooper and Maurice O'Connor, and "Night Flyer," with Bert Wheeler and Robert Woolsey. Sunday through Tuesday, "Hansel," starring Helen Kddy and Eleanor Powell, and "Danger Patrol," with Sally Eilers and John Ford. Wednesday and Thursday, February 23-24, "Killing a New Guy," starring Lily Pons and Jack Oakie, and "Night Club Scandal," with John Barrymore.

Hadassah Unit Will Dance

The Business and Professional Group of Hadassah will sponsor a dance to be given Saturday evening at 1493 Dewey Avenue.

The committee in charge includes Gladys Levin, Dorothy Dworetzky, Lillian Kauffman, Myrthel Fox, Bernice Ginsburgh and Irene Clifton.

CARD GAME TODAY

Rosary Society of Holy Apostles Church will sponsor the fourth in a series of game parties today in the school auditorium, Austin St. Play will begin at 8:15 p. m.

NUSBAUM'S

CASINO—25 STONE ST.

PLAN NOW

To Bring The CHILDREN To See The Charming, Tiny LA PETITE SISTERS AT THE SATURDAY NOON JAMBOREE 12 TO 2:30 Good Music Complete Show

SPECIAL ATTRACTION ALL THIS WEEK

La PETITE SISTERS

JEANNE and ROSA WORLD'S SMALLEST FLOOR SHOW ENTERTAINERS Direct From The Texas Centennial, Dallas

Height 30-in. Weight 50-lbs. A SENSATION!

Try Our CHOICE FOODS

Excellent Prepared Noon Lunches Dinners FLOOR SHOW EVERY NIGHT

WANT TO EARN 10 BUCKS?

FIRE - KING WILL PAY FOR THE FIFTEEN BEST ESSAYS OF 200 WORDS OR MORE, ENTITLED "MORTGAGED WAGES", SETTING FORTH THE EVILS OF TIME-PAYMENT OR INSTALLMENT BUYING OF COAL!

To Assist You In Writing Your Essay, We Submit The Following Information, Citing The Disadvantages Of Purchasing Hard Coal On The "Mortgaged Wages" Plan As Compared To The Advantages Of Purchasing William Penn, America's Finest Anthracite, On The Fire-King Cash Plan. Read Carefully:

"TYPICAL PURCHASE CONDITIONS OF TIME-PAYMENT HARD COAL CONTRACTS"

1. No promises, agreements or representations of any employee of the Seller shall be binding upon the Seller unless same are made a part of this contract in writing.
2. Title to the fuel hereinafter described shall be and remain in the Seller until the purchase price thereof is fully paid. The said fuel shall remain upon the premises where delivered, and shall not be removed therefrom without the consent of the Seller in writing until the purchase price is paid in full.
3. In the event of default by the Purchaser in the payment of the purchase price or any installment thereof when due, the Seller may, at his option, retake said fuel, and perform any and all acts necessary for that purpose, and upon so doing this contract shall be deemed cancelled and annulled; and the Purchaser agrees to do nothing to prevent the removal of said fuel under said option. In case of such retaking, the Seller shall allow to the Purchaser credit at the full purchase price for the amount of fuel retaken, less any moneys due the Seller and also less the sum of \$4.00 per ton for handling, which sum is hereby fixed as liquidating damages to be paid by the purchaser and not as a penalty.
4. The Purchaser agrees not to assign, sell or transfer the Contract or any interest herein mentioned, without the written consent of the Seller endorsed thereon.
5. It is also understood and agreed that this Contract shall not be binding upon the Seller unless written acceptance by the Seller is endorsed hereon.
6. If the Purchaser makes the payments at the Seller's office promptly when due so that the Seller is not required to call the Purchaser even once on the phone, or to write one letter, or to make one personal call to collect any installment, then and not otherwise the Seller agrees to allow a deduction of 2% of the total amount of this Contract from the last installment.

★FOR EXAMPLE: Assume that a customer, in May 1937 contracted to purchase 10 tons of "standard quality" hard coal; egg, stove, or nut, at the time-payment delivered price of \$11.75 per ton, and paid as follows under this contract agreement:

May Payment	\$11.75
June Payment	\$11.75
July Payment	\$11.75
August Payment	\$11.75
TOTAL (4 Payments)	\$47.00

Assume the Purchaser, due to loss of employment defaults the September payment. The dealer retakes the coal from the customer's cellar and returns \$7.00 of the \$47.00 previously paid by the customer, the dealer retaining \$40.00 for liquidating damages at the rate of \$4.00 per ton.

Net Result of Time-Payment Transaction

Customer has suffered a loss of \$40.00. Customer has lost the use of his money for months and has no coal.

★ ★ SUPPOSE IN MAY 1937 HE HAD PURCHASED WILLIAM PENN HARD COAL: EGG, STOVE, OR NUT AT \$9.95 PER TON ON FIRE-KING'S PLAN - A TON AT A TIME - FOR CASH, AS FOLLOWS:

May Purchase, 1 Ton for cash	\$9.95
June Purchase, 1 Ton for cash	\$9.95
July Purchase, 1 Ton for cash	\$9.95
Aug. Purchase, 1 Ton for cash	\$9.95

TOTAL CASH PAID \$39.80

... And 4 Tons Of America's Finest Hard Coal Would Belong To Him

COMMENTS BY SEVERAL AUTHORITIES ON TIME-PAYMENT PURCHASING

We have now dignified debt by calling it "consumer credit."

This pledging of wages and salaries long in advance of having been earned is doing great harm.

Every dollar the consumer pays for interest reduces his ability to buy merchandise.

We must learn to call credit by its name - debt. When financiers flourish on credit, you may depend on it that plenty of other people are withering under debt.

Who maintains the overhead and expense, and creates the profit for the large quantities of merchandise sold on the time-payment plan? The buyers, of course.

There was published recently by the Portland Oregonian a survey of the United States on installment buying which contained astonishing results. The share of workingmen's future wages mortgaged for purchases on the deferred payment plan was 30%.

The people of the United States during 1935 have paid almost two billion dollars solely for the privilege of possessing something before they have its purchase price in hand.

Wisely, indeed, the various labor leaders have warned against installment buying, for it delivers the workman to his employer swathed in the tightly binding bandages of payment-due dates. He must work, not only to live, but to hold his possessions. If he doesn't make the payments regularly, he must forfeit the goods together with all his payments.

The Customer who purchases William Penn Anthracite Coal for Cash not alone SAVES MONEY (as much as 15%) but is protected against the inability to complete long term contract payments, and the penalties involved ... and will have his coal in his cellar when he needs it. Now proceed with your essay.

PRIZES:

1st Prize	\$10.00
2nd Prize	\$ 5.00
3rd to 17th Prize	\$1.00 Each

This contest is open to the public with the exception of Fire-King employees and their families, and its advertising agency. All essays become the absolute property of Fire-King Fuel Corporation. Entries will be received by mail only postmarked not later than midnight February 28, 1938.

Address: Contest Manager,

FIRE-KING

70 EXCHANGE ST.

MAIN 306

SIEBERTS Announcing

A NEW LOW PRICE

on their

SIEBERT FURNACE

24" Firepot

\$89.00

Call our heating engineer MAIN 238 for your heating needs.

Open Evenings

SIEBERTS

ST. PAUL AND ANDREWS ST.

Free Parking

British Legion To Give Dance

An entertainment and dance has been planned by the Ladies Auxiliary of the British Legion for Saturday, February 26 at 8 p.m. in the Union League Hall, 295 Gregory Street.

All members interested in participating in the Canadian Corps reunion at Toronto are requested to notify Clifford Dittmar, 346 Augustine Street, Belia Lake, chairman of the investigation committee, will receive applications for membership in the Ladies Auxiliary.

Ellwanger Barry School Will Mark Founder's Day

Founder's Day will be celebrated at the Ellwanger and Barry School No. 24, today. The meeting, scheduled for 7:30 o'clock, will be preceded by a dessert supper. Harry Barcham Jr. will preside at the meeting. Mrs. Orton Lannin is chairman. Talks will be given by Mrs. A. L. Mattice, life member of School 24 PTA, and Mrs. Floyd B. Newell, president of the Rochester PTA Council. Miss Ina Hall and Kenneth Loysen, are co-chairmen of entertainment. Mrs. Hugh McNair will be hostess for the evening.

CHOPS WHET APPETITE



Lamb chops are good any time, but sent to the table arranged in flower fashion as shown above, with broiled slices

of pineapple topped with broiled mushrooms they will please the eye and perk up the duldest appetite.

Small Income Families Need Relief, Too

BY EVELYN W. STUDLEY
V. F. W. Ladies Auxiliary American News, Dept. of New York

During the last few years, a great deal has been written and heard about the forgotten man. Many a speaker has nearly worn out a perfectly good set of vocal cords in a tearful plea that this pathetic, rather vague figure be given what we are fatuously pleased to call a square deal. Of late less and less has been heard of this phrase. But Rochester does have a small army of forgotten people, and many a local citizen of the number one rank, with a proclivity for raving about the community chest, our parks, the Eastman theater, Kodak, and the many good hospitals, etc. would stand aghast at some of the things we've seen in our travels as director of Americanism.

TOO SMALL INCOMES
Being inquisitive by nature, we've gotten some first hand information about these forgotten people. They are the ones whose incomes are a small pittance. Just about enough to keep body and soul together, but not really sufficient to keep the wolf far away from the door, and by virtue of this same small pittance, they are ineligible for relief. Naturally the fact that they are employed in any occupation, indicates that they are not looking for charity. But the fact remains that they need help—badly.

Just in case some one is getting ready to pop up and say, "Oh! we have agencies to take care of people like that," we wish to state that we possibly haven't met them. Don't get us wrong. We know all about the various relief agencies. But we can't find any agency to help a case like the following:

The mother is twenty-one. The father makes sixteen dollars a week. There are two children, a little boy, four, and a little girl, two years. Before this month will have passed into history the story will leave what Walter Winchell would call another "bundle from heaven."

NEEDS OF A FAMILY
No intelligent person needs an accountant to figure out that sixteen dollars is quite a long way from enough to cover the needs of a family that size. Maybe some modern moralist will feel constrained to inject the thought that a case like this is a good argument for birth control. But that doesn't solve the problem entirely.

We can't make ourselves believe that we're clever enough to figure out the answer to problems like this, but this is only one of many instances we can cite. Some time, some mind much better organized than ours will, we hope, realize the necessity of aiding cases such as this, not alone for the sake of the individuals, but for the ultimate good of Rochester.

GUIDE TO CONVENT
Members of the Shaffer Guild of the Strong Memorial Hospital surgical supply division will have their monthly luncheon and bridge at the University Club Friday.

Let THE EYES HAVE IT!
BY HELEN SMITH
When you buy a new lamp look for the glass diffusing bowl that fits the light as your kitchen sifter does packed down flour.

Sifted flour is important for a good cake. Sifted light is important for easy seeing.

Table Tennis Duel Bloodless Affair

The table tennis tilt of the century recently held in a Brighton amusement room between "Crusher" Cushing's Cubs and "Mad Matty's" Mayhem Men will be replayed as a threesome.

"Lifting" Lillich, who defeated Bully Boy Brown after a torrid tussle, will be obliged to take on "Hotcha" Hutchings of the Rochester Sun before claiming the sports writers' championship.

The event, scheduled for early next month, will feature an extra-curricular match by challenge, between Handsome Jack Tucker of the Breakfast Column, with "Snuffy" Gerling, who is warring his two new teeth against Tucker's telephone numbers.



THE WAY TO A MAN'S HEART

BY IRENE MUNTZ

For dressing up plain every day food there is nothing that can compare with nuts and each of the many varieties has its own particular flavor. It is a simple matter to keep a plentiful supply of a few different nuts on hand to be used in cakes, cookies, candies, desserts, salads and loaves for meatless days. Shelled nuts kept in fruit jars in the refrigerator are always at their best.

The following recipes are delicious and if another nut must be substituted for the one called for in the recipe it is quite all right.

Chocolate Nut Cake
Temperature 350 degrees F.
1 c. sugar
1/2 c. egg yolks
1/4 c. butter
1/4 c. chocolate
1/4 c. cake flour
Time: 25-30 minutes
1 t. salt
1 t. baking powder
1 t. vanilla
1 c. ground brand nut
1 c. milk

Cream the shortening, add sugar gradually, and the egg yolks. Beat until fluffy. Add melted chocolate. Mix and sift the flour, baking powder and salt and add alternately with the milk to the first mixture. Fold in the nuts and the vanilla. Pour batter into two layer tins and bake in a preheated oven. When cool put layers together and top with fluffy icing.

Maple Nut Pudding
1 1/2 c. brown sugar
1/2 c. cornstarch
2 c. boiling water
1 egg white
1/2 c. walnut meats
1 t. salt
1 t. vanilla
Mix the brown sugar and cornstarch thoroughly. Add the boiling water and bring to the boiling point directly over the flame. Place over hot water and cook 20 minutes. Beat the egg whites until stiff, fold hot mixture into them, and nut meats, salt and vanilla. Pour into a mould and chill.

Nut Muffins
Temperature: 425 degrees F.
1 1/2 c. all-purpose flour or
1 c. cake flour
1/4 c. graham flour
1 t. baking powder
1/2 c. sugar
1/2 c. pecan nuts
1 t. salt
1 egg
1 c. milk
3 T melted fat
Mix and sift the flour, graham flour, baking powder, sugar, salt and nut meats.
Pour into the dry ingredients and mix quickly, stirring until dry ingredients are just dampened. Fill muffin pans two-thirds full. Bake in your preheated oven.

Nut Brittle
2 c. granulated sugar
1/4 c. walnut meats
Put the sugar in a heavy pan and place over a low flame, stir constantly until the sugar melts and is a thick syrup. Add the nut meats and stir just enough to mix. Pour into a thin layer in a slightly buttered pan. When cold break into pieces.

"Early Rochester" Chosen For Topic At Club

"Early Rochester" is the topic chosen by Frank Goler for his talk to the Professional Women's Chapter of Brick Church at the dinner meetings February 24. Also on the program will be Kenneth Cium, soloist of the Brighton Presbyterian Church choir, who will be accompanied by Miss Alice Wysard.

Mrs. Josephine Craig is in charge of dinner arrangements and Miss Alice Sedgwick of the program.

BRIDGE SERIES SET
The Rochester Club will begin another four week series of duplicate bridge tomorrow at 8:15 p. m. with Mrs. Bradford Noyes, Jr. in charge.

Women's College Chooses Cast

The cast for "Id Rather Be Stuck", the kaleidoscope production of the Women's College, University of Rochester, to be given March 12 and 13, has been chosen, with Miss Mary Jane Junklas, a junior, and Miss Jane Maloney, a freshman, carrying the leading parts.

The supporting cast includes the Misses Frances Moulendyke, Elsie Lapp, Kathleen E. Norris, Agnes I. Parker, Elizabeth A. Lusk, Jean D. Hall and Margaret M. McCarthy. Duo-pianists will be Miss Jean E. Griswold and Miss Janet E. Phillips.

In remaining roles are the Misses M. Louise Sweetman, E. Jane Winchell, Marjorie L. Betts, Helen A. Ancona, Dorothy D. Macomber, seniors; Janet G. Alling, Elva F. Baer, Ruth E. Jenks, Norma J. Brostedt, Josephine C. Sutton, Jane L. Holland and Frances Bingham, juniors.

Sophomores in the cast include the Misses Anna Marie Sinclair, Doris A. Erskine, Winifred J. Courtney, Dorothy M. Ferguson, Bessie DeHoy, and Jean Livingston; from the freshman class are Elizabeth E. Whitney, Louise E. Fegan, Marion E. Kenyon, Alice E. Taylor and Gretchen Frizzell.

Belgian Book Has Plans of Library

A book has just been published in Louvain, Belgium which contains floor plans of the Rush Rhees Library and of the Rochester Public Library. Its title is "De Openbare Catalogus in de Amerikaanse Bibliotheek." The author, Dr. Jan F. Vanderheijden, is the secretary general of the foundation charged with the erection in Brussels of the royal library in memory of King Albert I, and has visited Rochester twice in that connection.

The libraries pictured in the publication are the university libraries of Harvard, Yale, Northwestern and Rochester, and the public libraries of Cleveland, Los Angeles and Rochester.

SPECIAL THIS WEEK

Whole Cashews **25c** lb.

Broken Walnuts ... **39c** lb.

Broken Pecans ... **39c** lb.

Black Walnuts ... **39c** lb.

AT THE ROCHESTER NUT SHOP

OUR ONLY STORE
550 WEST MAIN ST.
MAIN 8100

SPRING SPECIAL

SUITS—Ladies' or Men's
DRESSES—Main
COATS—Spring or Winter

For Trimmings Extra
White More

LOMBARDO
DRY CLEANER

482 W. Main St. 342 Driving Park
Plant at 67 Ford St.

DRY CLEANING 47c

MAIN 2774

SEMET SOLVAY COKE

The Long Burning Fuel that pleases so many Rochester Customers

GUARANTEED ORANGE DISC COAL

A. L. PROUDFOOT

Prompt and Courteous Service
to Thousands of Customers for over 30 Years.

Main Office—1066 Main St. E. ... Culyer 3140
656 South Ave. ... Monroe 6755
Stone Rd. and Dewey Ave. ... Charlotte 120

AROUND THE CLOCK

Milk punches no time card. It's on duty twenty-four hours a day, working for your health and safety. For breakfast, lunch, dinner or supper or between-meal snacks at any time, milk provides refreshment and energy at small cost. Drink lots of it—every day.

Home of Sealtest Milk

Phone Glenwood 144

BRIGHTON PLACE DAIRY

SAVE on food bills!

WITH A **Silent ELECTROLUX Gas REFRIGERATOR!**

The ELECTROLUX is different. It has no moving parts. Therefore, there is nothing to wear out. It will give you a lifetime of silent satisfaction.

See Them on Our MAIN FLOOR

ROCHESTER GAS & ELECTRIC CORP.
89 EAST AVE. MAIN 3960

Wegmans FRIDAY & SATURDAY FINE FOOD PRODUCTS

LEGS O' LAMB

FRESH YOUNG

How long since you've served a tender, crisply-browned roast of lamb for dinner? You'll find it economical, as well as most satisfying to serve Wegman lamb this week-end. Tender, young . . . and the lowest price in many a month!

19c lb.

PRIME, TENDER GRAIN FED SHOULDER BEEF

Prime steer beef roasts with dozens of cuts to select from in every Wegman store. So many, you're sure to find just the size you want.

15c lb.

JUICY RIPE "PINEAPPLE" FLORIDA ORANGES

35c peck

EXTRA TENDER MILD CURE SMOKED HAMS

So tender you can cut them with a fork! Freshly smoked, deliciously flavored. — Whole ham or shank half.

23c lb.

LARGE TEXAS SEEDLESS GRAPE- FRUIT

4 for 15c

THIS COUPON IS WORTH
—Toward The Purchase of—
Campbell's Tomato SOUP 3 **23c** cans
You Pay Only 18c When You Buy With This Coupon!

5c

Good Only Feb. 18th, 19th

Cherry & Hatchet Decorated
WASHINGTON LOG ROLLS

The perfect cake for Washington's birthday dessert! White cake, with chocolate cream icing, hatchet and cherry decorated.

29c ea.

DELICIOUS BLUE BONNET
FRUIT COCKTAIL

10c can

THIS COUPON

IS WORTH \$10 IN SILVER TICKETS!

FRESH PHILADELPHIA
CREAM CHEESE

6 1/2c pkg.

This Coupon Takes the Place of
\$10.00 in Silver Tickets

With this coupon, you can buy your choice of the six beautiful Silver Services without the customary \$10.00 in Silver Tickets! Simply present it at any Wegman store, with \$2.98 in cash, and select the Silver Service you prefer!

This Coupon Is Good 'Til Mar. 1st

Choice Of 6 SETS
\$2.98 cash And This Coupon

WEBB'S
Kirkman's 17c
Webb's "Laid Tomorrow"
EGGS
25c
GRADE
A
Opp. St. Mary's Hospital

894-898 WEST MAIN Opp. St. Mary's Hospital **25¢** doz.

SPORTS

BY JOHN BURNS

When a young ball player owns perseverance, plus unbounded belief in his ability to make the major league grade, he usually attains his objective, provided he is fortunate enough to escape serious injury.

That's how it is with Al Sherer, a strong-armed young pitcher who has been figured as a Red Wing asset until Branch Rickey yanked the youngster back to the Cardinals. For all four correspondents know, Sherer may have outtalked Rickey and persuaded the top link of the chain is the proper spot for Mister Sherer to do his pitching chores.

Outtalking Rickey is no mean feat. It's something that many athletes have tried, but something in which few have succeeded. Sherer, however, is unlike most ball players in that he has an abiding faith in himself and that he reveals this faith in such a naive way that it does not sound like boasting.

In case you've forgotten, Young Mister Sherer was included in a batch of rookies consigned to the Red Wings for inspection during the 1934 training season. At that time Al was a big, strong boy with a sketchy knowledge of pitching, but with the utmost belief in his ability to get the other side out.

The Wings were playing a major league opponent on a warm March afternoon at Bartow, Fla., and they were having next to no success in their efforts to keep the big leaguers from scoring runs in clusters. Rochester pitchers were principals in a dismal parade to and from the mound as you Sherer fidgeted on the bench.

After the fifth or sixth Red Wing thrower had been knocked bowlegged, Sherer marched over to George Toporczer, then manager of the Wings, and really asserted himself.

"Gimme that ball," demanded Sherer, "and I'll get those so-and-so banno hitters out."

Sherer didn't get his chance that day, but the lad will have plenty of opportunities to pitch against big timers within the next few weeks. Perhaps Al will learn that it requires more than confidence to hold the job he wants most, but if he doesn't stick with the Cardinals there'll be a place for him with the Blademen.

SULLIVAN BELIEVES IN PREPAREDNESS
Johnny Sullivan, who has been boss of football affairs at Aquinas Institute since the Dewey Avenue school took up the grid game, is a believer in preparedness. Coach Sullivan is conducting a blackboard lecture course once a week at Aquinas and this series will continue until Easter.

Spring practice will get under way on May 2 and will continue for four weeks. The necessity for this early work is apparent when one considers that only three of the top twenty-six men who helped give the Irish a successful season in 1937 will be back in school next fall. Sullivan's entire squad numbered sixty and that will be cut exactly in two when diplomas are distributed in June.

Coach Sullivan plans to divide the spring practice sessions, devoting three afternoon a week to holdovers and two afternoons to players reporting for the first time. He figures that these drills will give him time for instruction in fundamentals, thereby lightening the load players and coaches will have to carry next fall.

COUNTY AMATEUR BASKETBALL TOURNAMENT
The Monroe County amateur basketball tournament will open Sunday at 2 p. m. in the R. B. I. Auditorium, with the Elkins meeting the Parsell A. C. Tommy Burns' Brockport club will tangle with Irondequoit All Penn at 3:30.

More than twenty-four teams have entered the tourney and the pick of basketball talent in Rochester and surrounding towns will be in action every Wednesday evening and Saturday afternoon during the duration of this competition. Lou Alexander, basketball coach at the University of Rochester, will toss up the first ball to open the tourney. Johnny Murphy, Jack Neiman and Marty Barry are members of the advisory board which will handle any protests that may arise.

Wings Get Dynamite Kid

There is a young fellow in Fort Lauderdale, Florida, who flatly, and without reservation, has but one aim in mind, and that is to win at least 18 games for the Red Wings in 1938. The man who makes this statement is Francis (Red) Barrett and it leads one to suspect that Mr.



RED BARRETT

Barrett is just the type to turn the trick.

If you were acquainted with the "Red-Head" you wouldn't think that his ambitions are just foolish day-dreams brought on by a tranquil winter of hunting and fishing in a warm Florida atmosphere.

If you knew him you would think the young man was being extremely modest, because Francis J. Barrett usually makes statements that would make the above claim seem like nothing at all. He has been known to say that his greatest ambition is to be on the mound for the St. Louis Cardinals at Sportsman Park some day in the World Series.

So much has been said around the Cardinal Chain by Eddie Dyer, Bernie Boorman and Marty Purtell about Barrett that Red Wing officials are anxious to see what there is to this piece of dynamite they obtained on a selection agreement from the Mobile Club of the Southeastern League before the close of last season.

He must be a capable fellow, because last year, including the play-offs, he won 21 games and lost 13 for Mobile and led the league in strikeouts with 189. Not to mention that he was the mainstay of the club during the whole season and played a big part in their winning the pennant.

The Sportsman TURNS PLAYWRIGHT TO LIMN A HUNTER'S WOES AT HOME

By CURT GERLING

Wives are Wise — and Difficult
A one-act play.

Scene: The home of Mr. and Mrs. N. E. Hunter.
Characters: Mr. Hunter, sportsman and average business man, subject to bad attacks of fishing fever or shotgunitis—which ever happens to be in season.

Mrs. Hunter, an understanding wife and forgiving woman, but given to outbursts—usually simultaneous with Mr. Hunter's attacks.

The Baby (a He) aged 8 months—unintelligible in conversation, yet an observer of talents.

The time is 12:30 P. M. Mr. Hunter has been home for lunch, which is unusual. Mrs. Hunter, unaware of this, has spent the morning reading a romantic novel in which the heroine wore saffron and imported gowns. The house is in disorder and Mrs. H. is feeling a little sorry for herself. The baby is perched in his high chair, his bib is soiled and fragments of Wheatena dot his cherubic countenance. He whimpers a spoon for amusement. Mr. Hunter would like to get away rabbit hunting, gracefully of possible.

SHE: I wish you would pick up your shooting junk and put it wherever it belongs—there's a gun in every corner of the house!

HE: I don't see any in this—

room my pet—I think you—

SHE: What is that in the corner just opposite you—a slide trombone?

HE: (meekly) Oh, my trap gun—how did that get in here—

SHE: (acidly) It probably sneaked in here—to hide—

judging from the score you made with it yesterday.

HE: Well, it doesn't seem to fit me. I'll have to get one with a little more drop.

SHE: If you do—something will drop on you. I want a new dinner dress. If I go out in that blue crepe again the Historical Society might think they've been robbed. No more guns in this house until I have something to wear!

Baby: (Regarding them quizzically) Glubby-glub (They're off again).

HE: Oh, don't worry—I'd swap it at the Gun Shop—with practically nothing to boot.

SHE: You've said that before—I had all the money you paid out in boots. I'd get myself a milk coat.

HE: You'll get one of those some day my dear—

SHE: How! Say, if I ever get a milk coat I'll have to trap it myself.

HE: (placatingly) Let up a little will you—I—

SHE: How can I—you bringing home guns all the time. A stranger dropping in here would think he had the State Army by mistake—

HE: It's not as bad as that—

SHE: No? I can't even have a clothes closet to myself. This morning I was cleaning and one fell over—

HE: (alarmed) Say that's my skeet gun, it didn't—

SHE: (lively) Oh it didn't hurt your precious gun—it fell on my foot!

HE: (relieved) Gee, I was worried—

SHE: (interrupting) Yes—worried about your gun—not my foot!

HE: (trying to get on the right side) Which foot was it dear, I'm awfully sorry. Did you put anything on it? (A moment's silence—then with ill-forgotten casualness) You didn't knock the compensator when it—

SHE: (hitting the ceiling) What a man! Still worried about the gun—his wife, she's not important—she's—(Mrs. H. is speechless for a moment) I swear if I shot myself with one of the darn things—the first question you'd ask me what load I used—sixes or fours? (Mrs. H. sweeps out of the room. The kitchen door slams.)

Baby: (opening wide) Who-ooo-ooo—wow—(you'll never get out today Pop).

(Suddenly from the kitchen comes a great clatter—Hunters rushes out.)

HE: What in the world—

SHE: (piling miscellaneous hunting and fishing paraphernalia in a heap) I'm cleaning out this kitchen—so I can at least get dinner tonight without being stabbed in the eye with fishing rod or knocking one of your hunting socks into the mashed potatoes. Now get busy and put this junk in the cellar or the attic—some place out of my sight (Mr. H. about his task, loads up with a hunting coat, tackle box boots and similar objects. Mrs. Hunter surveys the room.) Take that over and under thing from behind the ice box while you're about it and stop in the living room and take those trout files off the mantle. One of them fell off on the big chair yesterday and Virginia sat on it. (Virginia is the sister-in-law and Mr. H. thinks she sits around too much anyway.)

HE: Did it hurt her—I hope.

SHE: Leave Virginia out of

Kennel Show Acts Listed

The annual all-breed dog show of the Genesee Valley Kennel Club will be held at the Main Street East Armory, March 1st and 2nd. Close to 1,000 prize-winning dogs from all parts of the world will be on exhibition.

A special feature this year will be Willy Necker's performing Doberman Pinschers, one of the outstanding dog acts in the country. Included in the amazing stunts performed by these dogs are tight wire acts, performed ten feet in the air, balancing acts, scaling a twelve foot wall, and many other unusual tricks. One of the steller performers is

He: (embracing her) Good-bye dear—

Baby: Oh mushy—mush.

HE: (Turning around half way down the walk) Any message for Aunt Sarah—shall I invite her to dinner or anything?

SHE: You might—if you can holler loud enough.

HE: What you mean Aunt Sarah isn't deaf.

SHE: No—but—she's been in Florida since Christmas! (The door slams)

HE: (now dressed in woolen hunting clothes) Nothing—I was going to put these things away in my closet, at least what I was under the impression was my closet (a hat box falls down and about ten hats fall out. Say what does a woman do with so many hats?)

Baby: Glubba glerp—(That's one for you, Pop).

SHE: She wear 'em.

HE: (flap) All at once?

SHE: Oh, very funny—you panic me! Say wants in that package? (She points to a long, well-wrapped box.)

HE: Oh that—er—on that's a little something I bought for the baby.

SHE: Why didn't you tell me about it?

HE: Didn't think you'd be interested.

SHE: (suspiciously) That looks like a gun to me—open that package!

HE: (dumpling about with the box) Not now, I've got to get up in the country on business and—

SHE: Open that package!

HE: Oh, all right, it's just an inexpensive little—

SHE: It is another gun! (exasperated). For the baby is it—

HE: Why it's a 410 gauge—light—like a toy and—

SHE: Say—have you forgotten the baby was 8 months old Wednesday and can't even walk yet—or do you think I'm a simpleton?

HE: Well, we can keep it for him until he does walk, can't we—and—(The ringing telephone interrupts. Mr. H. goes out to answer it. Mrs. Hunter places gun on bed and sits on it, with determination.)

Baby: (chewing on the wrapping paper) Glub-er glubby glub (Meaning—I could swing that toy Betsy right now, I betcha).

HE: (re-entering hurriedly) I've got to get under way. Aunt Sarah wants me to come up to the farm and look over some business paper for her and—

Baby: Who-who-who!

HE: (Regarding the heavy hunting clothing pointedly) If it's business why the Daniel Boone get-up?

HE: Well, she lives in the country doesn't she?—and it's cold out isn't it?

SHE: Yes, it's about thirty degrees out—if you call that cold—and you don't—why last year you sat all day in a duck blind with thermometer five below and never complained. (Sarcastically) I'm afraid that twenty miles in a coupe with the heater going full blast might really be too much for you—don't you want your "longies," too?

HE: (lame) Well the heater isn't working very good and—

SHE: Yes—I know, you've got a little cold—which you didn't catch in the office as you'd like to make out—but stumbling around in the rain nights—coon hunting! (They start downstairs.)

HE: (At door) Well, dear—

SHE: Listen—get this rabbit hunting out of your system—next week we'll be busy every night whether you like it or not.

HE: I'm going to Aunt Sarah's on business—NOT rabbit shooting.

SHE: Well—there ARE rabbits there—aren't there?

a clown dog that always does the wrong thing at the right time. The show is being held under American Kennel Club rules, and the judges selected are well-known authorities on the various breeds. Heading the noted list of judges is Townsend Scudder, who will do best in show and cocker spaniels. Judge Scudder has raised dogs for fifty-four years, and is famous in dog circles as the owner of the Robinson Kennels and the breeder of Robinson Foreglow, who is considered as the foundation stock of all modern cocker spaniels.

Special classes have been arranged for local dogs, novice dogs and puppies, so that every dog entered will have a good chance to win a ribbon and part of the more than \$2,000 in cash and trophies being offered as prizes. The children's classes and obedience test classes are also expected to draw a large entry. Premium list and information may be obtained at show headquarters, 40 Main Street West. All proceeds of the show are to be donated to the Shriners Hospital for Crippled Children.

SAVE WITH SAFETY

No Need To Worry About Quality When You Insist On

PIONEER PENNSYLVANIA COAL

PEA COAL \$8.40 TON

COKE... \$9.00 TON

NUT EGG \$9.85 TON

STOVE COAL

Pioneer CO. Main 815

OFFICE AND YARD AT 302 EXCHANGE ST.

ROCHESTER'S LARGEST LIQUOR STORE

COMPARE THESE PRICES
ON NATIONALLY KNOWN
WINES AND LIQUORS
YOU, TOO WILL AGREE—IT'S—



BERGHASH FOR BARGAINS

Everywhere you hear people saying "BERGHASH FOR BARGAINS." Check these prices and you'll see why! Don't be satisfied with inferior spirits when you can buy these national favorites at such low prices.

COMPLETE SELL-OUT LAST WEEK!

Due to the great demand for these 100% Pure California Wines—our supply ran short last week—just received an extra large shipment—quantities will not be limited.

100% PURE CALIFORNIA WINES

BURGUNDY PORT 69c Gal.

TORAY MUSCATEL 69c Gal.

MADEIRA CLARET 69c Gal.

SHERRY ZINFANDEL 69c Gal.

Straight Rye WHISKEY

Every Drop 2 Years Old \$1.73

Special For This Sale

Regularly Sold for \$2.19

Sell-Out Last Week!

Just Received Another Shipment

CREAM OF GRAIN WHISKEY

BOURBON \$1.29

Case (12 bottles) \$15.00

Imported From Scotland

8 Year Old Scotch WHISKEY

\$2.39

Case (12 bottles) \$28.50

Imported To Sell at \$3.39

Product of Ireland

PATRICK'S OWN FINE OLD

IRISH WHISKEY

\$2.48

10 YEARS OLD

Patrick Quinn & Co. - Belfast

AMERICAN BOTTLED IN BOND

A YEAR OLD RYE OF BOURBON

WHISKEY

\$2.89

150 PROOF

Delicate In Flavor

\$1.39

Special For This Sale!

California

BRANDY

Made To Sell For \$1.90

25 Oz. Bottle

ONLY 100 BOTTLES! GOLD CROCS

SLOE

GIN

85c

ONLY 60 PINTS!

LE JOUR KUEMMEL

SPECIAL

89c

ONLY 48 PINTS!

MARTINI COCKTAILS

SPECIAL

79c

JUST 25 CASES

Grand Imperial

Best

PORT

45c

Large 25-oz. Bottle

Vintage 1932

Made to sell for \$5.00

Case (12 bottles) \$5.00

ROYAL BOX

90 PROOF

GIN

Limited Quantity

\$1.35

QUART Full

ONLY 4 CASES

at This Price

IMPORTED CUBAN

RUM

89c

COLD LABEL

14

79c

Large 25-oz. Bottle

Vintage 1932

Made to sell for \$5.00

Case (12 bottles) \$5.00

IMPORTED SPANISH SHERRY

Limited Quantity

HOOPER'S Recuerdo SHERRY

40 Years Old

\$1.85

Large 25-oz. Bottle

A rare wine with full body and exquisite flavor.

ONLY 48 PINTS!

MARTINI COCKTAILS

SPECIAL

79c

JUST 25 CASES

Grand Imperial

Best

PORT

45c

Large 25-oz. Bottle

Vintage 1932

Made to sell for \$5.00

Case (12 bottles) \$5.00

ROYAL BOX

90 PROOF

GIN

Limited Quantity

\$1.35

QUART Full

ONLY 4 CASES

at This Price

IMPORTED CUBAN

RUM

89c

COLD LABEL

14

79c

Large 25-oz. Bottle

Vintage 1932

Made to sell for \$5.00

Case (12 bottles) \$5.00

IMPORTED SPANISH SHERRY

Limited Quantity

HOOPER'S Recuerdo SHERRY

40 Years Old

\$1.85

Large 25-oz. Bottle

A rare wine with full body and exquisite

Shetland Suit Meets Need For 'Casual' Appearance

BY DONNA BIRDSALL
Stylist for E. W. Edwards Store

"The 'look' that's every woman's ambition, the ease that every girl tries to attain, the finesse in dressing that we envy in women of the world, it's that 'casual look'. And when we try to analyze this studied carelessness we find the effect is attained by having chosen well-cut casual clothes and having the assurance of their perfection.

We search the shops for the type of clothes that will build this effect and this assurance. We find an ideal thing, something so comfortable, something so well-tailored, so becoming to 'Miss' and 'Mrs.' alike, that even before its skirt is shortened, we feel that urge to display our new-born casualness! And this marvelous discovery is an imported Shetland suit!

The fabric is gloriously soft and molding, comfortable to wear, not at all bulky under a heavy coat, full wool for warmth and service — tailors to perfection, and unbelievably inexpensive!

The styles are varied to suit your mood, the strictly tailored one for the country — the zipper jacket for sports — and the fitted jacket with the collarless, ascot-tie neckline for town! The complexion-toned colors of these imported fabrics are so delectable in the hi-shades of Paris Blue, Dusty Pink, Strawberry, Aquatone and Citron —



and the darker shades of Navy, Cinnamon and Oxford are excellent for business.

It's practical — it's wearable — it's comfortable — it's colorful — it's smart to that W-in degree — it's a Shetland suit and it gives you that "casual look"!

WANTED

Boys To Deliver
SYRACUSE
SUNDAY AMERICAN ROUTES
Call At
GENESEE NEWS CO.
339 CLINTON AVE. NO.
MAIN 4333

"MY BUSINESS IS MEN" by Mary Francis

New York's Most Beautiful Ballroom Hostess
Also a Score or More of True, Intimate Stories—Full of Human Interest
—\$25,000 IN CASH PRIZES—
THE LARGEST NEWS-STAND SALE IN THE WORLD

March Issue **TRUE STORY 15c**
MAGAZINE
—ON SALE AT ALL NEWS DEALERS—

Roller Skating

Every Evening

Orchestra Every Wednesday,
Friday, Saturday & Sunday

Special rates for clubs,
churches, schools and fac-
tory groups.

Ladies 30c
Gentlemen 40c

Eddie's Roller Rink

87 Stone St.

Pile Up Big Scores

The Culver Ice team picked a good night to forfeit a match in the Empire League. It would very likely have dropped all three games in any case as its opponent, the Knight's Pharmacy five, left all other clubs in the East Side Hall league far behind Monday, stacking up 3,178.

The big reasons for the Knights' scores of 1,068, 1,014 and 1,078 were a couple of fellows named Ray Lill and Pryor. Lill piled up maple for 749 points, two sparkling games of 267 and 298, and a third of 214 turning the trick. Pryor was not so flashy, but his consistent work gave him 656. The other boys on the team, Al, McCormick and Strelb, were all above 380. Al getting 581 and the other pair 598 apiece.

FANCY STUFF

With the really high scores centered at the East Side Hall, the downtown leagues failed to produce their usual crop of weighty totals. At Buonomos, the Buonomos team did save the house bracket's reputation with three games of 1,080, 1,104 and 971, amounting to 3,155. Joe Lusardy was the strong man of the club with a 560 score, his big second game of 268 helping nicely. The other four, Charley Sullivan, Charlie Buonomo, Joe Hoefner and Frank Britt all hit 200 for two games but failed to make it the three times.

Tenacos also enabled the league to retain its pride with the aid of their 3,017 masterpiece. Barney Evers contributed 623, Russi 608, and Zollweg 615 to swell the games to 973, 1,040 and 1,004.

Other prize numerals were not too numerous in the Buonomos battalion, though Hank Maeder rolled 640, Tony Buonomo 625, Herb Scheuch 652, Wheeler and Lesse 620, Britt 645 and Marky Chafel 630. Only five big scoring blossoms were plucked in the Carbonneau A League, Cocuzzi's 685 leading all comers. He sandwiched his low 209 between 243 and 233 to beat Sally's second best 662 by more than 20 pins. Antrobus with 635, Dan Petrillo with 622, and Johnny Sachel, whose scoring punch of last year is now returning with 619, were the other pace setting bowlers.

HEAVY FIRING

Grove led a quartet of scoring leaders at Elm in the Rochester gang. He had 608, George Angewine 604, Sass 655, Mingus 635, and Mill Woods 620. The Donn brothers, George and Ed, had 612 and 658 in that order as they led the Hader Ice team to a 3,017 total at Genesee. Kamp had 624 there and Miller 611. Green was one, longsome pin short of 600 in the Defender League while Bumus' 616 was the Emco peak. The high man in the Sons of St. George crowd was J. Skinner with 573. In Sunday night's Classic League session, Brass Ralls turned in a nice job of bowling, their 4,041 leading the whole crowd. The win kept them on top by two points. Mill Woods led them with 866 for four games, averaging better than 216 and collecting 200, 194, 228, and 244. Charley Sullivan's

Sports Show Bills Thrills

Plans for Rochester's second annual Sportman's Show, to be staged at Edgerton Park, April 22 to May 1, are already well under way, according to Don Guerin, manager.

Exhibition space is selling fast with more than half of all available space contracted for. Latest addition to the list of feature attraction is an axe-throwing and whiplacking act in which a fair lady unflinchingly faces a barrage of blades and lashes, confident in the precision-skill of her cowboy partner. A troupe of log-rollers and canoe-biliters has been engaged.

Special emphasis will be placed upon stunt golfing by men and women experts.

Indians and local archery clubs will compete with bow and arrow, and pistol competitions will be arranged between local gun clubs, police, state troopers and National Guard units.

The show is sponsored by the Genesee Conservation League for the purpose of creating public interest in all forms of outdoor sport and the preservation of wild plant and animal life in Western New York.

GIRL SCOUTS DANCE

Miss Ada Vernon is chairman of the Valentine's dance which has been planned Saturday evening at the Hotel Seneca by the Girl Scout leaders of the Tryon District. Her assisting committee includes Miss Dorothy Reeves, Miss Edith Glickman, Miss Irene Welsh, Miss Lois Wickman, Miss Esther Kurkowski and Mrs. S. L. Wiant.

cloning 279 was the highest individual single in the new all-star bracket to date.

Out of the scoring line but interesting: Roney Hart, who had the misfortune of skidding into a steel telegraph pole on Arnett Blvd. in the rain Sunday night, tipping over his coupe, forgot about his injuries long enough to make sure his bowling ball, in the overturned car, was taken care of. With the army of Rochester bowlers all interested in one tournament or another, the ABC in Chicago this year and the big state tournament in Albany should get a big play. And it's so far to Chicago that many who can't afford the trip will hustle down to the Hudson, swelling the state tourney entry.

Tattle Tales

By The TATTLER

Back in the era of songs to my Lady Nicotine, some erudite gent made the comment that "all philosophers smoke pipes" and further intimated that no philosopher could expect to be a business man. However, that tweedy gentleman who directs the destinies of one of Rochester's largest mercantile establishments has more pipes on his desk than Adolphe Menjou has neckties. Which probably proves that there are exceptions to every generality.

David Keating Maloney, one time member of the Abbey Players and often cast in Broadway productions, is making movie shorts for Educational Pictures. Dave, who spends his summers following the plow on a Honeoye Falls farm, returned to New York last fall to find the movie business there heavily unionized, the daily scale for extra people practically doubled, and if an actor is called upon to speak as much as a word—well, that's fifteen bucks a day more.

Mr. Keating — as he is known on the playbills — as his first assignment was handed a fat part as a plumber in one of the comedies — those who have seen the picture state that he was a laugh riot. The plumber being deaf and dumb, however, gave the studio a chance to omit adding those fifteen simoleons per diem.

One of Rochester's better known young matrons will soon have a calling card problem to contend with, if she doesn't stop. They won't be quite long enough to list her full name.

You see, it's this way: Martha Lasher, who was later Martha Lasher Van Hoesen, became by her second marriage Martha Lasher Van Hoesen Dwyer, but only recently in a delightful ceremony in Buffalo, Martha Lasher Van Hoesen Dwyer became Mrs. Martha Lasher Van Hoesen Dwyer Taber.

John Gutenberg, he of the smiling countenance, was at one time in the printing business, having held an important post on a local newspaper. John's interest in printing came quite naturally, as it is alleged he is a direct descendant of Johann Gutenberg (1397-1468), the father

Banking Club Will Banquet

Rochester Chapter, American Institute of Banking, will hold its annual thirty-third banquet February 21 in the ballroom of the Powers Hotel. Dinner will be served at 6:30 p. m.

For the third time Frank M. Tobin, vice president of the Chase National Bank of New York, will be the main speaker at the banquet.

Richard I. Barker Jr. of Mechanics Savings Bank, president of the local chapter, has appointed Francis E. Gores, Lincoln-Alliance Bank & Trust Company, as general chairman of the banquet. Speakers' chairman is Willard L. Luescher, vice president of the Rochester Trust & Safe Deposit Company. Clayton W. R. Kaul, Union Trust Company will act as master of ceremonies.

of printing and the inventor of movable type.

Time works many changes, the newspaper is no more and John finds himself a junior executive in a famous local ladies wear concern. A printer among the pretties as it were...

LAKE COAL AND COKE CO.

Better Coal — Lower Prices

Sure Fire		Pennsylvania	
HARD COAL		FINEST	
Egg Nut Stove	\$9.75 ton	Egg Stove Nut	\$10.25 ton
PEA COAL	\$8.65 ton	COKE	\$8.75 ton
BUCK . . .	\$7.35	Domestic	
RICE . . .	\$6.50	PREMIUM COKE	\$9.00

PROMPT — EFFICIENT SERVICE

255 LYELL AVE.

GLENWOOD 339

RED ROBIN

Good-Bye Rochester

LOCATED AT 190 MAIN ST. E.
For The Past 10 Years

GOING OUT of BUSINESS

Last Big Days

FRIDAY and SATURDAY

NOTHING RESERVED—EVERYTHING MUST BE SOLD!

— And Everything Will Sell At These Give-Away Prices!

While They Last!
Reg. \$3.95 Silk
DRESSES
\$1.00

Reg. \$1.29
SLIPS
2 for \$1

Reg. \$3.98 and \$4.98
ALL WOOL
SWEATERS
\$1.00

Reg. \$1.00 Woolie
GOWNS
39c

A Steal! Regular 1.00
BLOUSES
39c

Reg. \$1.98 Felt
HATS
19c

PRICES SLAUGHTERED!
HISTORY IN THE MAKING!
FUR TRIMMED WINTER

COATS

Made To Sell

For \$19.99,

\$16.99 and \$12.99

\$5

Almost a Miracle

REGULAR \$10.95 TO \$16.95

WINTER COATS

Never Again a
Sale Like This!

\$3

Less Than The
Cost Of
Manufacture

First Quality! Full-Fashioned
CHIFFON HOSIERY
Absolutely Flawless
Genuine 65c Value
39c

RED ROBIN-190 MAIN ST. E.

2 FOR 1 TIRE SALE

Famous Quality
Guaranteed 12 Months
* These Prices Include Your Old Tires.

4.40-21 TWO FOR	\$8.98	4.50 TWO FOR	\$9.66	4.50-21 TWO FOR	\$10.02	4.75-19 TWO FOR	\$10.30
5.00 TWO FOR	\$11.12	5.00 TWO FOR	\$11.48	5.25-17 TWO FOR	\$11.78	5.25-18 TWO FOR	\$12.20
5.50-17 TWO FOR	\$13.24	5.25-21 TWO FOR	\$13.46	6.00-16 TWO FOR	\$14.92	6.00-17 TWO FOR	\$15.36

Famous Quality **STANDARD TRUCK and BUS TIRES**

6.00-20 6-ply TWO FOR	\$24.84	30x5 8-ply TWO FOR	\$31.22	32x6 10-ply TWO FOR	\$53.04
-----------------------------	---------	--------------------------	---------	---------------------------	---------

NOAH'S ARK

The Rochester Sun
Goes Into 70,000 Homes
With News and Advertising
of Special Interest to
All Rochesterians

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

ROCHESTER, N. Y., THURSDAY, FEBRUARY 24, 1938

Weather Forecast
The Sun Will Be Out Every
Thursday. If You Do Not
Receive Your Copy Regularly
Phone Stone 6001 And We'll
See That You Get One.

70,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

They were gazing, with rapt solemnity, at the country store in the city museum and although they felt an insubstantiality about it they could not, parenthetically speaking, place a finger upon an obvious weakness. Finally, to the relief of all, Judge Jacob Gitelman, who was one of the audience, created a concrete thing from the phantasm.

"There aren't any tobacco expectations on the floor," he mused aloud.

If you're middle-aged and were reared in a village, you remember the country store.

The better ones were the worlds first department emporiums. The clerks had to be versatile or quit. On a moment they would be measuring two yards of calico for a feminine patron, the next they would be juggling four 100-pound bags of cow feed into a high wagon for a farmer customer.

They would nonchalantly top off these feats by selling a couple sticks of striped candy to a semi-infant, pouring a gallon of molasses for a harried housewife and fitting a pair of shoes to Millie, the town's vamp.

No matter how busy they happened to be, they were never, no, never, too engaged to neglect light banter with the loafers comfortably draped near the box stove and cracker barrel. The country store was an American institution and perhaps its disappearance is what's the matter with the nation today. Or has it disappeared?

Around the town: Councilman Henry H. Frank and Public Safety Commissioner Tom C. Woods, who are as close as liver and bacon, indulging in crackers and milk in democratic armchair eatery... Jonas Knorr, taller, and family planning motor trip to Mexico City next month... George Toporek, who detests being termed old, becoming mellow, and more interesting, on the radio with the years... New block going up, in spring, at Dewey Ridge business center, with A. & P. store occupying part of it and a Woolworth store taking site, on corner, to be vacated by A. & P. You may excuse local baseball fans if they fall to give three rousing cheers, and a couple huzzas, for Red Wings' acquisition of Bernie Cobb, first baseman, who didn't toss them into joy spasms performing with Montreal last season... Bill (William) Bragg, Rotarian, being ribbed for absentmindedly walking off with a clergyman's new hat, which reminds that somebody, the wretch, sauntered away with Charley White's kate, to... Wayne A. Shoemaker waiting patiently, or as patiently as he can, for fishing time to roll around... Jack Lee remains tops in hit-or-miss radio characterizations... Let's see from Gabe Paul informs that Bill McKee, Cincinnati Reds' manager, will say only, "We won't finish last." Course not! Bill will discover a 48-years-old pitcher, preferably in the wilds of the American Association, and will make him win eighteen, perhaps twenty games... Walter Brown, yachtsman and lately advertising manager with defunct Journal, loves Boston, where he's employed, and loathes Quincy, where he's residing... Good people in Jay Street section were frightened recently when they thought they felt earth tremors, but were relieved to learn that the disturbance was "Punk" Rowe enjoying a quiet laugh.

Add to historical boners Abraham Lincoln declaring in his immortal Gettysburg address: "The world will little note what we say here, etc." And it's been nothing it ever since. From same address: "...Dedicated to the proposition that all men are created equal." And, as you so well know, they're not. Simile for 1939, when competing world fairs will be opened in New York and San Francisco. As busy as an exhibitor personally superintending display at both expositions.

Rochester grab bag: Bakers (Continued on page 4)

NEW DEPARTMENT TO 'SELL' CITY

Prejudice Spurs Her To Success

Woman Aide Gets Insurance Trade Through Ability

One of the most difficult fields of work for women to enter and really succeed in is the insurance business. The reluctance of both men and women to trust the planning of that important item to a woman, offers a real obstacle, but Miss Ellen Putnam, who has climbed high in the profession, overcame it by proving she is as capable of planning and advising as any man.

Perhaps the reason she has been so successful is that she entered the business as a practical social service worker. Trained to be a dietitian, she went overseas during the war and served in that capacity in U. S. Army base hospitals, but she returned home with her mind set on going into the insurance business.

Behind her she had the memories of men who had served their country with their lives and left their families without protection, and men who had not died but might have found life less difficult had they planned for the future. Therein lay the inspiration for her work, and being in it she has found the opportunities to help practically unlimited.

SERVED AS DIETITIAN
Miss Putnam was born in Casagada and after completing high school there she came to Rochester where she registered at Mechanics Institute, majored in home economics. After graduation she was dietitian at the Rochester General Hospital but left there to serve in France during the World War.

She has studied at the University of Rochester, the University of Buffalo, and has the designation C. L. U. (Chartered Life Underwriter) from the American College of Life Underwriters. She is the only woman in Rochester to hold it.

This is an advanced professional degree given to successful candidates who pass examinations in twelve subjects covering

(Continued on page 2)

Knows Her Job



MISS ELLEN PUTNAM
Years of intensified study fitted Miss Putnam to know thoroughly her work as an insurance adviser, a fact attested by her success in a field dominated by men.

School Safety Patrol on the Job

MURPHY LONCAO



JOSEPHINE DI LEONARDO **LILLIAN MEZZARO**
Rain or snow, heat or cold, it's all the same to members of the Safety Patrol of School No. 27, in Central Park. Here we see "Policeman" Loncao directing traffic as part of his safety duties.

Club To Hear Society's Lack of Respect for Law Influences Youth

By GEORGE D. TAYLOR
Principal of School No. 27

"America, America,
God mend Thine every flaw
Confirm Thy soul in self control
Thy liberty in law."

These significant lines from the inspiring patriotic hymn, "America, The Beautiful," contain both the goal of our educational program for good citizenship and the theoretical and practical essentials of the plan of that program.

Down through the ages youth are not inherent, but must be deserved and earned. Our rights and liberties have corresponding duties and obligations which must be met and observed if our democracy is to be maintained. Self-control in individuals, communities and states is essential for true and lasting freedom. There is no real liberty without the law.

UNFAIR TO YOUTH
It is neither reasonable nor fair to expect youth to show proper regard and respect for law and order when the prevailing adult attitude is that compliance with law and ordinances is a matter of convenience and personal opinion.

Society has only itself to blame if youth has an indifferent attitude toward law when adults openly scoff at or disregard those laws which restrict personal liberties. The widespread use of "pull" or "indulgence" to avoid compliance with law tends to strengthen the belief that only the underprivileged are required to obey the law. Disrespect of law and law enforcement is the inevitable result.

Juvenile delinquency will continue to flourish just so long as adults set the example in showing a disregard and disrespect for law. Society needs a "new birth of freedom" based upon self control and liberty in law.

MUST EARN LIBERTY
Society places the blame for this upon youth, forgetting that only as society really respects law and order can society expect youth to comply with and respect the same.

Society thinks, talks, and sings so much about its rights and liberties under our "Flag of freedom" that society forgets that these rights and liberties

Little Business Conference

Organization Gathering Set for March 4

Small business men of the Rochester area are to become a unit in a proposed national association. This was indicated in the call for a meeting at the Rochester Club Friday, March 4, at 8 p.m.

This organization meeting is the outgrowth of the recent conference at Washington and the later gathering in this city, when Theodore W. Fuller of Marks and Fuller, Inc., and Rodney B. Jones, president of Jones Art Studios, Inc., who represented Rochester at the Tower of Babel assemblage in the Capital, reported what had happened in Washington.

Seriousness of purpose marked the meeting here and that same seriousness is expected to prevail at the March 4 meeting. "Every small business should have a part in launching this organization," said Mr. Jones "so that by united action we can protect it, develop business leadership and be ready to move forward with the conviction that democracy in business is the way to real security."

Rep. Mead To Speak Here

Guest of honor at the fifteenth anniversary dinner of the Ladies Auxiliary of Letter Carriers, Saturday at 7 p.m. in the Turn Verein hall, will be Congressman James M. Mead.

Mrs. E. J. Weber, general chairman, is being aided by Mrs. Clarence Conrad as co-chairman and Mrs. Charles Schaffer as honorary chairman, and the following committees heads: Mrs. Charles Eberhardt, reception; Mrs. John Hyde, decorations; Mrs. John Nohe, reservations; and Mrs. Oscar Hoepfl, publicity.

Brighton Legion Post To Meet

Brighton Unit No. 1064 will hold a joint meeting with members of the Brighton American Legion Post today at 8 p.m. in the Landing Road Firehouse.

The FIDAC program will include a study of the French national anthem which will be sung by Mrs. Harriett Macgovern. Mrs. Mildred Wackerman accompanying.

School children and friends of FIDAC are to have access to the library which has been organized by members of the group.

Coffee Pot Five To Play Connors

GAMES TONIGHT
8:30—Columbus Club vs Celtics
9:30—Coffee Pot vs Connors

SUNDAY
2 p.m.—Hylos vs Aljo Club
3 p.m.—Crimsons vs Ottos
4 p.m.—Newark vs Hornell

The Mount Carmel basketball team, which once ruled the ranks of city basketball outfits, will come back tonight, sporting the toga of the Coffee Pot, to face the Connors in the second tilt of the double attraction on schedule at R. B. I. court in the Monroe County championship court tournament.

WIN A PRIZE!
See Page 4 for Details

Sponsors Outline Proposed Function of Commerce Setup

Maintenance of Assessment Values Seen as Means of Checking Drift Toward Municipality's Debt Limit

Financial embarrassment, if not actual bankruptcy, is in store for the City of Rochester by 1941 if the assessable value of property declines and cost of municipal government increases at the same rates that have prevailed through the last few years.

That, in brief, is the civic situation as it is viewed by leaders of the Republican party, which was returned to power here last election after spending four years in the role of minority party.

Republican leaders declare that the four years of criticism they leveled at Democratic administration of municipal affairs are to be followed by constructive measures and the particular measure designed to check the drift toward financial disaster is that which will set up a Department of Commerce.

TAX, DEBT LIMITS
Many Rochesterians have only a vague idea as to the purpose and functions of the proposed Department of Commerce, creation of which was the keynote of the 1937 Republican platform, so today The Sun presents a summary of some of the objects which will be accomplished by this new department, according to its sponsors.

In the first place, the constitutional limits imposed on Rochester's power to levy taxes and borrow money should be stated. Taxes cannot exceed 2 per cent. of the city's assessed valuation and the city is not permitted to borrow more than 10 per cent. of its assessed valuation. The city debt, as of September 30, 1937, was within approximately \$13,000,000 of its legal limit.

Welfare costs are mounting and a survey of the city's employment possibilities undertaken by backers of the Department of Commerce measure shows that if all industries in Rochester were operating at capacity there would not be enough jobs to entirely relieve the unemployment situation.

NO ADDED COST
Sponsors of the Department of Commerce measure do not claim to be wonder workers, but they do believe that they have something which will eliminate waste caused by duplication of municipal jobs and functions, and they make this significant promise:

"No part of the cost of this department will be passed along as an added cost for the taxpayer."

The Sun believes that men with enough confidence in themselves to make such a promise should have a chance to make good on their declaration. If it does not function according to expectations, the city would be no worse off than before.

CONSOLIDATION OF JOBS
But supporters of the Department of Commerce are insistent that their plan is sound, and here are some of their reasons:

It would abolish the office of Commissioner of Railways. It would strive for the maintenance of assessment values; of employment opportunities, and proper living conditions.

It would bring about consolidation of functions and jobs in paralleling utilities.

This proposed department, which represents the most radical change in Rochester's governmental setup during the last twenty five years, plans to make this city attractive to new industries. In short, its sponsors are out to sell Rochester, not through ballyhoo, but by convincing industries seeking new sites that this is the spot where serious effort is being made to balance the municipal budget.

GENERAL TROUBLE
Rochester is no alone in experiencing trouble because of the decline in the value of assessable property. Writs of certiorari seeking reductions in assessments are no longer fought by the city of Syracuse, while Buffalo is within less

(Continued on page 5)

Charlotte Group Planning Party

The Charlotte Home - School Association will hold its mid-winter party at Charlotte High School, March 4, at 7:30 p.m.

Miss Ruth A. Merrill of the University of Rochester will discuss "The Appropriate Costume," followed by a fashion revue by the girls of the homemaking classes. There will also be exhibitions of diving and races, and games of volleyball and basketball.

In charge of refreshments are Norman Johnson and John F. Lawson.

The committee in charge of the affair includes: Henry T. Perkins, president of the association, Mrs. Richard C. Jaenike, Mrs. L. K. Cooper and Elmer Quin.

By Ted O'Loughlin

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

"OH, IS THAT YOU, SERGEANT FINNEY? TO DECIDE A ARGUMENT, TH' BOYS WANT TO KNOW WHAT YEAR WE GRABBED THAT ARSON GANG AT THE WAREHOUSE"

"PULL UP TO THAT BOX ON TH' CORNER 'TILL I SEE WHAT THEY WANT"

"CALL YOUR HEADQUARTERS—CAR NO. 13—SERGEANT FINNEY CALL"

"AND I SAYS IT WAS IN 1931!"

"WHERE'S FINNEY? HE WAS THERE, AND REMEMBER"

"ARGUMENTS AN' TH' WEATHER, NNER BE SETTLED"

Prejudice Spurs Her To Success

(Continued from page 1)
sociology, economics, government, commercial law, wills, trusts and estates, corporation finance, investment and banking, psychology, salesmanship, to say nothing of the fundamental of insurance.

ACTIVE IN CLUBS

She is active in the local C. L. U. chapter and was president of the group last year, the only woman in the United States ever to hold that position in a life underwriters' association.

Active in the National Association of Life Underwriters she served as chairman of the first Women's Round Table in Chicago in 1933 and has been a speaker at several of the national conventions.

Nor are her interests limited to the insurance world. She was for three years president of the Mechanics Institute Alumni Association, for seven years served as chairman of the Rochester Home Bureau executive committee, has been vice chairman of the women's group of the Chamber of Commerce and has served on many of its important committees. Besides this she has been very active in the work of the American Legion Auxiliary.

She is associated with the National Life Insurance Company of Vermont and has been with it continuously since entering the business.

PIONEER CLUB MEETING

The Pioneer Club of the Women's Benefit Association will meet Monday, February 28, at Ukrainian Civic Center. There will be cards and refreshments following the meeting.

Club President



MISS MARY HARTMAN

Mercy High School Plans Formal Dance

Highlight of social activities for the Alumnae Association of Our Lady of Mercy High School will be the formal dance which has been planned by that group for tomorrow evening at the Sagamore Hotel.

Miss Mary Hartman is president of the Association and Miss Ann Marie Moran is serving as chairman of the party.

Penelope Chapter, YWCA Meets, Eats Tomorrow

Penelope Chapter of the YWCA will have a luncheon meeting at 1 p. m. tomorrow in the Administration Building on Franklin Street.

Hostesses will be Mrs. Stuart Mason, chairman, Mrs. C. R. Elliott, Mrs. George Woodcock and Mrs. John Bartholemew.

By Way of Personal Mention

Mrs. James Craig Potter of University Avenue has returned from Chicago where she was a guest of her sister for several weeks.

Mrs. Cyrus C. Wells of Pinnacle Road and her nephew, Paul Kells, spent several days of last week in Ithaca.

Harold E. Dugan of Cincinnati, is spending a few days in town as the guest of his parents, Mr. and Mrs. William E. Dugan of Park Avenue.

Mrs. Thomas J. Northway of East Boulevard entertained at luncheon and bridge at the Century Club, Saturday.

Mrs. Amos H. Cobb of Penfield Road entertained at luncheon and bridge in the Century Club yesterday.

Miss Harriett A. Peters of Westminster Road entertained the Beau DeSire Reading Club at tea Monday.

Mrs. Harman L. Bond of New York arrived Friday and is the guest of Dr. and Mrs. E. Earl Elliott of Clover Hill.

Mr. and Mrs. Scranton Thomas of Westminster Road entertained their bridge club for supper in their home Friday.

Miss Helen O'Reilly of Augustine Street is spending the winter in Daytona, Fla.

Mr. and Mrs. Donald B. Webster of Palmyra returned Saturday from a trip to Jamaica and New York City.

Harry E. Talbot of London, England, and New York City, arrived Saturday to spend the weekend with Dr. and Mrs. E. Earl Elliott of Clover Hill before leaving for Brussels, Belgium, where he will reside.

Miss M. Louise Kelly of Oxford Street and Mrs. Thomas L. James of South Goodman Street, sailed Saturday for Europe where they will spend three months.

Mr. and Mrs. Charles Van Voorhis of Arnold Park, Miss Margot McCameron and Miss Mary Fowler left Saturday by motor for Mexico where they will remain a month.

Mrs. George M. Watkins of Southern Parkway is a guest at

the Indiana Hotel, Rockledge, Fla.

Mr. and Mrs. Lawrence Meulenkotte of Westminster Road will entertain at bridge in their home Saturday evening.

Myron Greene, son of Mrs. Myron W. Greene of Dartmouth Street, left Saturday for Portland, Maine, where he will be the guest of his brother, Nathan Greene, and Mrs. Greene for a short time.

Mr. and Mrs. Nelson P. Sanford of Oxford Street will leave Sunday for New Orleans where they will take in the Mardi Gras.

They will go on to Houston, Tex., and Mexico City, Mexico, before returning home.

Mrs. L. Hayward Bartlett of Beverly Street entertained at luncheon in the Chatterbox Club today.

Miss Kathleen Finucane of Clover Road will be hostess at a dinner in the Chatterbox Club this evening.

Mrs. Glen C. Morrow of Pelham Road will entertain her duplicate bridge club at luncheon in her home next Wednesday.

Mrs. Harry A. Joiner of Buckingham Street will entertain the Roentgen Twig at luncheon in her home tomorrow.

Mrs. Mae B. Ross and her sister, Miss Emma Borchard of Arnold Park, entertained at bridge in their home Saturday evening.

Mrs. George H. Clark of Plymouth Avenue entertained members of the Garden Twig for luncheon at the Century Club today, later taking her guests to the Wildlife Library in Pittsford.

The late Mrs. Charles H. Wiltale was a member of this twig.

Mrs. George Whipple of Westminster Road entertained at tea in her home Monday in honor of Miss Jane Warren, daughter of Dr. and Mrs. Stafford Warren of Barrington Street.

Radio Soprano To Sing Here

Lucille Manners, one of the radio network sopranos, will appear as soloist with the Civic Orchestra in the Eastman Theater Sunday evening.

She will offer a diversified program of operatic arias, German folk songs and ballads in English. Accompaniment will be furnished by the orchestra and Guy Fraser Harrison at the piano.

The soprano is heard regularly over the NBC Red network, in company with the Revelers Quartet and Frank Black's Symphony Orchestra. She is singing in the spot formerly held by Jessica Dragonette.

SAVE WITH SAFETY

No Need To Worry About Quality When You Insist On

PIONEER PENNSYLVANIA COAL

PEA COAL	\$8.40	NUT	\$9.85
COKE...	\$9.00	EGG	\$9.85
		STOVE	\$9.85
		COAL	\$9.85

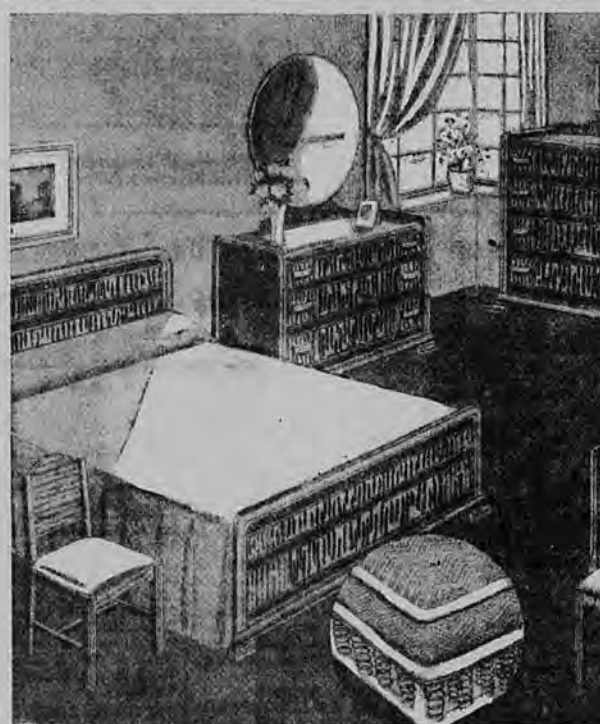
Pioneer COAL CO. Main 815

OFFICE AND YARD AT 302 EXCHANGE ST.

ESTABLISHED IN 1900—38 YEARS IN SAME LOCATION

Only Northside's Low Overhead Location And Small Profit Policy Could Bring You Such SENSATIONAL SAVINGS

FEBRUARY FURNITURE SALE



NO INTEREST OR CARRYING CHARGE

Beautiful 2-Pc. Outfit LIVING ROOM

ON
EASIEST
TERMS

\$59

BEAUTIFUL 5-Pc. BREAKFAST SET INCLUDED AT NO EXTRA CHARGE

Relax on this big comfortable davenport—or the luxurious lounge chair. Two beautiful pieces of living room furniture—quality far beyond the price. And don't forget—you receive a 5 piece breakfast set at no extra charge.

BACKED BY A FULL GUARANTEE

GOODS HELD UNTIL WANTED
ON SMALL DEPOSIT

OPEN EVERY
EVENING 'TIL 9

FREE DELIVERY
WITHIN 100 MILES

NORTHSIDE FURNITURE HOUSE

Complete Home Outfitters

226 NORTH ST.

Four Floors Of Beautiful Furniture

OUT OF THE HIGH RENT DISTRICT — WHERE FINE FURNITURE COSTS LESS

—FREE— THIS 5 PIECE BREAKFAST SET

At no additional cost with any
Suite purchased during this sale!

LIMIT — ONE TO A CUSTOMER



Complete 12-Pc. Outfit for The Modern BEDROOM

\$79
EASIEST
TERMS

Including Beautiful
5 Pc. Breakfast Set

AT NO EXTRA CHARGE!

NO INTEREST OR
CARRYING CHARGE

See How Much Your Money Buys!

FULL SIZE BED
ROOMY CHEST
VANITY OR DRESSER
COIL SPRING
2 PILLOWS
2 VANITY LAMPS
2 LAMP SHADES
BED LAMPS
COMFORTABLE MATTRESSES

BACKED BY A FULL GUARANTEE



LIBERAL ALLOWANCE
FOR OLD FURNITURE

For A
Limited
Time Only

FEATURED IN
Kennedy-Clark's
55th Anniversary Sale

THE FAMOUS

GENERAL ELECTRIC CLEANERS

Brand
New!
Full
Height
Cleaner!

\$21.95

With high-speed General Electric Motor which never needs oiling! Light weight—easily handled—assures better and faster cleaning! Guaranteed by General Electric! Offered at this exceptionally low price while present supply lasts! It's the BEST BUY in Cleaners TODAY!



\$1 DOWN
And—
\$1 A WEEK

Phone Main 345 for
Free Home Demonstration

KENNEDY-CLARK INC.

Established 1883

22 South Avenue Near Main St.

Beautiful Dry Cleaning

IS AS NEAR AS YOUR TELEPHONE

Just pick up your phone and call, we'll do the rest. Only one quality service—the finest and at a fair price.

Just Ring
MAIN
24

FREE CALL AND DELIVERY!

DOLLAR DRY CLEANING CO., INC.

Rochester Buffalo
395 St. Paul Street

Dollar Value Special!

DRESSES

Beautifully
Cleaned and Pressed

59^C
up

School Group In Playlet

Twenty-five Rochester high school girls have become budding playwrights in shouldering the opening skit at the High School Girls' Annual Mid-Winter Conference to be held February 25-27 in Syracuse.

"Architect's Blueprints" is the title of the skit which has been written by the Rochester delegation and will provide a basis for conference discussions. The playlet will present the "Wright" and the "Rong" families, each of which will present a different point of view on conference topics, listed as: propaganda, boy and girl and family relationships, fine arts, hygiene and vocations.

Child Nutrition To Be Topic

Tomorrow, the Rochester Home Bureau is beginning a series of four lectures on "Nutrition of Children", at 1:30 p. m., by Miss Marietta Zoller of the staff.

Questions of parents will be discussed at each meeting with the aim of teaching the application of the sound principles of nutrition, as well as guidance, in the feeding of children of all ages. Many questions have been asked by mothers of Rochester, such as how can I get my boy to drink milk, is it alright to feed my five-year old chocolate milk, my daughter has no appetite, what can I do about it, and when should my baby begin to eat cereal?

The course will include an introduction to the principles of nutrition as applied to breast feeding of infants, bottle feeding and making the formula, and the feeding of children from infancy through adolescence.

For the last two years, Miss Zoller has been teaching a course in child nutrition at Cornell University. She also was associated with Miss Helen Monach and Dr. Helen Bull, as nutritionist in the nursery school in the College of Home Economics. This work included conferences with parents on the nutrition of their children as well as planning the meals for the children in the nursery school.

The unit clubs throughout the city are studying smart dress-making, peasant stitchery, meal planning, making ice box flowers, effective speech, and rug making.

Women To Manage Store for Day, Men Subordinated

Manager for a day! Once each year Miss Mary A. Huddy has the thrill—and the responsibility, of being in complete charge of the E. W. Edwards' store, with a force of more than 400 women working for her. Saturday is to be her day.

This tremendous task has been given to her because in all the thirty years she has been connected with the store (she started there the week after its doors opened) she has made a success of anything that was given her to do. When women's day was first inaugurated two years ago the management was particularly anxious to have it a success. That is why they put Miss Huddy in charge.

Since 1915, Miss Huddy, who hides an extraordinary amount of business ability behind a delightfully kind and friendly personality, has been credit manager, and has been in charge of the entire credit office and the retail accounting department.

ACTIVE IN CLUBS

Outside of her work she finds time to take active part in the Chamber of Commerce, the Rochester Retail Credit Association of Credit Men, Business and Professional Women's Club and the Catholic Women's Club.

For weeks now Miss Huddy and her co-workers have been planning and ordering to make women's day the outstanding day in the year. Not only is their merchandise new and of their choosing, but they are offering special prices in each department. This includes the basement which has been placed in the hands of Miss Dorothy Replogle. A quota has been set for all the clerks and those going "over" will be rewarded with bonuses.

MERE MAN MINORS

Mere man is relegated to the minor positions on this day. You will probably find the general manager behind the cosmetic counter anxious to help you solve your beauty problems, and the superintendent of the store may help you choose your hosiery. (With expert advice close by, of course.)



MISS MARY A. HUDDY

Miss Huddy's board of management includes Miss Helen Schairer, merchandise manager, Miss Laura Zintl, superintendent, Mrs. Lulu Dee, advertising, Mrs. Bessie Zoerner, credit, Miss Helen Meagher, assistant advertising manager, Miss Mae Frey, Engineer, Miss Nellie Foley, window display, Miss Margaret Redmond, interior display, Miss Ella Keough, stockroom, Miss Donna Birdsall, traffic, Miss Ruth Levy, floorman.

Her board of directors consists of Alice Addison, arts, Erma Breese, credits, Evelyn Tuohy, arts, Elsa Reidenbach, dresses, Zita Dewirst, service, Joy Isler, orders, Gladys Glidden, notions, Ann Pittuley, receiving room, Lottie Sallinger, hosiery, Dorothy Vanderpost, Green Room, Ann Ritz, payroll, Addie Stell, coats, Margaret Harvey, bargain square, Elm Taylor, furs, Ada Buholtz, upholstery and Frances Warren, home furnishings.

Entries Important Factors In Making Close Contracts

By VIRGINIA LEVY

Entries are mighty important factors in the making of close contracts, and the player who knows how to create and conserve these vitally important cards has a great deal in his favor.

As an example, I offer you a hand which was played by my partner in a tournament recently.

NORTH
S 10 9 3
H 7 6 2
D 3 4 5
C Q J 8 5

WEST
S 7 2 3
H Q 10 8
D Q 10 1 7
C 9 4 1

EAST
S K J 9 5 3
H 8 4
D 8 4
C A K 10 6 2

SOUTH
S A K 8 4 4
H A
D A K 1 7
C 7

The declarer was South at a contract of four spades. The nine of clubs was opened at all tables. East winning with the king, and some players returning the ace. It must be admitted at this point that the club continuation was not a good play, as it set up two clubs in the dummy, but most East players probably read the club lead as the top of a doubleton and didn't figure dummy had any entries to the established clubs anyway.

DISCARDS LOSER

Declarer, after ruffing the ace of clubs, took his ace and king of trumps and conceded the jack. Of course, played in this manner there was no way to avoid losing a heart and two diamonds, besides the trump trick.

My partner, however, took advantage of East's club return and made four spades by creating an entry in dummy's

trumps. He didn't ruff the ace of clubs, but discarded his small heart instead.

East then shifted to a diamond which declarer won with the ace. He then laid down the ace of trump and the queen dropped. Realizing that he had to lose the jack of trump anyway, if East was not false carding, he decided to let the opponents take it when it would be most advantageous to him. So he played a small trump next, allowing West to win with the jack. The ten of spades thus became dummy's entry to cash the clubs, on which South discarded his two diamond losers.

ESTABLISHED ENTRIES

Many hands which at first glance seem to be absolutely void of entry cards really have hidden entries which need only to be established, and this usually can be done by conceding a trick to the opponents early in the play of a suit.

In the hand given above, the jack of trump had to be lost anyway. It was simply a matter of losing it at the proper time. There are, however, many times when we must voluntarily sacrifice a trick in a suit, which actually has no losers, in order to obtain entry in that particular suit, and next week I shall give you an example of a hand involving that sort of play.

ROCHESTER'S LARGEST USED CAR DEPARTMENT

(Week-end Specials)

1937 OLDSMOBILE 6 Sedan, with trunk. Cannot be sold from new... **\$775**

1936 OLDSMOBILE 6 Coach, with trunk, just out of shop, fully guaranteed... **\$499**

1935 OLDSMOBILE Sedan, 4-door, heater and radio... **\$435**

1933 PLYMOUTH Coupe, re-finished, looks like new... **\$198**

1935 FORD Coupe, 4-cylinder, Best Ford buy in the city... **\$128**

1935 FORD Coach, with trunk, Ready for miles of service... **\$288**

FINCHER MOTORS

28 SO. UNION ST.
Main 2282 Open Evenings

YOU CAN ALWAYS DEPEND ON SCHWALB

(Though It May Be The Coldest Winter In Years)

AND

These 3 Superior Fuels

LEHIGH VALLEY COAL

ROCHESTER GAS
& ELECTRIC COKE

ATLANTIC REFINING
RANGE and FUEL OIL

There is a positive saving when you take advantage of our lower cash prices on Lehigh Valley Coal

SCHWALB COAL & OIL CO.

92 Portland Ave. (Best in Fuel for Over 70 Years) Stone 770

ROCHESTER'S THRIFT CENTRE

Edwards

STONE 2300

FEBRUARY FURNITURE CLEARANCE

AT SAVINGS OF

$\frac{1}{3}$ to $\frac{1}{2}$

Quantity	Item	Reg. Price	Sale Price
3	3-Pc. Walnut Bedroom Suites	129.50	79.50
2	2-Pc. Mahogany Bedroom Suites	139.50	79.50
2	4-Pc. Walnut Bedroom Suites	389.50	149.50
2	3-Pc. Satinwood Bedroom Suites	299.50	99.50
1	4-Pc. Walnut Bedroom Suite	169.50	119.50
1	4-Pc. Blonde Mahog. Bedroom Suite	169.50	99.50
3	4-Pc. Maple Bedroom Suites	64.50	39.95
1	3-Pc. Maple Bedroom Suite	54.50	29.95
1	7-Pc. Mahogany Dinette Suite	159.50	99.50
2	9-Pc. Mahogany Dining Room Suites	299.50	199.50



Buy FURNITURE, RUGS and
BEDDING, 10% Down, Balance Monthly

Quantity	Item	Reg. Price	Sale Price
2	9-Pc. Mahogany Dining Room Suites	249.50	179.50
2	9-Pc. Mahogany Dining Room Suites	199.50	129.50
3	2-Pc. Living Room Suites	119.50	79.50
2	2-Pc. Living Room Suites	149.50	119.50
4	2-Pc. Living Room Suites	129.50	99.50
4	Lounge Chairs	34.75	19.95
23	Occasional Tables	3.49	2.98
2	2-Pc. Maple Living Room Suites	99.50	49.50
3	Tilt-top Card Tables	4.95	1.00
6	Bedroom Chairs	9.95	2.95

EDWARDS, For Furniture, Fifth Floor

SALE! Carpet Size Rugs

MARKED DOWN for QUICK CLEARANCE

Various Grades and Sizes of Sheen-Type Wiltons, Axminsters, Persian Reproductions at average savings of

$\frac{1}{3}$



Quantity	Type	Size	Reg. Price	Sale Price
2	Axminsters	6x9	23.50	16.50
1	Axminster	7 1/2 x 9	28.50	19.50
2	American Orientals	7 1/2 x 9	87.50	59.50
1	American Oriental	9x12	85.00	45.00
1	Axminster	9x12	49.50	33.50
1	Axminster	9x12	59.50	45.00
1	Wilton	9x12	75.00	45.00
2	Sheen-Type Rugs	9x12	85.00	39.50
3	Persian Reproductions	9x12	125.00	69.50
3	Persian Reproductions	9x12	159.00	89.50
1	Persian Reproduction	9x12	125.00	79.50
1	Axminster	8 1/4 x 10 1/2	44.50	33.50
1	Wilton	8 1/4 x 10 1/2	49.50	39.50
3	Wiltons	8 1/4 x 10 1/2	47.50	38.50
1	Sheen-Type Rug	8 1/4 x 10 1/2	72.50	39.50
1	Wilton	9x12	75.00	39.85
1	Persian Copy	10 1/2 x 14 1/2	198.00	110.00
1	Persian Copy	10 1/2 x 14	189.00	119.00
1	Persian Copy	10 1/2 x 13 1/2	98.50	69.50
1	Axminster	9x15	52.50	39.50
1	Axminster	9x15	65.00	42.50
3	Axminsters	4 1/2 x 6 1/2	12.50	8.50
1	Axminster	4 1/2 x 6 1/2	13.65	8.50

EDWARDS, For Rugs, Fourth Floor

BEDDING CLEARANCE

$\frac{1}{4}$ to $\frac{1}{2}$ OFF

Quantity	Size	Item	Reg. Price	Sale Price
7	4 6	Innerspring Mattresses	19.75	9.95
3	4 6	Prince Innerspring Mattresses	24.75	14.95
3	4 6	Slumber King Innerspring Mattresses	24.50	16.95
7	4 6	Deep Sleep Innerspring Mattresses	29.50	19.95
3	3 1	Twin Simmons Box Springs	24.75	12.95
5	4 6	Slumberease Mattresses	29.75	19.95
3	4 6	Supersleep Mattresses	29.95	19.95
4	3 1	Twin Deepsleep Mattresses	29.95	19.95
9	4 4	Dreamland Mattresses and Box Springs	79.50	39.95
4	4 4	Victoria Mattresses	39.75	24.75
3	4 6	Avon Mattresses	24.75	12.95
1	4 4	Super Beautyrest Mattress and Box Spring	99.50	79.50
1	3 1	Super Beautyrest Mattress and Box Spring	99.50	79.50



EDWARDS, For Bedding, Seventh Floor

It's Coming—SATURDAY—WOMEN'S DAY

ROCHESTER'S GREATEST ONE-DAY SALE!

Don't Miss Edwards Spring Fashion Revue Friday Feb. 25th 8 P. M., Third Floor

Charge Purchases Made Balance of Month Will Appear on April Bills

Fourteenth Ward Club To Honor Supervisor

Irving G. Drew, supervisor and leader of the 14th Ward, and other city and county officials of that ward will be guests of honor at a dinner to be given by the Republican Committee of that district in the Elks Club ballroom, Monday, February 28.

The women of the 14th Ward Republican Club are conducting membership drive which will close at the next meeting of the group, March 8.

SHIRT MAKING

Taught by Experienced
Shirtnmaker at Your Home
Course of 3 Lessons, \$2.50
GLENWOOD 5418-M
Mrs. John Garland, 38 Elmwood Rd.

AL the WATCH
DOCTOR
Watches cleaned,
regulated and
adjusted.
2 North St.
All Work
Guaranteed

SHRINE CIRCUS
Reserved
SEATS
Now On
SALE
50c, 75c,
\$1.10
Tax Inc.
PHONE
STONE
5690
5691
TICKET OFFICE
117 EAST AVE.
Sagamore Hotel
Bldg.

**CASH PRIZES IN THE
Beautiful Child
CONTEST
SUNDAY NEWS**
NEW YORK'S PICTURE NEWSPAPER
ON SALE AT ALL NEWS STANDS

VISIT OUR
DERBY ROOM
Go steeplechasing over the hurdles
with the
KENTUCKIANS
JAM SESSION
EVERY SUNDAY—4 TO 7
The Ultimate in Food and Refreshment
BROWNCROFT GRILL
UNIVERSITY AT ATLANTIC
WHERE RELAXATION BECOMES AN ART

STILL TIME TO ENTER THE BIG ESSAY CONTEST
\$25 In Cash Prizes
Fire-King Will Pay \$25 In Cash for the Fifteen Best Essays of 200 Words or
More Entitled "Mortgaged Wages," Setting Forth the Evils of Time-Payment
or Installment Buying of Coal

See How Much You Save
By PAYING CASH!

William Penn
HARD COAL
EGG
STOVE
NUT

\$10.40 ton

FREEBURN
HARD COAL
EGG, Stove, Nut

\$9.80 ton

PEA COAL \$7.95

AMBRICOAL \$9.50

ARAB COKE \$8.90

SEMET
SOLWAY
COKE

\$9.95 ton

Delivered—Shovelled Off

Address: All Entries To: The Contest Manager—

FIRE-KING MAIN
70 EXCHANGE STREET 306

K.C. Auxiliary To Give Party

There will be cards, dancing and entertainment with a buffet supper following, when the Ladies' Auxiliary, Knights of Columbus, entertains Tuesday, in honor of husbands and new members. The affair will be held in the ballroom of the Columbus Civic Center.

Mrs. Louis C. Hock, president of the auxiliary, has appointed Mrs. George H. Schroeder general chairman of the affair and Mrs. James P. Flynn chairman of reservations. Mrs. Clarence M. Lofink will be in the charge of the buffet table, assisted by the Mesdames Thomas J. Whalen, James V. Crowley, Nicholas O'Neill and Bernard Gross.

Miss Carmel Hartell is selecting bridge prizes, aided by Mrs. Leon Rombout and Mrs. Thomas O'Connor. Mrs. Gerald Mahon and Mrs. Carl Holley will be in charge of cards. Mrs. Otto Shults is selecting tables and Mrs. Charles Raymond heads the committee making table arrangements. Mrs. Theodore Huber and Mrs. Herbert Trimby are planning decorations.

Serving on the reception committee will be Mrs. Hock and the Mesdames Joseph P. Ritz, Walter E. O'Neill, Patrick A. Dwyer, Paul Predmore, Nicholas O'Neill, Joseph A. O'Connor, John F. Dunn, Joseph L. Dunnigan, James E. Burke, George Burt, Edward Burke, John H. Callahan, Alfred Doud, Walter Fogarty, John J. Gould, August Hall, William A. Hall, William Hartel.

Mesdames Harold Kelleher, Joseph Logan, Frank Meyerling, John J. Skelley, William Stieckel, D. W. Sullivan, Harry Wilson, William J. Woerner, Leo V. Burton, Philip J. Callan, Alex. Culhane, Harold Dorsey, Warren Hill, J. F. Reilly, A. J. Hajjar, William J. Nolan, Edwin Martin and Frank Weinhart.

Directs Party



MRS. LOUIS C. HOCK

President of the Knights of Columbus Ladies' Auxiliary, Mrs. Hock has appointed a committee for the fête to be held Tuesday.

Notables To See Shrine Circus

Opening night at the Shrine Circus, which comes to the State Armory for one week beginning Monday evening, March 7, promises to be a gala affair. It will be known as "Shrine Night" and all of the uniformed bodies of Damascus Temple, the band, the legion of honor, the patrol, the greeters, and the chanters, under command of Major Charles S. Owen, will participate in the opening ceremonies.

City officials will be present and Mayor Lester B. Rapp, will announce the opening of the "Greatest Indoor Show in the World."

The reception committee will consist of the following:
Past Imperial Potentate Esten Fletcher, Past Potentates, Wiley H. Wilson, Irving L. Geiser, William C. Smith, Elmer Rathel, John F. Uffert, Raymond E. Westbury, Charles S. Owen and Herman Dossbach, illustrious Potentate Arthur T. Smith, and the entire Divan of Damascus Temple.

Reservations for any of the matinee or evening performances may be made at Shrine Circus headquarters in the Sagamore Hotel Building, 117 East Avenue, any day from 9 a. m. and 6 p. m.

SORORITY SETS TEA

Members of Alpha Epsilon Phi, national college sorority, will be guests at tea Saturday, of Mrs. Henry A. Reich in Castlebar Road. This will be the first step in the plans for organizing an alumnae chapter here.

In The Woman's World

This calendar is planned to serve your organizations. When you have notices you wish to insert mail them to The Rochester Sun, Women's Editor, 419 Burke Building, or call her at Stone 6001. Notices must be in by Monday preceding

FRIDAY

Delta Delta Delta — Dessert luncheon meeting at home of Mrs. R. C. Harris, 431 Monroe Avenue, 1:30 p. m.
Emanuel Evangelical and Reformed Church — Concordia Society officers to be installed.
Lyons Avenue Baptist Church — Fish Supper served by Fidelity Class at church from 6 until 8 p. m.
Church of the Ascension — Young People's Fellowship dance, 9 until 12 p. m.
Daughters of Scotia — Lady McNaughton No. 80, meeting in Union League Hall, evening.
Nazareth Hall — Card party sponsored by mothers of eighth grade boys, in gymnasium, evening.
St. Bridget's Church — Young Ladies' Sociality, dance, at church hall.
Brighton Presbyterian Church — Birthday dinner sponsored by social work department.
Vile Club — Card party at Columbus Civic Center, 2 p. m.
Westminster Church — Mrs. Milton E. Gibbs reviews "Life of Madame Curie."
Burroughs — Audubon Nature Club — 25th anniversary banquet, Culver Arms, 6:30 p. m.
Eastman Theater — Concert, Joss Turbi, pianist, 8:20 p. m.
Order of Amaranth — Kathryn M. Blutaub Club, meeting in North Presbyterian Church, evening.

YWCA — Penelope Chapter, luncheon meeting in Administration Building, 1 p. m.
Independent Group of Club Women — At home of Mrs. Josephine Drum, 272 Elmwood Avenue, 2 p. m.

SATURDAY
Emanuel Evangelical and Reformed Church — Senior Choir party in church gymnasium, evening.
First Universalist Church — East Side Chapter, supper and card party at home of Mr. and Mrs. J. P. Hewitt, 57 Lanark Crescent, 6:30 p. m.
British Legion — Hall, 8 p. m.
Kiwanis Club — Dinner dance in the Rochester Club.

OES — Flower City Chapter, card party and floor show in Star Dining Hall, Masonic Temple, evening.
Loyal Orange Ladies — Joint party with Loyal Orange Institution, public benefit party in

What do you know about Rochester, its history and its industries? The Sun offers its readers a chance to turn their knowledge into money. It costs nothing to enter this contest; there is no catch in it, and you do not have to buy anything in order to enter.

This contest is open to all residents in the territory covered by The Sun's weekly circulation of 70,000, with the exception of employees of this newspaper.

Each week, for four weeks, The Sun will publish a list of twenty questions based on happenings in Rochester and its environs. Prizes aggregating \$50 will be given to those who submit the best lists of answers. Announcement of winners will be made in The Sun on March 17 and answers must reach The Sun office, 5 St. Paul Street, before 5 p. m., March 14, to receive consideration.

A prize of \$15 will be awarded for the nearest correct list of answers; \$6 for second prize; \$4 for third; \$3 for fourth; \$2 for fifth, and twenty prizes of \$1 each.

As an aid for contestants, The Sun includes a list of references which contain answers to most of the questions. References are indicated by letters, thus (A).

Here are questions 21 to 40, inclusive:
21—How were the British driven from the Genesee River during the War of 1812? (D)
22—An epidemic prompted the establishment of a Board of Health in Rochester. What and when was it and about how many persons died during the epidemic? (D)
23—How did Indian Allen trick the Indians at Niagara into peace? (E)
24—Which was the first electrified street car line in Rochester? (A)
25—Who was the first clergyman of Rochester? (B)
26—At what famous fire was one company sent home because of bad conduct? (B)
27—What notable contribution did Hiram Sibley make to Cornell University? (C)
28—Who were the bride and groom at Rochester's first wedding? (B)
29—How long did the first bridge at Carthage last? (B)
30—Who conducted the first Rochester Symphony Orchestra and when? (A)
31—When were stop-and-go traffic signals first used in Rochester? (A)
32—Who printed the first Mormon Bible? (B)
33—When was the elevation of the New York Central Railroad tracks completed in Rochester? (B)
34—Who was the first white child born on the west bank of the Genesee in what is now the City of Rochester? (D)
35—What assured the future superiority of Rochester over nearby competing settlements? (D)
36—Give the original name of Rochester's first radio station. (A)
37—Indian Allen ordered two men to drown one of his wives. What happened to her? (B)
38—What was known as the Holland Purchase? (C)
39—Where was "Dublin" in the present City of Rochester? (C)
40—What office building in Rochester has the initials of the surnames of its first owners embossed on most doorknobs in the building?

Key to references:
(A) Chamber of Commerce Golden Jubilee Almanac.
(B) Peck's Semi-Centennial History of Rochester.
(C) Rochester Historical Society Publication Fund Series.

Vol. II.
(D) Rochester and Monroe County-WPA book.
(E) The Genesee Country, Vol. II.
(F) Centennial History of Rochester, Vol. I.
(G) Centennial History of Rochester, Vol. VIII.

Sonata Recital Opens March 1

The sixth event in the Kilbourn Hall chamber music series opens Tuesday evening, March 1, and will be a sonata recital by Sandor Vas and Gustave Tiniot. These two artists have prepared a program which will include a sonata by Georges Enesco and one by Eugene Goossens.

The Goossens sonata has been played here once in years past, but the Enesco will be a new work. Both probably will be unfamiliar to most of the hearers.

Remington

(Continued from page 1)

donate daily thousands of loaves of bread to the needy, and some day we plan to list their names on honor roll. One woman, in Irondequoit, keeps the hungry wolf from her door by breeding and selling canaries and making individual chicken pies, 500 at a lick, if you desire, for fifteen cents per . . . Dining car been removed from B. & O. (formerly B. R. & P.) between Rochester and Salamanca . . . Equaling Humpty-Dumpty's fall, prices of meats . . . One East Avenue resident found three quarts of eighteen-years-old bonded American whiskey, for which he paid \$33, and he displays it as he would a rare edition. . . . Another simile, as futile as new protest by Britain, France or the U. S. A.

MONDAY
American Legion Auxiliary — Robertshaw Unit, meeting of committee for card party at Remington St.
Asbury — First Church — Hatton Class banquet at Seneca Hotel, 7 p. m.
Pioneer's Benefit Association — Pioneer Club, Ukrainian Civic Center.
Immaculate Conception Church — Parish Guild, supper in school auditorium, 5:30 until 7:30 p. m.
Women's Group Rochester Association of Credit Men — Meeting at Seneca Hotel, 8 p. m.

TUESDAY
Church of the Ascension — Woman's Auxiliary and Little Helpers' Auxiliary, old fashioned party and dance, 9 until 12 p. m. Also an attic and birthday dessert luncheon, home of Mrs. A. J. Croil, 474 Augustine Street, 1:01 p. m. No. 180, public penny supper at 44 State Street, 5:30 until 7 p. m., cards following.

Community League of 17th Ward — Social evening, club rooms at Clifford and Remington.
Women of Moose — Rochester Chapter, meeting at 8 p. m.

AUXILIARY PLANS TEA

Ladies' Auxiliary, 44, Knights of St. John and St. Peter and Paul's Church, has planned a bridge tea to be held in the school hall on Brown Street, Tuesday from 2 until 5 p. m.

FREE BAND CONCERT

The Eastman School Symphony Band will appear in concert in the Theater Saturday evening, with Frederick Fennell conducting. The concert is free to the public.

SPECIAL TRAINING

There is a Great Demand for Graduates of
The SCHOOL of COMMERCE

Next Entrance Date Feb. 28 Ask for Catalog
362 East Ave. Main 5530

U. S. COINS BOUGHT

Gold, Silver, Copper, Collections or Individual Pieces, also fine small antiques and gems.

ARMAND WEISBUCH
398 EAST MAIN STREET

Mr. Roberts, Hair Stylist

ANNOUNCES the opening of the new Roberts Hairdressing Studio, and the association with Mr. Joseph, prominently known hair stylist.

Evenings by Appointment

Mercantile Bldg.
Suite 623
Stone 2945

Limited Time Only— KNITTED GARMENTS

DRY CLEANED
and BLOCKED
2-Pc. SUITS
85c

SPECIAL PRICES
Repairing
Remodeling
Dyeing
KNITWEAR

See Our Complete
Assortment of New
Spring Knitted
Wear
KNITTED SPORTSWEAR
Frances
125 North St. (Near Main) Stone 3841
FREE PARKING ACROSS THE STREET

SOUND ADVICE IN RHyme TO THE MAN OR LADY WHO WANTS TO REFRESH THE DAY AFTER THE NIGHT BEFORE

**WITH A BEAUTYREST - OR - DEEPSLEEP
MATTRESS FROM LAUER'S
YOU GET MORE REST IN FEWER HOURS**



47 New Features
1. New Rayon Striped Covers
2. Golden Cord Handles
3. Golden Ventilators
4. Flat Buttons

Don't Wake Up With Sleep In
Your Eyes — When a Few Cents
a Day a
BEAUTYREST BUYS
YOU CAN PAY 5c A DAY FOR A BEAUTYREST IF YOU
BUY IT AT LAUER'S

Lauer's make it possible for you to own the perfect sleeping mattress for as little as only 5c per day. You will feel better, if you sleep better; good health and good sleep go hand in hand. Just call Main 3268 or stop in at Lauer's, and you will have a Beautyrest that night.

Phone: MAIN 3268

Lauer's
50 STATE ST.

Pinnacle PTA Picks Officers

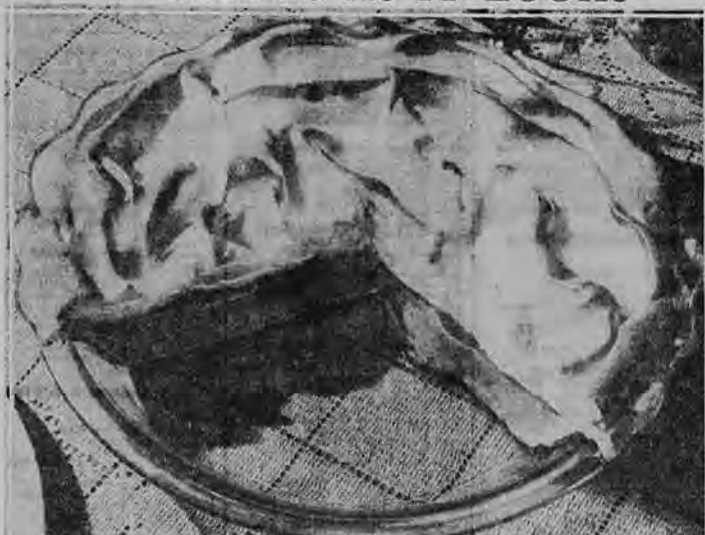
Newly elected officers of the Parent Teacher Association of Pinnacle School No. 35 are: President, Mrs. Harry Schlossburg; first vice president, Mrs. Harry Warren; second vice president, Mrs. Jerome Markin; third vice president, Mrs. John Chilson; recording secretary, Mrs. Fred Berger; corresponding secretary, Mrs. Walter Cook; treasurer, Mrs. Samuel Mosky. The next meeting of the parent education group will be held in the basement of the school Thursday, March 3 at 2:30 p. m. At this time a movie entitled "Gift of Life" which deals with sex education for children, will be shown.

Try MAY'S Home Made
CHICKEN PIES — 10c
We Cater To Clubs, Lunches and Parties
Free Delivery On Orders For 1 Doz. or More.
K. C. Myers Representative
135 DEFEW ST. Phone 424-M

COUPON WORTH 5c
Full Pound
Peanut Brittle 10c
With This Coupon
Good Only Feb. 23, 24, 25

AT THE
ROCHESTER NUT SHOP
OUR ONLY STORE
550 WEST MAIN ST.
MAIN 8100

DELICIOUS AS IT LOOKS



America's favorite dessert, pie, is one form of food the men never tire of. And when it's Lemon Cream Pie, ah! Just try convincing the sterner sex they should eat something else instead of taking a second piece of pie.

Lemon Pie Is Family Treat

Tempting to look at and luscious to eat is the lemon cream pie which is pictured above. Try the recipe given below when you want to give your family a special treat.

LEMON CREAM PIE

1 1/2 cups sugar 1 tablespoon butter
1-3 cup flour 1/2 cup lemon juice
2 c. boiling water 1/2 cup lemon juice
3 egg yolks 3 red whites
1/2 teaspoon salt 3 tablespoons confectioner's sugar
1. Mix sugar and flour together in a 1 1/2 quart saucepan.
2. Add boiling water gradually and bring to the boiling point; remove from the fire, add beaten egg yolks and cook over a very low flame for eight minutes.

Immaculate Conception Guild Plans Supper

The Parish Guild of Immaculate Conception Church will have a supper in the school auditorium in Edinburg Street, February 28, from 5:30 until 7:30 p. m.

There will be a musical program during the dinner with dancing and entertainment following.



THE WAY TO A MAN'S HEART

BY IRENE MUNTZ

National Cherry Week makes a bright spot in February menus. The bright red fruit with its many uses makes delicious desserts, salads and garnishes for meat dishes, as well as delicious jams, jellies and marmalades. Thanks to the canner, we can have fruit that is as fine in flavor, color and texture as the fresh fruit at a price that is a help to any food budget.

CHERRY PIE

Temperature: 425 Degrees F.
Time: 35-45 Minutes
2 c. drained cherries
1/2 c. sugar
1/2 c. cornstarch
1/2 T. flour
1/2 t. cinnamon
1 T. butter

Mix cherries and juice. Add sugar mixed with the cornstarch, flour and cinnamon. Allow to stand while lining a tin with pastry. Have pastry extend 1 1/2 inch over rim of pan. Add filling and cover with a top crust, press down around edges and fold bottom crust over the top crust and flute around the edges. Bake in a preheated oven.

CHERRY BETTY

Temperature: 375 Degrees F.
Time: 35-45 Minutes
2 c. pitted cherries
1/2 c. sugar
1/2 T. cinnamon
1 T. melted butter
1 1/2 slices bread
1/2 c. water

Combine the cherries, sugar, cinnamon. Brush the slices of bread with the melted butter and cut into cubes. Butter a baking dish and arrange alternate layers of the cherries and bread in the dish. Cover and bake in a preheated oven. Serve warm or cold with cream.

CHERRY MARSHMALLOW MOUSSE

1/2 lb. marshmallows
1 c. cherry juice
1 c. sweetened cherries
1 1/2 c. heavy cream

Place marshmallows and 2 T. cherry juice in a sauce pan and melt over a low flame, stirring until marshmallows are half melted. Remove from flame and continue folding until marshmallows are all melted. Add the juice and the cherries and blend with the marshmallows carefully. Beat the cream until thick and fold the marshmallow mixture. Pour into the trays of a gas or an electric refrigerator and freeze 2-3 hours. If desired the mixture may be poured into paper cups and then frozen.

Don't forget that cherries make a delicious tapoca cream, individual tarts and salads. Be sure to use one or more cherry recipes this week.

Recipe Book Published

"What's New to Serve," the recipe book of the YWCA chapter of the YWCA which has long been waited, made its appearance today.

It comes as a result of demands from those who have enjoyed the recipe book "What to Serve" which this chapter published four years ago. More than two thousand copies of that issue were sold, the first edition of 500 being sold out in less than two weeks.

There are 132 recipes for everything from breads to vegetables, and a number of special recipes for the youngsters and sure-fire party hits.

An innovation is the concluding two pages of household hints. Mrs. Vilas M. Swan of New-castle Road compiled the new book assisted by Mrs. Frank Lowrey of Avalon Drive, Mrs. Charles B. F. Gibbs of Highland Ave.

Mrs. Fred Anibal of Hollywood Avenue will be in charge of sales and orders may be placed now. The book may be purchased from any member of the chapter, and at the main desk in the Y.W.C.A. on Franklin Street; also in the grocery department of Sibley, Lindsay and Curr Co., at McCurdy & Co., and E. W. Edwards and son. Proceeds will be used to pay pledges made by the chapter to Y.W.C.A. projects.

Those contributing include: Mrs. George E. Sanders, president of the chapter, Mrs. Stanley Eilenback, Mrs. Glenn Farco, Mrs. Robert Forrester, Mrs. Frederick Hewitt, Mrs. George Hilleman, Mrs. Kenneth Huse, Mrs. Laurence Littlefield, Mrs. Daniel Mayne, Mrs. John McMaster, Mrs. Bryan Rice, Mrs. E. Scott Roscoe, Mrs. Bradford Squire and Mrs. John G. Ray.

Daughters of Scotia To Meet Friday

The Lady McNaughton No. 80, Daughters of Scotia, will meet tomorrow evening in Union League Hall. Miss Janet Kemp will preside.

There will be a brush demonstration at the close of the meeting with a gift for each member attending.

Hutton Class Lists Annual Banquet

The annual banquet of the Hutton Class of Asbury-First Church will be held Monday, February 28, at 7 p. m. in the Seneca Hotel Palm Room.

Reservations should be made with Miss Jane Hagadorn, Main 3445, or with Mrs. Frank Moore, Monroe 440.

Stenog's Notebook

Not the FIRST of my fan letters (And not the worst) is quoted in part . . . below.

"To a timid little soul Who is trying to win fame With a bit of chatter and rhyme You're happy about the whole thing—Or are you? When one comes to the end Of your little theme One gazes upon the signature 'Icy Friday' Which seems to me a bit odd—And you? Perhaps if you could convince Your boss to loosen up a bit And park your map right smack Over your column! The local squire might Cast an eyebrow skyward . . . And the resulting replies Might be more encouraging . . . O—H, Y—E—A—H! Yours for what it's worth . . . M. H. I."

Now where do you suppose The above contributor Got the absurd idea That I'm a "timid little soul"? There's an innuendo in that "Icy Friday" . . . seems to me A bit odd— It ain't necessarily so! And I think it's just Plain curiosity Prompting the suggestion To "park my map" Over my column! Wants to see what I look like, huh? I don't like that "oh, yeah" Business, either. The squire already raise Eyebrows skyward . . . And sometimes even take A second look! (Don't ask me why—) Thanks, anyway . . . M. H. I. For the better part Of this week's column! ICEY FRIDAY

Here's the Meat "Hit of the Week" at Wegman's This Week-End!

FRESH DRESSED YOUNG Lamb

BONELESS ROLLED ROASTS

You'll find the kind of lamb you like at Wegman's! Tender, mild-flavored, guaranteed young, and freshly dressed right here in Rochester. The very best lamb your money can buy . . . at an extra low price this week-end!

19c

Boned and rolled, this best of good lamb makes a satisfying as well as economical Sunday dinner dish. Not a speck of waste . . . for it's so-ild meat thru and thru. Serve it Sunday with Wegman's fresh peas and carrots.

PRIME TENDER JUICY
SHOULDER ROAST
BEEF 16c lb.
Roasts cut from prime, grain-fed steer. Dozens of cuts to choose from.

LEAN MILD CURE EXTRA-
TENDER SMOKED
HAMS 23c lb.
So tender you can cut with a fork. Whole ham or shank half.

LUXURY EXTRA-FANCY

TUNA FISH 29c
2 Cans For

GINGER ALE OR SP. WATER

CANADA DRY 3c plus deposit
6-Oz. bottle

THE ALL-PURPOSE FLOUR

GOLD MEDAL 97c
24 1/2 lb. sack

PHILLIP'S TOM. or VEGETABLE

SOUPS 3 1/2c

THIS COUPON IS WORTH
Toward the Purchase of
GREEN GABLES SALAD DRESSING 27c
QUART JAR
You Pay Only 22c With This Coupon!
Feb. 25-26

AT
Wegman's

Remember!
Wegman's Silver Service
Offer Expires March 1st!

ROCHESTER'S HOME-OWNED MARKETS

weis & fisher's

1/2 YEARLY SALE of Fine Furniture

Last Days
Friday, Saturday
and Monday



SIMMONS SLUMBERKING STUDIO COUCH 39.50

Here's the Studio Couch leader of the February Sales! Genuine SIMMONS . . . with inner-spring seat, coil spring base, carved feet . . . in lovely new covers of rust, green or plum. See it in the big Weis & Fisher Slumber Shop, where all western New York is finding the better buys in February.

ONE DOLLAR DELIVERS

80 CLINTON AVE. S. • ROCHESTER, N. Y.

The Rochester Sun

Published every Thursday afternoon by the Rochester Sun Corporation, 5 St. Paul Street, Rochester, N. Y.
G. Curtis Gerling, president; Frank Bradshaw Kelly, vice-president; William A. Pfaff, secretary; William G. Bromley, treasurer; Eugene Davis, advertising director; John Burns, managing editor; Olga N. Crowell, women's editor.

Elite of Dogdom At Kennel Show

The second annual All-breed Dog Show to be held by the Genesee Valley Kennel Club at the Main street East Armory March 1 and 2, will again this year be one of the leading events in dogdom.

Among the attractions will be the appearance of that up-to-date mythical dog of the air, Cyclone, the property of those two well known radio comedians, Hank and Herb. Necker's performing Doberman Pinschers, one of the outstanding animal acts, will perform twice daily. Of the hundred or so known breeds of dogs, almost all will be represented, among them the finest in the world.

As usual, the net proceeds of the show will be turned over to the Shriners' Hospitals for Crippled Children. The doors will be open daily from 10 a. m. to 10 p. m.

Rosary Society Card Party Series

Members of the Rosary Society of St. Anne's Church will sponsor their last card party of the season Thursday in the church hall, Brighton Park at 8 p. m.

Mrs. John Temmerman and Mrs. Victor Loutens are co-chairmen.

**Special Prices On
SKEET and TRAP
GUNS
TOWNERS
710 UNIVERSITY AVE.**

**OXFORD
BOWLING HALL
OPEN ALLEYS
Thursday - Saturday
and Sunday
WE CATER
TO BOWLING PARTIES
418 Clinton Ave. No.
MAIN 2095**

**STERLING GARAGE
8 Charlotte St.
AUTOMOTIVE
DIAGNOSTICIANS
Phone Stone 1630**

**DOG SHOW
Main St. Armory
March 1st-2nd**

Extra—Radio Dog "Cyclone"
**HEADQUARTERS...
GENESEE VALLEY
KENNEL CLUB
40 W. Main St. Main 3026**

Not yet the grass is sprouting green,
Nor do the bees 'e'en drowsy hum;
The beautiful snow lies over all,
But yet we know that Spring has come.

The robin has not yet begun
His notes melodious to sing,
But look... the Bock Beer sign
is hung!
This is the first real sign of Spring.

A poem published in LIFE many years ago. It was written by a Rochesterian and presented by him to Genesee in memory of GENESEE BOCK.

Now... the annual
taste-treat beer lovers
look forward to...

GENESEE BOCK BEER

LIKE all the good bock beers of the past six hundred years, GENESEE BOCK is a rich, smooth, malty dark beer with a foam like thick Jersey cream and a flavor like nectar. Being Genesee, it's naturally ALL MALT, with choice barley malt, hops, yeast and pure Hemlock water its only ingredients.

Only a limited quantity of GENESEE BOCK was brewed, and when that's gone there'll be no more until next year. So, in memory of one of the oldest and pleasantest of all drinking customs, and as a delightful change, enjoy GENESEE BOCK BEER while you may.

GENESEE BOCK BEER is on draught at all the better spots, and in regular 12-ounce and stein bottles. Order by the case, from your regular dealer or direct from the brewery (phone Main 1885).

THE GENESEE BREWING COMPANY, Inc.

Brewers of Rochester's Largest-Selling Beers and Ales
ROCHESTER, N. Y.

SPORTS

BY JOHN BURNS

Late February may seem the wrong time to be thinking of pro football for next fall, but there are several men in Rochester who are giving considerable time and thought to the idea.

Pro football never has been a financial success here because that old bugaboo "overhead" ate up too much of the take. Mike Palm and his associates gave Rochester fans acceptable gridiron entertainment through the last two seasons, but Mike and his partners did not have to call for help in carrying away the profits.

Big league football is an undertaking which requires substantial capital—far more than ever has been available for the operation of a Rochester club. But there is a less expensive by-product of the major league variety, and that is what the men referred to above are considering.

This by-product, if you care to call it that, is to be found in the farm clubs controlled by franchise holders in the National Professional Football League, the oldest and strongest of the pro grid circuits.

These farm clubs are made up of players just short of big league caliber because of inexperience or for some other reason. The football men have borrowed the baseball idea of "farms" and most of the lads are figured to make the big time within a year or so.

Naturally, the cost of operating a farm club is considerably less than that of keeping a big league outfit in circulation. Salaries, traveling expenses and guarantees are much lower than the scale prevailing in the National League and it is this lower cost which intrigues the gentlemen interested in bringing some of these farm clubs to Rochester next fall.

So far as your correspondent knows, the plan does not contemplate making Rochester the seasonal headquarters for one of these clubs, although such a move is not beyond the realm of possibilities. The likely outcome, if and when it happens, would be to bring in these clubs on a percentage basis, an arrangement which would provide excellent football for fans and which would obviate the danger of the promoters being left holding the bag.

Tony's New Role
Those Red Wings will not look quite the same this season without Tony Kaufmann on the job. Tony, the last survivor of that gallant band which helped Billy Southworth inaugurate a four-year pennant vogue here in 1928, is getting a fling at a managerial job with the Decatur club of the Three-Eye League and his many friends in Rochester wish him loads of luck.

Baseball has been kind to Kaufmann since he broke in long ago with the Winnipeg club and Tony has contributed much to the game. He was just a youngster when he was drawing a five-figure salary from the Chicago Cubs, the club for which he did his most effective pitching.

The years have taken their toll from Kaufmann's arms and legs, but his heart is still young, and probably will stay that way to the end of his days. Tony is a fellow who is able to see the funny side of most situations, even such as work to his disadvantage, although now and then he has to take time to let his temper cool before laughter comes.

There was a day at Syracuse several seasons back and Tony, as usual, was bearing down with all his might as he strove to protect the lead the Wings had given him. A close play came up at third base and Kaufmann, backing up the play, let out a roar when the umpire's decision went against the Rochesterers. Tony followed the umpire into short left field, bombarding the official with words. After a minute or two Kaufmann was thumbed out of the game.

So later you asked Tony what he had said that displeased the umpire.

"I didn't say a thing to him," declared Kaufmann with all seriousness. "I only told him that he was a blind so and so." And then the famous Kaufmann grin spread over his face.

We don't know a thing about umpires in the Three-Eye League, but you can bet all the tea in China that Tony will have all the dope on the men in blue before the season is far advanced. There was a time when Kaufmann gave thought to becoming an umpire, so our Tony may start his managerial career with a firm resolve to lay off umpires—that is until the first questionable decision goes against his club.



Reds To Open Here May 5

Slated to open their International League season at Baltimore on Thursday, April 21, the Rochester Red Wings will make their first of seventy-seven home appearances at the local stadium on May 5, with Bucky Brouse's Orioles furnishing the opposition.

Released Tuesday by President Frank Shaughnessy, the local 1938 Red Wing schedule includes twelve Sunday games and two holiday doubleheaders.

Toronto, without Sunday ball in its home city, invades Rochester for four Sunday games each, and Baltimore and Montreal carded for one Sunday engagement apiece.

President Oliver French of the Red Wings is negotiating with officials of the Toronto club for schedule changes that will provide for a number of Sunday twin bills between the Leafs and the Wings.

Both Decoration Day and Fourth of July holiday attractions here will be played with Canadian clubs, Montreal coming for the Memorial Day game, and Toronto scheduled for the Independence Day attractions.

The Red Wing's first home stand of fourteen games will present Baltimore, Toronto, Syracuse, Jersey City and Newark in that order.

The first night game of the local season will be played early in June, President French indicated, and in all probability about thirty night games will be scheduled.

Alfred Yearlings To Oppose R.B.I.

The Rochester Business Institute hoofsters, with ten straight wins under their belt's take on the strong Alfred Frosh Saturday night at Monroe High school.

The Pennsylvanians hold one win over the Yearlings, defeating them on their home court by four points after a grueling battle.

Alfred was handicapped in that game as two of the frosh stars were on probation. They are at full strength now and promise to make things uncomfortable for the Clinton Avenue five.

Legion Auxiliary Plans Card Party

The Frank E. Robertshaw Auxiliary American Legion, will meet in the Armory, March 2 at 8:15 p. m. At this time members will be asked to make returns on the valentine party and to take tickets for the card party which is to be held at the R. B. I. March 11.

Mrs. Irene Stephany is general chairman of the affair and will be assisted by Mrs. Marie Gentner, Mrs. Laura Pesch, Mrs. Mary Noone, Mrs. Elizabeth Kildea, Mrs. Grace McCarthy, Mrs. Ruth Cady, Mrs. Emma Karle, Mrs. Thelma Owens and Leona Springer. This committee will meet Monday, February 22, at 2 p. m. in the home of Mrs. Stephany, 542 Remington Street.

Thirteen Newcomers Listed On Roster of Red Wings

Thirteen ambitious baseball players will answer to the roll call of "Who's New" on the Rochester roster when Manager Ray Blades greets candidates for the 1938 team, who will begin assembling at the Tarpon Springs, Fla., training base on March 14.

Six pitchers, three catchers, the same number of infielders, and one outfielder will comprise the Red Wing fledglings hopeful of winning places on the local club this season.

The six new pitchers are a promising lot, with four right handers and a pair of portlanders slated to vie for hurling berths against such experienced oldsters as Bill Walker, Nubs Kleinke, Herb Moore, Oscar and Abe White.

PROMISING ROOKIES
Standouts among the rookie twirlers are Lee Sherrill, discovered four years ago by Oliver French, Red Wing proxy, and last year's Middle Atlantic League strikeout king; Francis J. (Red) Barrett, who topped the Southern League pitchers in strike outs last year; Ken Raffensberger and Archie Templeton, a pair of speedball portlanders who starred for the Cambridge, Md., and Shelby, N. C. clubs, respectively; and Ted Wilks, a Fulton, N. Y., lad, and Franklin Wagner, a Buffalo boy, both of whom won trials on their showing in the trial camp held at Red Wing stadium last fall.

The strikeout records of the first four pitchers in the above group were little short of sensational. Sherrill fanned 271 in 234 innings with the Portsmouth, Ohio, club of the Middle Atlantic League; Barrett whiffed 189 in 237 innings for the Mobile club of the Southeastern League; Raffensberger set down 163 opposing Eastern Shore hitters on

The Sportsman

By CURT GERLING

The poor old U. S. Biological survey will soon be "wallop woozie" if the boys don't stop swinging verbal punches at this well-meaning if unpopular division of our government. Not long ago at the annual meeting of American Wildlife Conference the good name of the U. S. B. S. was slapped about with considerable abandon.

Two-thirds of the states have taken exception with the department on important parts of the wildlife regulations. John C. Huntington, president of the More Game Birds Foundations, urged open hearings on future laws before the wildlife committee of the House of Representatives.

Wildfowl regulations apply to every acre of the United States and to 600,000 waterfowl shooters, yet the federal enforcement problem would be only a travesty were it not for the cooperation of sportsmen and state wardens. The number of federal wardens is less than forty.

If the federal department expects cooperation, it will be obliged to listen to those more familiar with the situation in the various states — and, having listened, heed. The old policy of polite attention on the part of the survey and then completely ignoring any suggestions when the laws are drafted is definitely out.

Huntington's declaration that even the House committee members on wildlife have been denied information on the ground that they were secret until approved by the President is leading to a demand that congress make the regulations.

Not many of us want our wildfowl laws made a congressional football, but we're all pretty darn sick of the screwy rules of past seasons. If the federal department would stop playing hide and seek and peek-a-boo with the guys that buy the ducks stamps maybe we could keep it out of congress.

Mostly this and that: Walt Beck who took exception (Mr. Beck is a champion exception-taker) to our discourse of recent date on the new easy-busting target for skeet wanted to know how much better we did with them. The answer is three to five birds every my head on each fifty. So don't think Walter that I don't approve of getting myself ever nearer the ninety class... There is talk around that Asher Scott, high scorer in the last shoot for the Bonbright medal, votes in Orleans County, in that case, if it be so, the symbol of the Monroe County trapshooting championship belongs to George Steele, runner-up... Dick Murphy lost another Buck Sunday, just in case he didn't read the scores... The Brooks Ave. bunch got another break last Sunday waiting for the good Dr. Wray to appear at the Rochester gun club. The wind died down noticeably when that top-notch five man squad started to perform. But you really have to make those lads spot you a gale to score anywhere near them... Piccolo Piccirilli knocked off the prize of

four boxes of shells Sunday. Incongruous as Fanny Farmer wining a box of Schrafft's for a bridge prize... Al Sleep will bend his talents to conducting the Rochester Gun Club in the future and will be open every Sunday. The present will rapidly become the last word shooting layouts... Charlie Benjamin's furs skimmer proved a blessing in the icy wind last week, ditto Tony Perry's shako... Bill Weaver was in rare form, not one goose-egg on his first skeet string... Iv. Fuch apparently undecided which of a number of his fancy hunting shirts he should sport Sunday, appeared with three kaleidoscopic number — one over the other.

Mostly this and that: Walt Beck who took exception (Mr. Beck is a champion exception-taker) to our discourse of recent date on the new easy-busting target for skeet wanted to know how much better we did with them. The answer is three to five birds every my head on each fifty. So don't think Walter that I don't approve of getting myself ever nearer the ninety class... There is talk around that Asher Scott, high scorer in the last shoot for the Bonbright medal, votes in Orleans County, in that case, if it be so, the symbol of the Monroe County trapshooting championship belongs to George Steele, runner-up... Dick Murphy lost another Buck Sunday, just in case he didn't read the scores... The Brooks Ave. bunch got another break last Sunday waiting for the good Dr. Wray to appear at the Rochester gun club. The wind died down noticeably when that top-notch five man squad started to perform. But you really have to make those lads spot you a gale to score anywhere near them... Piccolo Piccirilli knocked off the prize of

four boxes of shells Sunday. Incongruous as Fanny Farmer wining a box of Schrafft's for a bridge prize... Al Sleep will bend his talents to conducting the Rochester Gun Club in the future and will be open every Sunday. The present will rapidly become the last word shooting layouts... Charlie Benjamin's furs skimmer proved a blessing in the icy wind last week, ditto Tony Perry's shako... Bill Weaver was in rare form, not one goose-egg on his first skeet string... Iv. Fuch apparently undecided which of a number of his fancy hunting shirts he should sport Sunday, appeared with three kaleidoscopic number — one over the other.

Mostly this and that: Walt Beck who took exception (Mr. Beck is a champion exception-taker) to our discourse of recent date on the new easy-busting target for skeet wanted to know how much better we did with them. The answer is three to five birds every my head on each fifty. So don't think Walter that I don't approve of getting myself ever nearer the ninety class... There is talk around that Asher Scott, high scorer in the last shoot for the Bonbright medal, votes in Orleans County, in that case, if it be so, the symbol of the Monroe County trapshooting championship belongs to George Steele, runner-up... Dick Murphy lost another Buck Sunday, just in case he didn't read the scores... The Brooks Ave. bunch got another break last Sunday waiting for the good Dr. Wray to appear at the Rochester gun club. The wind died down noticeably when that top-notch five man squad started to perform. But you really have to make those lads spot you a gale to score anywhere near them... Piccolo Piccirilli knocked off the prize of

four boxes of shells Sunday. Incongruous as Fanny Farmer wining a box of Schrafft's for a bridge prize... Al Sleep will bend his talents to conducting the Rochester Gun Club in the future and will be open every Sunday. The present will rapidly become the last word shooting layouts... Charlie Benjamin's furs skimmer proved a blessing in the icy wind last week, ditto Tony Perry's shako... Bill Weaver was in rare form, not one goose-egg on his first skeet string... Iv. Fuch apparently undecided which of a number of his fancy hunting shirts he should sport Sunday, appeared with three kaleidoscopic number — one over the other.

Mostly this and that: Walt Beck who took exception (Mr. Beck is a champion exception-taker) to our discourse of recent date on the new easy-busting target for skeet wanted to know how much better we did with them. The answer is three to five birds every my head on each fifty. So don't think Walter that I don't approve of getting myself ever nearer the ninety class... There is talk around that Asher Scott, high scorer in the last shoot for the Bonbright medal, votes in Orleans County, in that case, if it be so, the symbol of the Monroe County trapshooting championship belongs to George Steele, runner-up... Dick Murphy lost another Buck Sunday, just in case he didn't read the scores... The Brooks Ave. bunch got another break last Sunday waiting for the good Dr. Wray to appear at the Rochester gun club. The wind died down noticeably when that top-notch five man squad started to perform. But you really have to make those lads spot you a gale to score anywhere near them... Piccolo Piccirilli knocked off the prize of

four boxes of shells Sunday. Incongruous as Fanny Farmer wining a box of Schrafft's for a bridge prize... Al Sleep will bend his talents to conducting the Rochester Gun Club in the future and will be open every Sunday. The present will rapidly become the last word shooting layouts... Charlie Benjamin's furs skimmer proved a blessing in the icy wind last week, ditto Tony Perry's shako... Bill Weaver was in rare form, not one goose-egg on his first skeet string... Iv. Fuch apparently undecided which of a number of his fancy hunting shirts he should sport Sunday, appeared with three kaleidoscopic number — one over the other.

Mostly this and that: Walt Beck who took exception (Mr. Beck is a champion exception-taker) to our discourse of recent date on the new easy-busting target for skeet wanted to know how much better we did with them. The answer is three to five birds every my head on each fifty. So don't think Walter that I don't approve of getting myself ever nearer the ninety class... There is talk around that Asher Scott, high scorer in the last shoot for the Bonbright medal, votes in Orleans County, in that case, if it be so, the symbol of the Monroe County trapshooting championship belongs to George Steele, runner-up... Dick Murphy lost another Buck Sunday, just in case he didn't read the scores... The Brooks Ave. bunch got another break last Sunday waiting for the good Dr. Wray to appear at the Rochester gun club. The wind died down noticeably when that top-notch five man squad started to perform. But you really have to make those lads spot you a gale to score anywhere near them... Piccolo Piccirilli knocked off the prize of

four boxes of shells Sunday. Incongruous as Fanny Farmer wining a box of Schrafft's for a bridge prize... Al Sleep will bend his talents to conducting the Rochester Gun Club in the future and will be open every Sunday. The present will rapidly become the last word shooting layouts... Charlie Benjamin's furs skimmer proved a blessing in the icy wind last week, ditto Tony Perry's shako... Bill Weaver was in rare form, not one goose-egg on his first skeet string... Iv. Fuch apparently undecided which of a number of his fancy hunting shirts he should sport Sunday, appeared with three kaleidoscopic number — one over the other.

Mostly this and that: Walt Beck who took exception (Mr. Beck is a champion exception-taker) to our discourse of recent date on the new easy-busting target for skeet wanted to know how much better we did with them. The answer is three to five birds every my head on each fifty. So don't think Walter that I don't approve of getting myself ever nearer the ninety class... There is talk around that Asher Scott, high scorer in the last shoot for the Bonbright medal, votes in Orleans County, in that case, if it be so, the symbol of the Monroe County trapshooting championship belongs to George Steele, runner-up... Dick Murphy lost another Buck Sunday, just in case he didn't read the scores... The Brooks Ave. bunch got another break last Sunday waiting for the good Dr. Wray to appear at the Rochester gun club. The wind died down noticeably when that top-notch five man squad started to perform. But you really have to make those lads spot you a gale to score anywhere near them... Piccolo Piccirilli knocked off the prize of

four boxes of shells Sunday. Incongruous as Fanny Farmer wining a box of Schrafft's for a bridge prize... Al Sleep will bend his talents to conducting the Rochester Gun Club in the future and will be open every Sunday. The present will rapidly become the last word shooting layouts... Charlie Benjamin's furs skimmer proved a blessing in the icy wind last week, ditto Tony Perry's shako... Bill Weaver was in rare form, not one goose-egg on his first skeet string... Iv. Fuch apparently undecided which of a number of his fancy hunting shirts he should sport Sunday, appeared with three kaleidoscopic number — one over the other.

Mostly this and that: Walt Beck who took exception (Mr. Beck is a champion exception-taker) to our discourse of recent date on the new easy-busting target for skeet wanted to know how much better we did with them. The answer is three to five birds every my head on each fifty. So don't think Walter that I don't approve of getting myself ever nearer the ninety class... There is talk around that Asher Scott, high scorer in the last shoot for the Bonbright medal, votes in Orleans County, in that case, if it be so, the symbol of the Monroe County trapshooting championship belongs to George Steele, runner-up... Dick Murphy lost another Buck Sunday, just in case he didn't read the scores... The Brooks Ave. bunch got another break last Sunday waiting for the good Dr. Wray to appear at the Rochester gun club. The wind died down noticeably when that top-notch five man squad started to perform. But you really have to make those lads spot you a gale to score anywhere near them... Piccolo Piccirilli knocked off the prize of

four boxes of shells Sunday. Incongruous as Fanny Farmer wining a box of Schrafft's for a bridge prize... Al Sleep will bend his talents to conducting the Rochester Gun Club in the future and will be open every Sunday. The present will rapidly become the last word shooting layouts... Charlie Benjamin's furs skimmer proved a blessing in the icy wind last week, ditto Tony Perry's shako... Bill Weaver was in rare form, not one goose-egg on his first skeet string... Iv. Fuch apparently undecided which of a number of his fancy hunting shirts he should sport Sunday, appeared with three kaleidoscopic number — one over the other.

Mostly this and that: Walt Beck who took exception (Mr. Beck is a champion exception-taker) to our discourse of recent date on the new easy-busting target for skeet wanted to know how much better we did with them. The answer is three to five birds every my head on each fifty. So don't think Walter that I don't approve of getting myself ever nearer the ninety class... There is talk around that Asher Scott, high scorer in the last shoot for the Bonbright medal, votes in Orleans County, in that case, if it be so, the symbol of the Monroe County trapshooting championship belongs to George Steele, runner-up... Dick Murphy lost another Buck Sunday, just in case he didn't read the scores... The Brooks Ave. bunch got another break last Sunday waiting for the good Dr. Wray to appear at the Rochester gun club. The wind died down noticeably when that top-notch five man squad started to perform. But you really have to make those lads spot you a gale to score anywhere near them... Piccolo Piccirilli knocked off the prize of

four boxes of shells Sunday. Incongruous as Fanny Farmer wining a box of Schrafft's for a bridge prize... Al Sleep will bend his talents to conducting the Rochester Gun Club in the future and will be open every Sunday. The present will rapidly become the last word shooting layouts... Charlie Benjamin's furs skimmer proved a blessing in the icy wind last week, ditto Tony Perry's shako... Bill Weaver was in rare form, not one goose-egg on his first skeet string... Iv. Fuch apparently undecided which of a number of his fancy hunting shirts he should sport Sunday, appeared with three kaleidoscopic number — one over the other.

Mostly this and that: Walt Beck who took exception (Mr. Beck is a champion exception-taker) to our discourse of recent date on the new easy-busting target for skeet wanted to know how much better we did with them. The answer is three to five birds every my head on each fifty. So don't think Walter that I don't approve of getting myself ever nearer the ninety class... There is talk around that Asher Scott, high scorer in the last shoot for the Bonbright medal, votes in Orleans County, in that case, if it be so, the symbol of the Monroe County trapshooting championship belongs to George Steele, runner-up... Dick Murphy lost another Buck Sunday, just in case he didn't read the scores... The Brooks Ave. bunch got another break last Sunday waiting for the good Dr. Wray to appear at the Rochester gun club. The wind died down noticeably when that top-notch five man squad started to perform. But you really have to make those lads spot you a gale to score anywhere near them... Piccolo Piccirilli knocked off the prize of

four boxes of shells Sunday. Incongruous as Fanny Farmer wining a box of Schrafft's for a bridge prize... Al Sleep will bend his talents to conducting the Rochester Gun Club in the future and will be open every Sunday. The present will rapidly become the last word shooting layouts... Charlie Benjamin's furs skimmer proved a blessing in the icy wind last week, ditto Tony Perry's shako... Bill Weaver was in rare form, not one goose-egg on his first skeet string... Iv. Fuch apparently undecided which of a number of his fancy hunting shirts he should sport Sunday, appeared with three kaleidoscopic number — one over the other.

Sigma Alpha Iota Sponsors Bridge-Tea

Alumnae and active members of Sigma Alpha Iota, national musical sorority, will sponsor a bridge tea and musicale in the lounge of Eastman Dormitory Saturday.

The affair will begin at 2 p. m. Proceeds will be contributed to the scholarship awarded annually to a student of the Eastman School of Music.

SOCIAL SESSION SET

The Community League of the 17th Ward will hold a social meeting March 1 at 8 p. m. in the clubroom, Clifford Avenue and Remington Street.

DEMOCRATIC DANCE

An old fashioned dance is on the program for the 33rd Ward Democrat Club Saturday evening at 3198 Lake Avenue. Mrs. Daniel Driscoll is chairman of the affair.

SAVE On Miller's
HIGH QUALITY Special
Long-Burning Anthracite (Hard)
COAL \$10.40 TON
PEA \$8.75 PREPAID OR CASH ONLY SHOVELED OFF
Every Ton FULLY GUARANTEED
GEN. 20 ARDEAN R. MILLER, Inc.
500 WEST AVE. QUALITY SINCE 1912

Prices Go Smash

Look to BERGHASH FOR BARGAINS on fine Wines and Liquors — You won't be disappointed! We'll give you an entirely new idea of what you ought to expect for your money.

**2 Year Old
Straight Bourbon
WHISKEY**
4 Qts. for \$5.00 **\$1.29** Qt.

**Est. 1740
BOOTH'S
HIGH & DRY
Distilled London Dry
GIN**
New Low Price **\$1.40** Fifth

**Imported 10-Yr. Old
KINTORE
Scotch
WHISKEY**
Distilled and Bottled in Scotland **\$2.79** Fifth
Imported to sell at \$3.39

**100% Pure
CALIFORNIA
WINE**
BURGUNDY PORT
ANGELICA MADRID
BARBERA SHERRY
MUSCATEL CLARET
ZINFANDEL **37c** Fifth

**Imported From France
CRUZE MONOPOL
HAUT
SAUTERNE**
\$1.99
LARGE 36-OZ. BOTTLE
The Cream of Bordeaux Wines. Usually Sells For \$2.50

**Imported
VINTAGE 1930
SOUTHERN CROSS
Australian
WHITE MUSCATEL
TAWNY PORT**
69c FULL FIFTH
Usually Sell For \$1.19

**OUR FAMOUS
LONDON INN
90 Proof
Distilled
DRY GIN**
\$1 Fifth

**Made To Sell For \$1.35
GOLD CROSS
SLOE
GIN**
\$1.39 Fifth

**3 YEAR OLD
WHISKEY
RYE
90 Proof**
\$1.88 Full Qt.
4 Quarts For \$7.60

**Imported Cuban
BEBIDA RUM**
90 Proof
Est. 1889 Gold Label
\$2.49 Fifth
Usually Sells For \$3.25

**100 Proof
American Bonded
I. W. HARPER
STRAIGHT
RYE \$3.44**
Special Qt.
1/2 Hr. Free Parking Opposite Our Store

**Free Delivery
MAIN 786**

BERGHASH
124 CLINTON AVE. S. NEAR LOEW'S ROCH. THEATRE

Fingerprints

Made of 8,000

BY EVELYN W. STUDLEY
F. F. W. Ladies Auxiliary Americanism
News, Dept. of New York

Too few people realize the value of a service, which our local police department has made available to every person who cares to take advantage of it, namely fingerprinting.

When approached on the subject, the average person will shrug it off, with a nonchalant laugh, or what is meant for a clever quip, usually something to the effect that they have no deep seated desire to be listed in a rogue's gallery.

William Winfield of the Rochester police Bertillon department stated the other day that to date nearly 8,000 Rochesterians have recorded their fingerprints for their own protection. He also stated that fingerprints are the only sure method of identification.

Just in case any reader is confused as to how and where these cards are filed, we also wish to state that these cards are placed in non-criminal files in the Department of Justice at Washington, and as every one knows are the only sure method of identification in cases of accident, kidnapping, sudden death or loss of memory.

Most people just go on day after day giving little if any thought to the possibility of having an accident on next year's vacation trip; they give no consideration to a possible loss of memory, and as for kidnapping — well, of course most people in the lower brackets neither fear it, nor give it a thought.

It can't happen here is the attitude of too many otherwise exemplary citizens, but the fact remains grim and indisputable that it can happen here. Having fully investigated the idea of civil fingerprinting to our own satisfaction, we feel perfectly safe in saying that if other people would do likewise, we feel sure they would take advantage of this most efficient means of modern protection.

GLAMOUR GOWN



Whether you're going South for tan and tea, or remaining North, for ice and invigoration, you'll need a new evening gown. The one shown on the attractive model, is of sheer material, following the trend of Spring fashions.

Navy Rules Spring Colors for Milady's Evening Gown

BY DONNA HIRDSALL
Stylist for E. W. Edwards Store

So you're going South! Or you're being different and staying North. In either case Spring is here and the dippy-doodle—and some of its more conservative family—is calling and you need a new evening dress!

The mode for Navy carries through into evening wear where it reigns as Queen for Spring and Summer fashions. Black of course, is also good as are the hi-shades — but Navy is the great American Spring color.

The fabrics are sheer — draping chiffons — starched laces — or Marquisettes, plain and tailored.

The tendency this Spring to-

ward a feminine mode — a "something more" that makes this Spring different from any other is most apparent in evening fashions. The basic fabric may be all-over embroidered with tiny hi-shaded flowers — or ducky-dotted (guaranteed to stay "put") in dots of every size — or splashed here and there on the full skirt line with startling floral or geometric designs in detailed hand work.

There are formal evening dresses being shown, but the almost uniform fashion is the bolero jacket top dress. The first reason is for its practicality — for under the bolero you can have a dainty formal gown to suit any truly formal occasion and with the jacket you're ready for any type of affair. Secondly, the bolero is one of the most becoming fashions ever originated for it suits any size or any age, any type of costume for any time of day or night. It's that smart top that adds that practical touch that is so definitely Spring 1938. For those evenings ahead — choose sheer! Choose a bolero. Remember the "something more" touch to make it feminine — and it MUST be Navy!

New Department To 'Sell' City

(Continued from page 1)
than \$50,000 of its constitutional debt limit.

Opponents of the Department of Commerce proposal have contended that the new department would be financed through funds taken from Mount Hope Cemetery and City Waterworks — two self-supporting municipal undertakings. But the bill contains no reference to use of Mount Hope funds, and existing laws make it impossible to divert Waterworks' funds.

More than a few are casting covetous eyes on the post of head of the new department, but Harold S. W. Mac Farlin, clerk of the Board of Supervisors and author of the Republican platform, is generally conceded to have the inside track.

Try Grouping Furniture In New Way

BY HARRIETTE CROMWELL
Interior Decorator with Wells & Fisher

Do you need a lift through this depressing Rochester weather? Perhaps a new hat would help you — it always does me — or why be selfish about it? Perhaps the whole family would appreciate something new. The best place to start is at home.

Why not start with a new grouping around the fireplace, then a cheery fire, and all the outside gloom forgotten. Let's find a new place for the clock, and the Maxfield Parrish picture that we have looked at for the last ten years. If you really get interested in your job, perhaps you will find a new coat of paint to be your starting point. If you do this, then by all means remove those polychrome wall lighting fixtures over the mantel that you paid "extra" for when you built the house.

Now for the real fun! Try flanking your fireplace with a pair of commodes, and on these, lamps — I love those with the Chinese figure bases — and then a pair of "tub" chairs and a good-looking coffee table. Top this all with a large round mirror, perhaps with a gilt frame if your room will "take it".

BREAKING MONOTONY
Or, for a more informal room, have you ever thought of removing the leaded glass doors from the built-in book cases, and perhaps painting the inside of the bookshelves a contrasting color to reflect a color on the opposite side of the room? Then, group your books, and to break the monotony, a few pieces of pottery or porcelain among them.

A lounge chair in front of this, and drawn close to the fire, with a junior indirect floor lamp at its side. To balance this informal arrangement, a wing chair on the other side, a chairside table and lamp.

If, by chance, you are not fortunate enough to have a fireplace, start with a corner grouping: a new lounge chair, table and lamp and an interesting arrangement of prints on the wall.

STEP BY STEP
Take your room in small doses, and really have fun. A room done in groupings is much more livable one done in a hurry. You can't go at it as you do your spring-cleaning. You must give thought to balance of arrangement and color, then tie it together as a whole scheme. We all know color is a main factor in the main charm of your room, but more of that later as that is a study in itself.

If you are not sure of yourself and feel you need help, most modern stores today maintain a staff of trained decorators whose job it is to help you put your ideas together, at no charge to you.

GRAY HAIR

We can tint those streaks of gray to lustrous shades of blonde, brown, or black. Leaving the hair rich in color. With LOROXOL completely new and improved shampoo tint.

Rose Fortuna
Hair Stylist
381 Granite Bldg.—Stone 4691

LAKE COAL AND COKE CO.

Better Coal — Lower Prices

Sure Fire		Pennsylvania FINEST	
HARD COAL	HARD COAL	HARD COAL	HARD COAL
Egg Nut \$9.75 ton	Egg Nut \$9.75 ton	Egg Nut \$10.25 ton	Egg Nut \$10.25 ton
PEA COAL \$8.65 ton	COKE \$8.75 ton		
BUCK . . . \$7.35	Domestic PREMIUM \$9.00 ton		
RICE . . . \$6.50			

PROMPT — EFFICIENT SERVICE
255 LYELL AVE.
GLENWOOD 339

DAW'S

BARGAIN PRICE DRUG STORES

1 OPPOSITE Temple Theatre
56
Clinton AVE. SO.

2 CORNER AQUEDUCT
31
Main ST. EAST

3 1 DOOR FROM STILLSON
353
Main ST. EAST

4 CORNER DEWEY
464
Ridge ROAD W.

5 AT THE BULL'S HEAD
880
Main ST. WEST

COUPON SAVINGS

Exclusively at Daw's New

BULL'S HEAD STORE

880 MAIN STREET WEST

COUPONS REDEEMABLE TO ADULTS ONLY

Not More Than One of Each Coupon Item to a Customer

USE THIS COUPON

CIGARETTES

CARTON OF 200

Old Gold, Luckies, Camels, Raleighs, Old Gold, Chesterfields

\$1.09

At the New Daw's Store

USE THIS COUPON

Reg. Size

PALMOLIVE SOAP

3c Limit of 2

At DAW'S New Store

USE THIS COUPON

Small Size

OXYDOL CHIPS

2 for 11c

At DAW'S New Store

USE THIS COUPON

Reg. Size

Ken-L-Ration DOG FOOD

3 14c

cans At DAW'S New Store

USE THIS COUPON

75c Size

DOAN'S KIDNEY PILLS

31c

At DAW'S New Store

USE THIS COUPON

60c Size

ITALIAN BALM

(Fits Dispenser)

26c

At DAW'S New Store

USE THIS COUPON

40c Size

MUSTEROLE OINTMENT

14c

At DAW'S New Store

USE THIS COUPON

25c Size

PEROXIDE PINT SIZE

6c

At DAW'S New Store

USE THIS COUPON

Reg. Size

SMITH BROS. COUGH DROPS

2c

At DAW'S New Store

USE THIS COUPON

30c Size

PHILLIP'S FACE CREAMS

14c

At DAW'S New Store

USE THIS COUPON

25c Size

CARTER'S LIVER PILLS

7c

At DAW'S New Store

Pint Size

ALCOHOL

For Rubbing **3c**

30c Size

MOSCO

Corn Salve **14c**

E-X-P-A-N-S-I-O-N SALE

Last days . . . Thursday, Friday and Saturday . . . of this big SALE event to welcome the new DAW'S store at the Bull's Head (former Fred N. Schutt Pharmacy)! Use the coupons at the new store . . . the other week-end specials you may get at ALL DAW'S stores!

FREE WITH THIS COUPON

Daw's Key to Thrift

It fits over the bottom of your tube of tooth paste, cream, etc., enabling you to get the very last drop. When the tube is empty, save the key for your next tube.

30c KIRN'S TEA	14c
60c KREML HAIR TONIC	26c
65c PINEX COUGH SYRUP . . .	31c
15c FOUR WAY COLD TABS . .	7c
60c MARROW OIL SHAMPOO .	26c
1 OZ. HERBS, most popular ones, assorted	3c
\$1.10 HOPPERS Rest'ive Cream	56c
50c ANALGESIC BALM, 1-oz. . .	13c

Hair Preparations		Pills and Tablets	
60c PACKER'S Shampoo	31c	\$1.33 SACHARIN TABS (Bot. of 100, 1/4 gr.) . . .	89c
50c MARSHAND'S Golden Wash	26c	60c MCCOY'S COD Liver Oil Tablets . . .	31c
\$1.00 VITALIS Hair Tonic	79c	\$1.25 VERACOLATE Tablets	89c
60c BARBO Compound	36c	50c ALLIMIN Tablets	33c
\$1.25 COFFET'S Hair Restorer	79c	\$1.00 ALLONAL Tablets	63c
60c DANDERINE Hair Tonic	31c	75c ANACIN TABLETS (Bottle of 30)	49c
\$1.25 FARR'S Hair Restorer	89c	25c PERMANENT Coloring Gum	19c
60c HAIR-A-GAIN Shampoo	39c	75c DAVIES BORN Tablets	49c
\$1.00 JERS Hair Tonic	57c	\$1.25 LEONHARDT Rem-Bold Tablets . . .	79c
50c WOODBURY'S Shampoo	21c	\$1.50 KORIENA Reducing Tablets . . .	56c

40c PITCHER'S CASTORIA 3-oz. size	9c
35c PETERSON'S OINTMENT	17c
COD LIVER OIL Capsules box of 100 20-min.	44c
\$1.25 CREOMULSION	69c
4-Oz. COCILLANA Syrup Comp. . .	13c
60c California Syrup of Figs . .	31c
55c POMPEIAN FACE POWDER .	26c
65c TODDY, One Pound	31c

60c Size	15c Size
JAD SALTS (Condensed) 26c	MERCUROCHROME Antiseptic 3c

HART'S

ROCHESTER'S GREATEST GROCERS

FREE DOLLAR CERTIFICATE

With One Dozen Sweet Juicy Florida

ORANGES

Box 21c

Present to Store Mgr. Good Until Sat., Feb. 26th

FREE DOLLAR CERTIFICATE

With One Quart Jar Old Dutch Salad

DRESSING

Qt. Jar 29c

Present to Store Mgr. Good Until Sat., Feb. 26th

FREE DOLLAR CERTIFICATE

With Half Lb. Pkg. Black or Mixed King Alfred

TEA

1/2 lb. Pkg. 31c

Present to Store Mgr. Good Until Sat., Feb. 26th

FREE DOLLAR CERTIFICATE

With One Package Quick Arrow Soap

FLAKES

Box 22c

Present to Store Mgr. Good Until Sat., Feb. 26th

FREE DOLLAR CERTIFICATE

With Pound Jar Assorted Pure Fruit

Preserves

Lb. Jar 21c

Present to Store Mgr. Good Until Sat., Feb. 26th

FREE DOLLAR CERTIFICATE

With Quart Jar Sweet or Sweet Mixed

PICKLES

Qt. Jar 29c

Present to Store Mgr. Good Until Sat., Feb. 26th

The Rochester Sun
Goes Into 70,000 Homes
With News and Advertising
of Special Interest to
All Rochesterians

VOL. L NO. 15

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

ROCHESTER, N. Y., THURSDAY, MARCH 3, 1938

Weather Forecast

The Sun Will Be Out Every
Thursday, If You Do Not
Receive Your Copy Regularly
Phone Stone 6001 and We'll
See That You Get One.

70,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Unseen, but inexorable, forces make the path for mere man with the surety of the omnipotent. Until that historic date when legal prohibition of alcoholic beverages, which didn't prohibit, ruled, our fair land, Frank Goodman was a song publisher with offices and studio in Manhattan's Tin Pan Alley. And along came the radio, with its invisible power, to knock the song publishers on their respective chins buttons. Ours! Goodman did a quick about-face, at his own command. Today he's Rochester manager for McKesson & Robbins, Liquor Division, Inc., although, like a mother with her Cray Remington first born, he often gazes backward, with regretful heart, to the good, also colorful, days when life was brightened, also constantly harassed, by the visits of hordes of optimistic Micawbers overflowing with the muse and with unsung melodies. What times! It was show business when the theater, as known before the cinema became dictator, ruled the amusement world.

Goodman, during the desert course, became reminiscent. No, he preferred his apple pie plain, and he informed regretfully, to close a peroration on the White Way's bards of yesterday: "And today a song is old, washed up, even before it's published. It's rendered from manuscript over the air on Tuesday and by Thursday everybody, including the old man and all the uncles and aunts, are tired of it. If Charley Harris had published his 'After the Ball' in 1938 instead of in the Gay Nineties he wouldn't have reached first base. There's always a right time, isn't there, for everything?"

Goodman, a member of the Song Writers' Protective Association and of the American Society of Composers, Authors and Publishers, says that during his fifteen years in the Alley he never, not even once, found a successful song from an amateur source. The producing lyricists and composers were all professionals who, mostly, classified their own efforts as a trade and not as a profession. They were, like their cousins, the stage performer, carrying their heads in the ethereal clouds today and wallowing in despond's slough tomorrow. They were, largely, children of minor genius and as happy and carefree as children.

"If I were a Dickens I could write volumes on the characters frequenting Tin Pan Alley," Goodman resumed. "Goodness only knows their derivations. There was for them, also for we publishers, always the lure of the rainbow hanging just under the rim of the horizon. Although the majority of published songs met with quick death, as they deserved, there were enough hit pieces, after due plugging engineered by the publishers, to make the game alluring and, generally remunerative. It was, as I have said, 'show business, with all the enchanting surprises, also grievances, of show business. It was, especially for the publisher, plain, every day gambling, with, of course, the fascination of gambling. Often, when we were assured we had a sure fire hit, and enjoyed visions of money rolling in, the particular piece fell flatter than an effort of the Geneva peace conference. And, again, an apparent dud would flame forth into, one might say, violent popularity for no apparent reason and to the surprise of everybody concerned. The lyric would be not only stupid, but ungrammatical, and the melody, usually pliffed, just so, so," and Goodman sighed, perhaps in bewilderment over it all.

In the good old song days, publishers, like newspaper city editors, tried to feel out the pulse of the always mysterious public and would order songs made to measure as one orders suits of clothes.

Perhaps, during the approaching spring time, when the late February thaws had lent odors of anticipated warmth to the air, Goodman, or a rival publisher, (Continued on page 5)

NEW SUBWAY SERVICES PROPOSED

County Takes Over S.P.C.C. Job

Child Placement Transfer Stirs Patronage Talk

Transfer of child placement from the Society for Prevention of Cruelty to Children to the Monroe County Welfare Department, decreed yesterday by the Board of Supervisors, brought a variety of reactions.

In making this transfer, which was favored by a majority of agencies concerned with welfare work, the Supervisors based their action on the fact that the change will entitle the county to reimbursement of 40 per cent. of the salaries of employees engaged in this work. This refund, to be made by the state, is figured at approximately \$50,000.

FEARFUL OF POLITICS

Opponents of the change based their opposition on the danger of the inclusion of politics if child placement should be transferred from the Society for Prevention of Cruelty to Children, a private agency, to county control. This work has been done by the Shelter for ten years, with the county footing the bill, estimated at \$375,000 for this year.

The patronage angle also has been advanced by some who opposed the transfer. As operated by the Shelter, child placement required the services of about fifty-five persons, most of whom have had extended experience in this work.

Republican leaders, however, declare that opponents of the change need not worry about the patronage angle. The transfer means that all child placement workers must come under civil service and a spokesman for the GOP declared that this qualification will not necessarily result in ousting Shelter employees. (Continued on page 7)

U. of R. Alumnae Launch Membership Drive March 12th

Dates have been set and organization is complete for the annual membership drive of the Alumnae Association of the University of Rochester, which is to be launched with a luncheon, Saturday, March 12, in Cutler Union, Prince Street Campus.

With its goal set \$2,700, approximately 100 association members will personally contact all alumnae living in Rochester and vicinity in the period between March 12 and March 21, date of the closing dinner.

Mrs. Charles E. Dalton is general chairman and Mrs. Walter Wiard, vice chairman of the campaign. Division chairmen are Mrs. Charles Watkeys and Mrs. Gordon Howe.

Principal item on the budget is that of \$800 for two scholarships, one of them providing \$500 for the scholarship awarded annually in honor of Dr. and Mrs. Rush Rhee. Another scholarship, called the Alumnae Scholarship, provides \$300 annually for a woman student at the University. The association also awards \$25 annually to a young woman in industry for summer study at Bryn Mawr.

Preliminary to the opening

'RULER' OF YOUTH KINGDOM



To this exclusive balcony section of the Rochester Public Library, comes Rochester's youth in search of knowledge. Presiding over the destinies of the teenagers is Miss Kidder.

G.O.P. Leader Teen Age Finds Book Haven In City's Public Library

A variation of the old saying "put up or shut up" is to be found in letter written to Thomas E. Broderick, Republican leader, by Professor Arthur J. May of the University of Rochester in regard to Broderick's recent challenge that instructors in Rochester schools teaching communism should resign.

In part, Professor May wrote: "Just what do you mean by communism? Have you in mind the system prevailing in Russia? Would you have Rochester's youth left in ignorance of that experiment?"

"As a citizen, and as one keenly interested in education, may I request that you use your influence to have a thorough investigation of the charges you have made. If evidence substantiates your accusations, Rochester should know it; if they are groundless, you owe, I think, a public retraction to the teachers of this great city."

PTA MEETING

Character building will be discussed Tuesday evening at a meeting of Nazareth Hall PTA at the home of Mrs. Marguerite May, 111 Burr street.

TOP NOTCH JOB

Five minutes with Miss Kidder will convince you, first, that she loves her work; secondly, that she knows what she wants to do with her new department and is doing a top notch job at it. She is young and enthusiastic and exactly the right type to see that the long neglected youth gets a break at last.

She probably hasn't told many of the young visitors to her balcony kingdom about her experiences in the wilds of the far west, and maybe it isn't fair to bring a stampede to her desk, but the young lad or lass who isn't too timid to ask a leading question or two will be richly rewarded.

Miss Kidder's father is a civil engineer and her childhood and early youth got all the advantages of the profession which took him from one end of the country to the other, from civilization to the wilds of nowhere. It seemed for this little miss who had an insatiable curiosity about places and people, went along.

KNOWS GHOST TOWNS

She can tell you about the ghost towns high in the mountains of Idaho where miners once lived and worked, but whose only inhabitants now are the wild animals which roam the deserted streets un molested. Long before Sun Valley where the gorgeous scenes of "She Met Him in Paris" were shot, became the playground of the rich, she had tramped its snowy

Car Dealers In Big Drive

Plans for local observance of National Used Car Exchange Week have been announced by Elmer H. Wilson, president of the Rochester Automobile Dealers Association. Every branch of the automobile industry has joined hands in this common cause, starting Saturday and continuing through next week.

National Used Car Exchange Week is a co-operative plan of the automotive industry, including manufacturers, dealers, suppliers and allied interests to lift itself out of the present business recession by stimulating used car sales and thus making way for a resumption of new car selling and manufacturing on a normal scale. The program is aimed at reemployment of tens of thousands of workers in the automobile plants and in industries supplying steel, rubber, glass, textiles and other products.

"Rochester is 100 per cent back of the program of the automobile industry to show the way out of the present business recession," said Mr. Wilson.

Fidels Club Meets
Fidels Club Dames will meet this evening at 120 South Ave.

J.Y.M.-WA Lists Meetings Tonight

Several meetings are scheduled this evening at the J.Y.M.-WA. The Women's Leaders' Club will have a supper meeting with Miss Miriam Klonick, president, presiding.

There will also be a joint meeting of the Intermediate girls with the Hi-Lites acting as hostesses. Miss Jane Cameron, girls' adviser at Monroe High School, will discuss "What the young girl and boy have a right to expect of each other."

At the meeting of the Amunah, Miss Ruth Margolis will review "Dale Carnegie's 'How to Win Friends and Influence People'."

Lang Gets Post In Safety Office

William A. Lang, well-known newspaper man, has been appointed secretary to Commissioner of Public Safety Tom Woods and will assume the duties of his new job tomorrow.

Mr. Lang, former assistant city editor of the Rochester Journal and recently on the editorial staff of the Times-Union, acquired a wide knowledge of Rochester during his ten years of newspaper work and this background should be an asset in his new work.

TURKEY SUPPER

Lakeside Rebekah Lodge will have its annual turkey supper in the hall on Lake Avenue this evening at 6 p. m.

By Ted O'Loughlin

FINNEY OF THE FORCE

Heroes Are Not Born



Plans of Commerce Department List 'Feeder' Bus Lines

East Express Trains, Railroad Terminal Facilities Part of Plan to Cure Sick 'White Elephant'

Thirteen million dollars is a lot of money in any language and an investment representing such a sum is anything but a laughing matter. But Rochesterians have been laughing at something that cost taxpayers thirteen millions, at the same time admitting that each chuckle is accompanied by financial pain.

This thirteen-million-dollar white elephant, more commonly known as the Subway, is something with which the City of Rochester is stuck, and will be stuck until 1967, because the law setting up the Subway stipulates that the project must be operated as a subway during the life of bonds issued for its construction. And the bonds will be in force until 1967.

NEW FUNCTIONS

But the Subway is due for new comparatively profitable functions, according to sponsors of the proposed Department of Commerce. In fact, stimulation of Subway traffic and revenue is to be one of the principal objectives of the new department.

Republicans own no more altruism than Democrats, or any other party you care to mention, but the group now in control of municipal affairs has well-defined sense of opportunism and they regard the Subway as an opportunity to prove that they can do something with what most persons regard as a dead horse.

TRANSPORTATION SURVEY

One of the first steps to be taken would be a transportation survey of the city, something that never has been done in Rochester. Armed with information obtained through this survey, the Department of Commerce would start revitalizing the Subway. And here are a few of the changes that are planned:

Express service to City Hall Station from both east and west. Five minutes is the estimated running time from Winton Road to City Hall.

More frequent trains. Definite separation of freight and passenger service.

Enlarged stations with comfortable waiting rooms.

Police protections at outlying stations.

Use of the West Main Station as a terminal for Lehigh Valley and Baltimore and Ohio passenger trains.

Use of Subway trackage by the Auburn branch of the New York Central from a point near Allen's Creek Road, thereby doing away with the necessity for grade crossing eliminations within the city.

Rearrangement of bus lines, including setting up cross-town lines which would serve as Subway "feeders."

Express service from downtown to Kodak Park, entering the Park over B. & O. tracks.

INDUSTRIAL SITES

These contemplated improvements are important, but even more important is the plan whereby the Subway is to be the instrument through which new industries are to be persuaded to locate in Rochester.

Factory sites adjoining the trunk line railroads serving this city are scarce, but there is an abundance of such property available along the route of the Subway. With switching connections established with all railroads entering this city, sponsors of the Department of Commerce figure that they will have an excellent "sales" argument.

The last available report of Subway operations—for 1936—shows a deficit of \$1,283.25. Passenger revenues amounted to \$50,000, with approximately a million passengers carried. Switching revenues were \$44,063, representing 6,736 freight cars handled. These figures represent an increase of \$4,800 in passenger income and an increase of 12.36 per cent. in freight revenue.



DR. ALAN VALENTINE

Jewish Women Will Hear Address by Dr. Valentine

Dr. Alan Valentine, president of the University of Rochester, is to be guest of honor at a dinner which will be given by the Rochester section of the National Council of Jewish Women, Wednesday, in the auditorium of the J.Y.M.-WA.

An interesting program has been arranged by the general committee which includes Mrs. Julius A. Goldberg, president of the council; Rabbi Philip S. Bernstein, Garrison Meyer, Henry A. Reich, Mrs. Samuel Weil and Mrs. Lester Berlove, program chairman.

Mrs. Goldberg will open the meeting and will turn it over to Rabbi Bernstein who is to introduce Dr. Valentine, following the invocation by Rabbi Jeremiah Berman.

By Ted O'Loughlin

JUST READ HOW EVERYONE ELSE RAN BUT YOU! YOU STOPPED 'EM DEAD AN' STOOD THE MOB!

By Ted O'Loughlin

YIS! KW YEZ IMAGINE—HIS SHOES WUZ FROZE TO THE GROUND AN' HE COULDN'T MOVE!

By Ted O'Loughlin

TH' GUY THAT GETS COLD FEET DON'T ALWAYS RUN AWAY—SPECIALY IF HIS FEET IS FROZEN

By Ted O'Loughlin

TH' GUY THAT GETS COLD FEET DON'T ALWAYS RUN AWAY—SPECIALY IF HIS FEET IS FROZEN

By Ted O'Loughlin

TH' GUY THAT GETS COLD FEET DON'T ALWAYS RUN AWAY—SPECIALY IF HIS FEET IS FROZEN

By Ted O'Loughlin

TH' GUY THAT GETS COLD FEET DON'T ALWAYS RUN AWAY—SPECIALY IF HIS FEET IS FROZEN

By Ted O'Loughlin

TH' GUY THAT GETS COLD FEET DON'T ALWAYS RUN AWAY—SPECIALY IF HIS FEET IS FROZEN

By Ted O'Loughlin

TH' GUY THAT GETS COLD FEET DON'T ALWAYS RUN AWAY—SPECIALY IF HIS FEET IS FROZEN

MRS. SILECTER IN HOSTESS
Mrs. F. A. Silvester of 317
street has as a guest last week,
Mrs. Bessie Gilbert of Atlantic
City.

EASTER CRUISE

9 PERFECT DAYS
BERMUDA

—AND—
NASSAU

Visit these beautiful islands
at their best.

All
Expenses **\$135**
Including
Sight, Seeing
Trips

A personally conducted cruise
Rochester and back to Roches-
ter, leaving April 15th.

For Full Details See
Mrs. G. T. Wylder

WYDLER
AND
WYDLER
STONE 526-527

328 MAIN ST. E. Taylor Bldg.

Successful Bridge Players Know When To Lose Tricks

BY VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of
the bidding and play of an "actual" bridge hand.

Most good bridge players know how to give up a losing trick
at the proper time, but there are many who are not keen enough
to see the necessity of deliberately allowing the opponents to
win a trick which really is not a loser at all.

Last week I gave you a hand
in which the key play was giving
up a losing trump trick at the
proper time in order to create an
entry in the dummy.

The example hand we are
using today is similar, but differs
from the preceding one in that
it involves giving up a trick in a
suit that actually has no losers
for the same purpose—that of
establishing an entry in the
dummy.

WEST NORTH EAST
S 10 3 3 2 7
H 5 4 3 2 1
D 4 3 2
C 3 2 1
SOUTH
S A K 3 2 1
H A K 3 2 1
D A K 3 2 1
C A K 3 2 1

The bidding is not of impor-
tance here. Suffice it to say,
that South reached a contract
of five hearts, due, no doubt to
the fact that he was trying for
a slam on his distribution.

DECLARER'S PROBLEM
West made the opening lead
of the king of clubs and, dis-
carding his partner's discor-
daging play of the deuce, con-

Chairman



MRS. SIDNEY TREEN

Mrs. Treen is general
chairman of the Bethany
White Shrine Patrol card
party.

Bethany Patrol Will Play Cards

Plans are completed for the
card party which Bethany White
Shrine Patrol will sponsor Tues-
day at 8 p. m. at 392 North
Street. Mrs. Sidney Treen, presi-
dent, is serving as general chair-
man, and her assisting commit-
tees include: arrangements, Mrs.
Frank Kimmel; tickets, Miss So-
phie Kaiser; Mrs. Lottie Marsh-
all; Mrs. Walter Ingelow; Mrs.
George Slorah; Mrs. M. A.
Schmidt; Mrs. Frank Kronk; Miss
Leona Challengeworth and Miss
Erma Holmerson.

Mrs. Claude Walzer heads the
prize committee, assisted by Mrs.
Madeline Baker, Mrs. Clarence
Brown, Mrs. E. A. Crandall, Mrs.
John Phillips, Mrs. M. S. Atkin-
son, Mrs. Nellie Strader, Mrs.
Herbert Lovett; reception, Miss
Ruth Christler, Miss Marian
Banghart, Miss Cornelia Smith,
Miss Kay Kimball, Mrs. Frank
Roman.

Card clubs are invited to at-
tend in groups.

Little Helpers Club Maps Lenten Suppers

The Little Helper's Auxiliary
of The Church of the Ascension
is serving Lenten Suppers each
Wednesday during Lent, at 6
p. m. in the church. The even-
ing service begins at 7:30.

The Guild will meet Tuesday
with Miss Hane Bailey, 595 Ha-
zewood Terrace, and Sunday,
March 13, St. Margaret's Guild
will serve dinner in the crypt of
the church following the morn-
ing service.

Iturbi Will Conduct Philharmonic Today

The Rochester Philharmonic
Orchestra with Jose Iturbi con-
ducting, will offer the eleventh
concert of the season this eve-
ning at the Eastman Theater.

This will be the next to the
last concert, the season closing
Thursday, March 17 with an all-
Wagner program, again under
the direction of Iturbi.

In The Woman's World

This calendar is planned to serve your organizations.
When you have notices you wish to insert mail them to The
Rochester Sun, Women's Editor, 419 Burke Building, or call
her at Stone 6001. Notices must be in by Monday preceding

Today

Asbury—First Church—Dr.
Henry Hitt Crane of Scranton,
Lenten speaker at church, 8 p. m.
Eastman Theater—Rochester
Philharmonic Concert, Iturbi
conducting, 8:30 p. m.

Rebekahs—Tilana Lodge No.
170, supper for Fast Noble
Grands and Brothers I.O.O.F.
Temple, 6:30 p. m.

YWCA—Industrial Girls sup-
per and forum hour at head-
quarters.

Dames of Malta—Fidels Club
at 1800 South Avenue 8 p. m.

Monroe County Women's De-
mocratic Club—Meeting in Blue
Room of Seneca Hotel, 8 p. m.
Charles Knapp speaker.

Rebekahs—Lakeside Lodge,
turkey supper at hall in Lake
Avenue, 6 p. m.

Friday

St. Thomas Church—Women's
Auxiliary, final book review at
the Normandie, 11 a. m.

Central Presbyterian Church—
Youth's annual banquet and
dance, 6:30 p. m.

Fidac Study Club—Home of
Mrs. Lois Myers, 52 Goshline St.
Emanuel Evangelical and Re-
formed Church—World Day of
Prayer for southwest section,
2:30 p. m.

Asbury—First Church—Down-
town area meeting for Prayer
2 p. m.

Scout Mother's Auxiliary—
Lone Star Division, card party
at 392 North St. evening.

Eastman Theater—Senior re-
cital, 8:20 p. m.

Girl Scouts Troop No. 71—
Meeting at United Congrega-
tional Church 3:30 p. m.

First Unitarian Church—Wo-
men's Alliance and Layman's
League, annual card party, Gan-
nett House, 8:15 p. m.

YWCA—Grouch Chapter,
luncheon meeting at headquar-
ters 1 p. m.

Rebekahs—Rochester Lodge,
sauerkraut supper, business
meeting 8 p. m.

Army and Navy Union—All
auxiliaries to meet at City Hall
Annex 8 p. m. official visitation
by State Dept. Commander Jen-
nie Woodward.

Parent Teacher Association—
Seneca School, meeting at 2:30
p. m.

Ladies of the GAR—Wm. Mc-
Kinley Circle, old fashioned
dance City Hall Annex, 34 Court
St., evening.

Rochester Rose Society—Meet-
ing at Rundle Memorial Library,
auditorium 8 p. m. Dr. L. M.
Massey of Cornell, speaker.

Saturday

11th Ward Women's Democra-
tic Club—Annual banquet Sen-
eca Hotel.

Woman's Benefit Association
—Public card party by Active

11th Ward Women Set Annual Banquet

The fourteenth annual ban-
quet of the 11th Ward Women's
Democratic Club will be held at
the Hotel Seneca Saturday eve-
ning. Supervisor Paul E. McNa-
mara will be guest speaker.

General chairman of the af-
fair is Joseph Hilbert with Mary
Schroth assisting as co-chair-
man. Rocco Giordano is hono-
rary chairman.

Corinthian Chapter To Sponsor Party

Corinthian Chapter No. 322 O.
E. S. will sponsor a card party
and dance Saturday evening, in
the Masonic Temple ballroom
from 9 until 1. Pfeiffer's orchestra
will furnish music for those who
like to dance, and card players
will be rewarded with prizes for
each table. There will be refresh-
ments.

One of the features of the
evening's entertainment will be
a floor show by the pupils of
Alvera Sarson and Orma Shan-
non. Reservations may be made
by calling Gen. 7768-M.

Church in Newark, will be guest speaker.



ZENOETTE

A Glorious new oil
permanent wave that
treats all textures of
hair and gives curls
and waves of lasting
beauty.

Other Permanents
\$5. — \$7.50 — \$10.

ROSE FORTUNA
HAIR STYLIST
301 Granite Bldg. Stone 4481

Ripless . . . Seamless BUXTON BILL FOLDS



In an model . . . stand-
ard, open window, or
with zip fastener. These
billfolds won't rip . . .
they are self-interlock-
ed, have no stitches.
Replaced free if they
give out before the lea-
ther wear out. Wide
range of fine leathers,
\$2 to \$15.

BUXTON
Zipper Key Cases
\$1 to \$4.50

Other Leather Folds and Cases from \$1

LIKLY'S

Mail and Phone Orders
FREE N. Y. State Deliveries 271 Main E. Bldg.
1244

weis & fisher's

MARCH of Big Bedding Values!

LEADS OF WITH SIMMONS

Beautyrest INNER
SPRING

MATTRESS

\$39.50
One Dollar Delivers

This is the month to refurbish your
bedroom . . . and Weis & Fisher's
is the place to start! First on the
HIT parade is this famous SIM-
MONS BEAUTYREST . . . the mat-
tress that adds years to your life by
adding comfort to your sleeping
hours. You'll find it in a vast
variety of new covers in the big
Weis & Fisher Slumber Shop . . .
and you can buy it this month for
only ONE DOLLAR down, on any
one of Weis & Fisher's THREE
plans of convenient payments.



80 CLINTON AVENUE SOUTH ROCHESTER, N. Y.

DINE DE LUXE

Discriminating diners in ever increasing numbers are
choosing a DeLuxe Sunday dinner. You too will enjoy
these tempting menus.

The Ideal
Spot For
Noon Luncheon
or
After Theater
Snack

Steaks and Chops Served Before Your Eyes
FULL COURSE
CHICKEN DINNER 55c
Full Course Turkey Dinner . . . 85c
FREE PARKING

DELUXE GRILLE
Always Open At Plaza Parking Station Next To
118 Clinton Ave. S. Low's Rochester Theatre

LINCOLN'S PHOTO STUDIO

PRESENT THIS COUPON
AND SAVE \$2.11

TWO PORTRAITS

One 8 x 10 Portrait
Our regular \$2.00 Beautiful Minerva
Prints

One Velvetone Miniature
In folder suitable for purse or wallet.
Regular \$1.00.

None sold at this price without this
coupon. Offer good only until March
15th. Can be used for any member
of the family.

89c

Regular
\$3.00
VALUE

LINCOLN'S

COAL

No Down Payment

Don't let lack of cash stop you from ordering fuel now.
With Hertzler Bros. Budget Plan you can fill your bins
at once . . . start payments in 30 days . . . take up to
one year to pay.

CALL GLEN. 446 NOW!

HETZLER BROS.
801 DRIVING PARK AVE.

COKE

"The Bank Of Personal Service"

MAKE YOUR DOLLARS
WORK FOR YOU

In an Interest Account at This Bank!

We invite
New
Accounts

Deposits made at the Genesee
Valley Trust Company on or
before Feb. 3rd will receive
interest from Feb. 1st.

**GENESEE VALLEY
TRUST COMPANY**
EXCHANGE AND BROAD
(Times Square)

Member of Federal Deposit Insurance Corporation

Will you please tell me which
of the following bids are
forcing? I refer to the last bid
made in each case.

A. 1 Heart 1 Spade
B. 1 No Trump 1 Heart
C. 1 Diamond 2 No Trump
D. 1 Spade 2 No Trump

ANSWER: A and B are not
forcing, but are strong bids and
partner should not pass unless
his hand is a minimum. C is
forcing to game.

As a service to bridge players,
we offer information on ques-
tions pertaining to the game.
Send your queries to The Sun in
care of Virginia Levy and your
questions will be answered in
this column as promptly as pos-
sible. Your initials only will be
used in replying, unless other-
wise authorized.

**Mechanics Displays
Paintings by Flagg**

The work of James Montgom-
ery Flagg, nationally known il-
lustrator, is on view in the Be-
vier Building of Mechanics In-
stitute and may be seen each
day from 10 a. m. until 5 p. m.
and until noon Saturdays,
through March 15.

There are oil paintings, water
colors, black and white wash,
and pen and ink drawings in-
cluded in the collection.

**Eastman School Duo
Give Recital Friday**

The second of the Eastman
School Senior recitals will be
held in Kilbourn Hall tomorrow
evening, with Miss Dorothy
Kohlert soprano and Frederick
Marsh, trombonist appearing.
The concert is free to the pub-
lic.

**Y. W. C. A. Industrial Girls
Hold Forum Tonight**

The Industrial Girls' Group of
the YWCA will have a supper
meeting and forum this evening
at the Administration building
with Dr. Rose M. Pucci directing
a discussion of social hygiene.

There will be a meeting of the
Interclub Council following the
forum.



Mr. Roberts,

Hair Stylist

Announces this week's per-
manent wave specials: \$10.
Twentieth Century perma-
nent wave \$7.50. Regular
\$7.50. Debutante permanent
\$5. Haircut, finger wave,
and shampoo complete for
\$1.50.

Evenings by Appointment

Mercantile Bldg.

Suite 435
Stone 3945

SAVE WITH SAFETY

No Need To Worry About Quality When You Insist On

PIONEER PENNSYLVANIA COAL

PEA COAL \$8.40
COKE \$9.00
NUT EGG \$9.85
STOVE COAL \$9.00

Pioneer COAL CO. Main 815

OFFICE AND YARD AT 302 EXCHANGE ST.

Food -- Service -- Environment

Ernie
And
His Famous
Swiss
Orchestra

Continuous
Entertain-
ment

Luncheon
Dancing
Set
12:30 - 2:30

Private
Rooms for
Parties
or Banquets

**Colonial Tavern's
Alpine Room**

The gayest spot in town!
Continuous clean, joyous en-
tertainment. Come once and
you'll come again.

Full Course
**Shore Dinner
75c**

COLONIAL TAVERN

29 Chestnut St.

Luncheon
50c
Full Course
Dinner
75c
Sunday
Turkey
Dinner
75c

Tattle Tales

By The TATTLE

NOT SO LONG ago we were wandering about the office floor of one of Rochester's leading industrial plants. An office floor opened and out popped a nattily attired young man, his arms filled with business documents—the young executive type in the midst of a busy morning.

This young man had a familiar air about him, one that you don't readily associate with junior bank executives. He had a warm smile, a radiant one—one that would fit nicely in the advertising copy of any toothpaste ad.

For a long time it was impossible to associate the young man and the smile with the check protecting business and the latter business with a nostalgic memory of Sunday night dinners in the Seneca dining room.

It's farther back than just yesterday when Gilbert Owen paced the mezzanine overlooking the dining room, drawing dulcet tones from a precious violin. His music caused flutters of emotion in the hearts of dowagers and debutantes alike, and at the conclusion of each selection came a round of applause that brought forth the famous Owen smile.

It was that smile that wowed 'em, even more than music—and many an escort sought the Seneca for Sunday night dinners only under protest. Paying the check was bad enough, but playing second fiddle to Mr. Owen's ensemble and smile became well nigh intolerable. Fortunately for us men, Mr. Owen now concerns himself only with the protection of what we humorously call our bank funds—and the Seneca dining room remains a safe place to dine on Sunday nights.

HAROLD CONNOR for many years, it seems was, with a few die-hards, crowding the middle thirties on the side of single blessedness. Clothing and newspaper work filled his life completely. Then, as to all men, came romance—romance of the undeniable sort and the ever diminishing group of bachelors was shortened by one.

Mr. Connor recalls, no doubt, when he thought that swieback something you had out like Austrian Tyrol and rompers were something you had out like tonsils.

Times have changed. Friend Harold now swings those three-cornered bits of muslin with the abandon and finesse of the torador, can whip up a formula, and croon a lullaby that would have Emmett of lullaby fame, asleep on the second stanza.

Girls, think nothing of giving a minute to the confirmed bachelor—they can do an about face, and they housebreak a whole lot easier.

ONE OF the most amusing party throwers that ever swept in and out of Rochester is now residing in Ohio and her name, changed for the third time, is now Mrs. K. Griswold Vila. If we are a judge of matrimonial combinations, the present arrangement will have permanence. Mrs. Vila, during her Rochester stay, was Mrs. Harold Donnelly, and a gussy girl with an infectious laugh and ready wit was she. Everybody remembers her classic teas—obviously there was no tea in the house—and Sunday afternoon and a jazz band lent additional touches to cram the ample capacity of her home.

Emily Post gives a paragraph or so which indicate that tea guests should sort of bob in and out, but Mrs. Donnelly's guests somehow never did. Sunday afternoon teas not infrequently broke up around noon on Tuesday. Arch enemies became fast friends, dithery debutantes almost human, and proper young macons ribald and raucous.

The society editor of a local newspaper lured the saxophone player—and incidentally the cooks boy friend—to the front porch for music lessons—which probably was why the society editor never dared eat a salad in the house after that.

A sour-puss banker, dignity itself, paid for the nine windows he broke and sent a polite note requesting another invitation to the best time he'd had in thirty years.

Bridge tables had no place in this lady's menage, the art of conversation, the bon mot and the wise crack, regaled cards to a pastime of unimportance. We've been to a great many soirees in our time and so have a great many other Rochesterians and there is no party-sour in this manner who will fail to recall the happy three days he used to spend at those Sunday afternoon teas.

Maybe the country needs, as some sage states, "A good live cent cigar," but Rochester needs at least another short social reign on the part of Betty Bettie Bacon Donnelly Vila.

Color Makes Drab Room Cheerful

BY HARRIETTE CROMWELL
Interior Decorator with Wels & Fisher

Color has a much greater effect on our lives than most persons realize. It is an acknowledged fact among neurologists and doctors in charge of institutions for the mentally unbalanced that cheerful, restful colors play a great part in the cure of their patients.

Yet, a great many persons live their whole lives in drab surroundings, whether it is from the fear of combining the wrong color—or not knowing where to begin—or a sheer lack of interest in doing anything to better it.

One can almost work magic with the right use of color—make dark rooms seem brighter, small rooms seem larger, lengthen or shorten a room in appearance, and even make ceilings seem higher or lower as the case may demand.

HEPFUL HINTS

For example, suppose you have a living room, not as large as you would like, and a northern exposure—you get a cold light in spite of your many windows which seem to cut up all the wall space. Try doing the walls and woodwork in a light, dusty peach and the ceiling the same color, but much lighter.

By keeping the walls and woodwork the same, you take away from that cut-up look and add size to your room.

For the same reasons, have the background of the draperies the dusty peach color—perhaps lighter or darker. I have in mind a beautiful printed sailcloth—material similar to that used in the lovely hand-blocked English crêtonnes—with the large flower designs in the rusty tones and accented with an unusual shade of blue. The blue we will repeat in the wall-to-wall carpet and in the stripe in a chair. Repeat the other colors in the draperies, in the upholstered pieces and you have a much lighter, large and more cheerful appearing room.

COLOR POSSIBILITIES

Or, for a different exposure and larger room, soft blue-green walls, beige carpet and in the draperies accents of coral and yellow.

For a modern bedroom, I know of a soft gray paper with lovely white and "shrimp" colored motifs which give the effect of horizontal stripes; modern furniture painted dead-white accented with the "shrimp," white silk gauze curtains edged with "shrimp" pink, and a slightly deeper toned rug.

Another ideal. Light gray walls accented with golden-yellow draperies, deeper gray carpet, with accents of eggplant and chartreuse and deep green. And on and we could go—no end of ideas—no end of possibilities in color.

Churches To Mark World Prayer Day

Seven community services will attract Rochesterians to the observance of world day of prayer Friday. Under the auspices of the Council of Church Women, spiritual life department, the community services are being developed in the following areas: Downtown Asbury First Methodist Church, 2 p. m.; Charlotte section, Church of the Master, 8 p. m.; Southwest section, Calvary Baptist, 2:30 p. m.; Northeast, East Side Presbyterian, 8 p. m.; Southeast, Emmanuel Evangelical and Reformed, 2:30 p. m.; Summerville, Church of the Resurrection, 2:30 p. m.; Northwest, Grace Methodist, 2 p. m.

GUARANTEED EXPERT WATCH REPAIRING



ANY WATCH
CLEANED and
OILED

\$1

- Main Spring Fitted, 95c
- Stem and Crown, ea. 75c
- Other Repairs at Correspondingly Low Prices
- ALL WORK GUARANTEED FOR ONE YEAR

Watch Shop

Edwards

Street Floor

Lights and Shadows

by JOHN BURNS

Complications of one kind and another are giving European nations the jitters and the most severe cases are to be found in persons in positions of responsibility. Neville Chamberlain and Camille Chautemps aren't feeling too sprightly today and it's quite likely that Hitler and Mussolini are wondering what the final echo will mean.

But here, in our town, political complications and problems leave leaders of the GOP serene and undisturbed. Every successful organization, whether it be political or industrial, has its Col. House, a man who spends much of his time in the background, but a man who knows the answers required by those in the limelight.

One of the reasons for the serenity so noticeable in the Republican high command is the availability of Harold S. W. Mac Farlin as a puzzle solver. Mr. Mac Farlin, owner of a nimble mind and possessing a wide knowledge of psychology, is a person of no mean courage. He's the author of the Republican platform and, as such, is keenly interested in seeing his brain child take tangible shape.

So we find Mr. Mac Farlin, who probably will not relish this touch of limelight, working industriously behind the scenes.

He was an advertising man before he succumbed to politics and he clings to his old habit of hard work. Talk to him for a few minutes and you'll be convinced that he knows his stuff. You may disagree with his ideas, but you can't discount his sincerity. Here's a man who regards the Republican platform as something almost sacred; it's part of his life and he believes that it represents a forward step for Rochester.

As you may have guessed, the name Mac Farlin suggests a touch of Scotland and that may be the reason why he spends so much time figuring ways and means of saving dollars here and there for the municipality. This combination of frugality and enthusiasm concerning city affairs marks Mac Farlin as a man apart from the usual run of those in politics. He really dislikes the idea of uncontrolled city spending and a man with such ideas is a handy fellow in an advisory capacity.

U. R. Club To Stage Drama of Dumb Wife

"The Man Who Married a Dumb Wife" is the title of the play which will be presented April 9 by the French Club of the University of Rochester. Barbara Bourgeois and Madison Farnum will take the leading roles.

This two act comedy by Anatole France will be supplemented by a one act skit "La Paix Chez Soi" which will be enacted by Eleanor Spencer and Robert Larson.

Women's Alliance Sets Card Party Tomorrow

The annual card party of the Women's Alliance and Layman's League of the First Unitarian Church will be held in Gannett House at 8:15 p. m. tomorrow.

Serving as general chairman is Mrs. Fred L. Mason, assisted by Dr. Irene Lapp, Mrs. Wade Reichard, Mrs. Charles Valance, Mrs. Judson Parsons, Mrs. Robert Lang and Mrs. Leonard Tremem. Mrs. William R. Foster is in charge of refreshments, aided by Mrs. Nelson Spencer, Mrs. Orville Shepard and Mrs. Alan Gander.

ROCHESTER'S THRIFT CENTRE
Edwards
STONE 2300

Group Any of These Items

10% Down

Balance Monthly

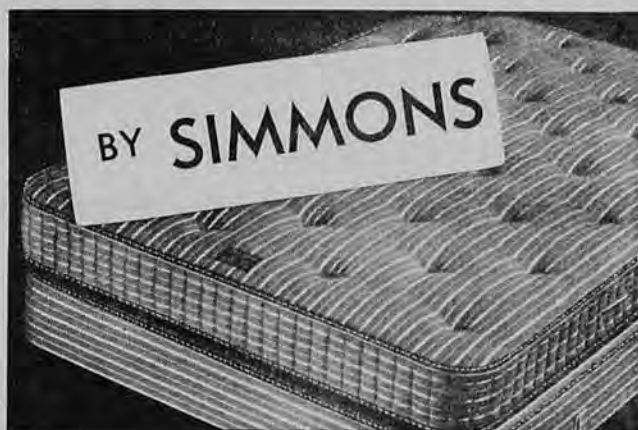


79.50

Made by careful, experienced craftsmen in graceful, clean lines to your own order. Beautifully and comfortably designed. The ideal suit around which to build a "liveable" living room. With super sagless web construction. Dowelled and mortised hardwood interior. Choice of six mohair freeze coverings in distinctive and attractive patterns. At this very low, very modest Edwards price this 2 piece suite is a real value.

Edwards, Fifth Floor

A DEEPSLEEP MATTRESS



- New Rayon Striped Covers
- Golden Velv-O-Grip Handles
- Golden Ventilators, Flat Buttons
- Famous Deepsleep Innerspring Construction
- Deepsleep Matching Box Spring at same price

29.50

Edward's, Seventh Floor

SAVE on HOUSEWARES



Medicine 1.29
Cabinets

Size 15x11. With oval top mirror. White enamel. 10x mirror, shelf, and roll of paper towels 1.19.

Clothes 69c
Baskets

White willow, hand made. Rattan handles. 25" long.

Streps 69c
Cans

With galvanized metal. Choice of green, red, ivory, white, black and white. Special!



Curtain 59c
Stretchers

Laundry curtains the easy way. No pins to prick or tear.

Toilet Tissue 87c

2000 sheets in the roll. Soft, absorbent texture. Bargain!

Wall 89c
Mops

Flexible spring heads. Fine hair, brush. Washable, of course.

NO RUB FLOOR WAX
79c Qt.

For linoleum, hardwood and composition floors. Apply and let dry. Bright luster without rubbing or polishing.

Edwards, Sixth Floor



sale
WALL PAPER

VALUES TO 25c 15c Roll

30" Plastics Suntested Dining and Living Room Papers

PAINTS
FLAT WALL PAINT

1.59 Gal.

Washable and easy to clean. Paste shades and also white Edwards special!

Edwards, Fourth Floor

SALE! Heavy Twist Wool BROADLOOM

Competitive 9' and 12' Widths 4.95 Sq. Yd.

Nothing in the way of beautifying a room does so much—and in the long run costs so little—as this practical broadloom. Here at a very low 4.95, we offer it in attractive new patterns and designs—sturdy, heavy and closely woven. The ideal background for furniture of any period. Excellent colors.

Edwards, Fourth Floor



CONSULT OUR FLOOR DECORATOR MISS KOHN FOR EXPERT ADVICE IN COLOR HARMONY FOR ANY ROOM

Composers To Give Third of Concerts

Thursday evening, March 10, the third of the American Composers' concert of this season will be played by the Rochester Philharmonic Orchestra, Dr. Howard Hanson conducting, in the Eastman Theater.

Like its predecessors this will be a performance of an hour-long program, played without pause and most of it subject to coast-to-coast broadcast.

Tommy Carey Starts For Training Camp

Satisfied with his contract and confident that he can land a regular infield job with the St. Louis Browns, Tommy Carey has started for the San Antonio training camp of the Browns by way of Hoboken.

Starting by way of Hoboken is an old Carey custom, because Tommy's family lives in Hoboken and the little Harp always makes that his last stop before heading southward.

Sportsman's Show Tickets Go Fast

Sale of advance tickets for the second annual Sportsman's Show at Edgerton Park, April 22 through May 1, under the auspices of the Genesee Conservation League, is progressing rapidly, according to Don Guerin, show manager.

More than 10,000 tickets have already been distributed among members and other local and neighboring sportsmen's clubs. Guerin has visited both the New York and Baltimore shows, which will appear here.

Among the improvements for this year's show will be a tank for the water sports, five times the size of the one used last year, seating capacity around the tank greatly increased, emphasis in all sporting events laid on actual contests, rather than exhibitions, contests to include canoe and log-tipping, log-rolling, fly, and ball-casting, pistol marksmanship, wood chopping, wood sawing, axe-throwing, etc.

The week of March 20 to 26 has been designated as National Wildlife Conservation Week by governmental proclamation. In accordance with the proclamation, the show will lay particular stress upon the subject of conservation needs both local and national by means of educational displays and demonstrations.

Unbeaten RBI Five To Play Old Fox

The undefeated Rochester Business Institute, will end their regular schedule Saturday night at Montour Falls, meeting their traditional rivals, Cook Academy. Unbeaten in eleven starts, the Penpushers will strive to keep their state clean by handing the Academy boys another defeat. Victorious in the first encounter the Clinton Avenue Boys will enter the game a heavy favorite, but Cook always has been a tough team to beat on their home court and nothing would please Prexy Gate more than a victory over Curtin's outfit.

LABYRINTH CARD PARTY
El Tyh Labyrinth No. 211, Most Ancient and Sublime Order of the Sphinx, will sponsor a public pedro and pinochle party at 44 State Street, Thursday, March 10, at 8:30 p. m. There will be prizes and refreshments.

SPORTS

BY JOHN BURNS

Pity the poor baseball slaves — major and minor — who are getting in condition — all expenses paid — under a Florida sun while we, who are tied to our jobs in the Northland, shovel snow and wonder whether the family bus will go through the rest of this winter without needing an additional quart or two of something to keep the darn thing from freezing.

For most of us the thought of a baseball training camp in the Southland suggests a life of ease, if not luxury. But it isn't all beer and skittles, if you'll take the word of one who has spent considerable time in such camps.

Baseball rookies — and that's the class that provides most of the camp personnel at double A training bases during the first couple of weeks — might be divided into three classes. There are the lads who are so homesick they start asking about trains at the end of the first day's work; lads who are so flat broke that their work is affected by worry; and lads who are so keen for baseball that nostalgia, financial condition and even love cannot turn their thoughts from their objective.

Your correspondent recalls a young outfielder included in the roundup at a Red Wing camp who was the champion of all optimists. This boy, who had achieved considerable renown as a hitter in some league in the deep bushes, figured himself as the equal of Cobb, Hornsby or any great hitter you care to mention and his faith in himself was so great that he took his favorite bat to bed with him.

Faith of this sort was admirable in itself, but it became boring after a time, especially when the young man developed a habit of roaming around in the late evening to demonstrate his batting stance.

One night our young hero popped into the room of a veteran. He toted his pet war club and went into his routine without delay.

"I reckon I should be the best hitter in baseball," said Young Hopeful. "In fact, I can't figure how any pitcher should ever get me out."

"Yeah," answered the veteran. "Don't forget that three strikes are still out and that better hitters than you'll ever be have taken that third one. Why don't you go out and fall in love. Quit bothering me; I want to sleep."

And the young man actually did fall in love. His hitting fell off and he wound up in one of the Twenty Thousand Leagues Under the Sea.

But while he lasted, that boy was one of the bright spots in camp, and spring training camps would be considerably less enjoyable without the lads who own such an utter belief in themselves.

Worries of a President

Another training camp is being made ready for the Red Wings and, as usual, most of the worry falls on the shoulders of the club president. Oliver French, head man of the Wings, is an exceptional character — in baseball and otherwise — and it isn't fair that our Oliver should be compelled to carry the load of worry that is his today.

French will be at Tarpon Springs, the Florida base of the Reds, by the time this piece appears in print and he's probably wondering whether the playing field and clubhouse facilities will be ready when the advance guard of his squad reports.

But worries over field and clubhouse can be shrugged off. French's real concern is centered in the kind of ball club he will have this year. The player resources of the Cardinals are at least as rich as usual, which would lead one to the belief that the Rochester club should be in line to receive its share of playing talent. Experience, however, has shown that this condition doesn't mean a thing. In the end, the club president or manager who puts on the best crying act gets the most from Branch Rickey in the way of players. Since neither French nor Ray Blades, his field manager, is a cry baby, you can figure it out for yourself. If French and Blades had less stolem and looser lachrymose glands, they might get more and better material for this new Red Wing club.

The Sportsman

By CURT GERLING

You can tell Mr. Nimrod that he is the world's worst shot — that he couldn't hit Uncle John's barn door at twenty paces with a ten gauge. You might even accuse him of carelessness with firearms, lack of cunning in the woods, or call him a few choice names and end up with the assertion that he is mean to his mother and beats his wife.

You could get away with that, BUT don't make the mistake of criticizing his hunting dog — don't even suggest that he isn't the staunchest dog in the world on points or hasn't the fine nose of last season's field trial winner.

The gentry that go a hunting have that one very touchy spot and many a fine friendship has ended when a thoughtless shooting partner made an uncomplimentary comment on his friend's pointer or setter.

The strange thing about the dog-man relationship is that the bird dog is inclined to be a little fussy himself. Naturally the dog likes to hunt and he likes hunters — practically all hunters. The animal knows instinctively if he is with a kindred spirit and conventional hunting regalia is not essential for him to draw his conclusions. Most of us have noticed how dogs will take to certain visitors in the home in preference to others. In most cases, the dog somehow feels the common bond of the chase that may exist in the stranger he makes friends with so easily.

We have recognized the foregoing for many years. We've had lots of dogs of all sporting breeds and observations are taken from life rather than say so. Men who own dogs rarely have any fear of strange ones and they know the answers to all the growls in a canine vocabulary.

It isn't uncommon for a hunter to walk into a strange bar — yard to be greeted by the usual perfunctory barking and the next minute having a strange dog, wagging his tail at double time.

(Continued on Page 7)

Six Court Jousts In County Play

Six important games are to be played this week-end in the Monroe County amateur basketball tournament which is being held at the R. B. I. Auditorium.

A tripleheader is scheduled for tomorrow night, starting at 7:30, when the Sagamores will play the Atlas Wreckers. Hawk-Eye and Marriots are bracketed in the second game, and Royals and Schmidts will meet in the third combat.

Another three-set bill will be presented Sunday afternoon, starting at 2 o'clock, when Schlegels and B. A. Speedys are to clash in the opener. This will conclude the first round of play and the other contestants in Sunday's games will be drawn after tomorrow's games.

OXFORD BOWLING HALL
OPEN ALLEYS
Thursday's — Saturday's
and Sunday's
WE CATER
TO BOWLING PARTIES
416 Clinton Ave. No.
MAIN 5395

You Don't Need Ready Cash

To Give Your Car the Attention It Needs

Absolutely all you need here to obtain credit is your license certificate! — There's no reference checking.

NO DELAY!
NO RED TAPE!

Diamond
SUPER SERVICE
TIRES

AS LOW AS **49c** Per Week

NEW 1938 **MOTOROLA \$1.00**
AUTO RADIOS Per Week

UNIT ROCHESTER
1155-1223 MAIN ST. E.
PARTS CORPORATION
CULVER 250



CALL GEN 586
BLACK MAGIC-ANTHRACITE
A SUPERIOR HARD COAL
COAL \$10.50 TON
EGG — STOVE — NUT
QUALITY GUARANTEED
PAYNE & DUNHAM
ESTABLISHED OVER 15 YEARS

Ball Bearing ROLLER SKATES
59c PAIR
NOAH'S ARK

NOAH'S ARK
GOOD NEWS FOR YOU
All-American MOTOR OIL
100% Pennsylvania
PERMIT 403
Thousands of motorists use this Penn-Quity 100% Penn-Tech motor oil. Best in any family oil selling at 35c per quart.
TWO-GALLON SEALED CAN 98c PERMIT 403 PLUS TAX
60 STATE ST. 188-190 EAST AVE. 561 STATE ST. Cor. Lyell Ave. 288-290 MONROE 200 NORTH ST. Cor. University

The Season's Best Dark Brew
NATURALLY
— BREWED BY THE —
STANDARD BREWING CO.
HALF AND HALF
A Delicious Blend of ALE and PORTER
Dark — Rich — Creamy
In Bottles At Your Favorite Store or Tavern
or
CALL GLENWOOD 373

LAKE COAL AND COKE CO.
Better Coal — Lower Prices
Sure Fire HARD COAL
Egg Nut \$9.75 ton
Egg Stove Nut \$10.25 ton
PEA COAL \$8.65 ton
BUCK . . . \$7.35
RICE . . . \$6.50
Domestic PREMIUM COKE \$9.00 ton
PROMPT — EFFICIENT SERVICE
255 LVELL AVE.
GLENWOOD 339

WINE and LIQUOR SAVINGS
You Can Depend On **BERGHASH for BARGAINS**

Old Fashioned ROCK AND RYE 70 Proof **\$1.69** Full Quart Regularly \$2.09

Ready To Serve MARTINI COCKTAILS **79c** Full Pint

Grand Imperial Seal Vintage 1932 PORT WINE Single Bottle 69c Case of 12 Full 25 Oz. Bottles **\$5** Regular \$8.50 Value

SALE
A complete sell-out the last three times at this price. New shipment just arrived.
2 YEAR OLD CREAM OF GRAIN STRAIGHT WHISKEY **\$1.29** Full Quart 4 Quarts for \$5.00

3 Year Old CALIFORNIA BRANDY 25 Oz. Bottle **\$1.49** Fifth Made To Sell For \$1.89

15 Year Old Imported SCOTCH WHISKEY Full 25 Oz. Bottle **\$2.99** Made To Sell For \$3.49

Only 39 Bottles! JULIUS MARCUS BRONK COCKTAILS **\$1.19** FIFTH Large 25 oz. bottle Regular \$1.89 Value

Imported French SAUTERNES Vintage of 1929 and 1933 **\$1.19** FIFTH Made To Sell For \$1.89

Imported Italian and French VERMOUTH **89c** Large 21-Oz. Bottle

AMERICAN Bottled In Bond BOURBON OR RYE WHISKEY 100 Proof **\$2.98** Full Quart

15 Year Old Bottled In Bond BRANDY 2 1/2 Years Old **OLD MILL BRANDY** **59c** Half Pint

4 1/2 Year Old VIRGIN ISLAND RUM Full Pint **99c** Regular \$1.29 Value

Free Delivery MAIN 786

1/2 Hr. Free Parking Opposite Our Store

BERGHASH
124 CLINTON AVE. S. NEAR LOEW'S ROCH. THEATRE

Cash
It Needs

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

OR
S
R
S
end On
INS

HOSPITAL UNIT MEETING
The bridge will follow the business meeting of the Rochester General Hospital Alumnae Association in Whitbeck Hall Monday at 8 p. m. Miss Dorothy Luffman, chairman of entertainment, will be in charge of the social hour.

SPECIAL THIS WEEK
CANDY COATED PEANUTS 10c
Reg. 15c lb.
BLACK WALNUT Brittle 35c lb.
Reg. 39c lb.
CHOCOLATE 45c
Fruits, Nuts and Creams—Reg. 45c lb.
BUTTER NUTS HICKORY NUTS PISTACHIOS
RED AND WHITE

AT THE NUT SHOP
OUR ONLY STORE
550 WEST MAIN ST.
MAIN 8100

HOME GROCERS
151 Park Ave. Mon. 9326

SPECIALS For Saturday Only

Domino Pure Case 10 49c
SUGAR 10 49c

1 lb. Tins Beechnut SPAGHETTI - 3 for 25c
Hollyripe 20 Oz. Tins Tomato Juice 3 for 25c

HEINZ 16 Oz. 2 for 25c
SOUPS - 16 Oz. 3 for 25c

Gorney's De Luxe Blend COFFEE - 16 Oz. 23c

CLIP THIS COUPON

HOLLYRIPE APPLE SAUCE 5c

No. 3 Can With This Coupon We Reserve the Right to Limit Quantities

Tree Ripened ORANGES Natural Color

EXTRA HEAVY Juicy Florida GRAPEFRUIT 39c

Regular 6 for 29c 18 to 40 Oranges

EXTRA HEAVY Juicy Florida GRAPEFRUIT 4 for 29c

Regular 2 for 25c

APPLES—McIntosh U. S. No. 1 - - - Pk. 35c

EAST MAIN ORANGE MARKET
783 MAIN STREET EAST
Opposite Dental Dispensary Open Evenings

ESTABLISHED 1901

IT TAKES MORE THAN PRICE TO MAKE A BARGAIN

WEEK-END SPECIAL

Young Tender LEGS O'LAMB

21c lb.

SCHUDT

MARKET, Inc. 511 MAIN ST. E. COR. SCIO ST.

STONE 290 WE DELIVER

WILLIAM PENN HARD COAL

Egg-Stove-Nut \$10.40 Ton

AMBRICOAL \$9.50 ARAB COKE \$8.50

FIRE-KING'S LOW CASH PRICES

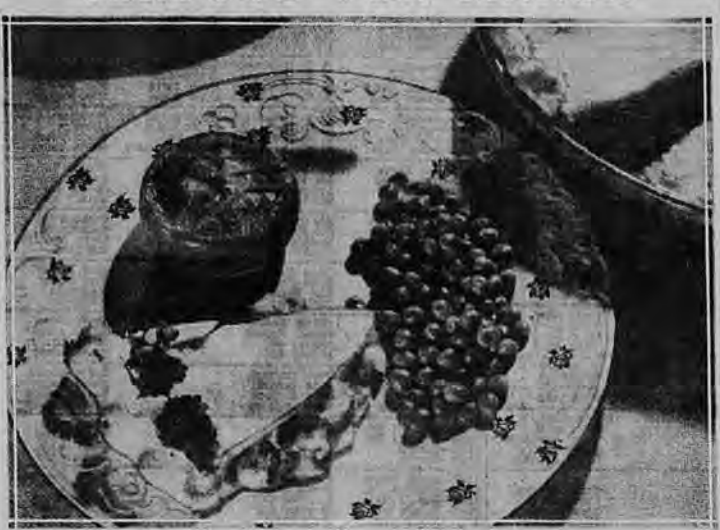
Delivered—Shoveled Off

SEMET-SOLVAY COKE, \$9.95

For Prompt, Clean Delivery, Call

FIRE-KING MAIN 306

SEAFOOD FOR MARCH



Are you remembering that this is an "R" month? Many juicy little oysters are tucked into this tasty oyster pie which offers a novel use for seafood. Try it today.

Oyster Pie Is Delicious

OYSTER PIE PASTRY

3 cups flour 4 tablespoons cold water (approx.)
1 teaspoon salt 1/2 cup shortening (preferably lard)
Sift flour, measure, add salt. Cut shortening into flour mixture until it resembles coarse meal. Add water gradually. Mix into a very dry dough. Toss on floured pastry cloth, roll and fold until the dough is smooth. Line a shallow baking dish, add the filling and top with pastry.

FILLING
3 cups medium salt
White Sauce Dash of cayenne
1 pint oysters 1/2 cup butter
1 cup celery
Small, cut oysters can be used. Pick over oysters to remove any bits of shell. Place half of oysters on the pastry, add half the celery, salt, pepper, butter and White Sauce. Then add second layer of oysters and other ingredients. Top with pastry. Place in moderate oven (375 F.) 45 minutes.

RELIEF CORPS MEETING
The C. J. Powers Women's Relief Corps will meet March 7 at 2:30 p. m. in the City Hall Annex to make plans for the card party which is to be given March 21. Mrs. Catherine Gray is serving as chairman.

THE WAY TO A MAN'S HEART

BY IRENE MUNTZ

Once more menus must be planned about cheese, egg and fish dishes. Just at this time, when we are apt to get a little tired of usual winter fare, there is a whole tempting array of dishes to choose from.

Fish is plentiful, economical and may be served in a variety of ways, baked, boiled, fried or in combinations. Eggs may be served as omelets, made up dishes or salads. While there is no limit to the cheese, macaroni and like combinations. The recipes following are typical.

FRYING HAM
3 c. sliced Fennel Ham
2 c. medium white sauce
2 hard-boiled eggs
1 T. finely chopped green pepper
1 T. chili sauce
Salt and pepper to season
Let fish stand in milk to cover for 1 hour. Bring slowly to the boiling point and simmer for 20 minutes. Drain the fish, add the sauce, hard-boiled eggs, the green pepper and pimiento. Season to taste and heat thoroughly. Serve on toast.

ASPARAGUS ON TOAST WITH EGG SAUCE
1 1/2 c. medium white sauce
1 c. Worcestershire Sauce
3 Hard-boiled eggs
Cooked Asparagus
Buttered toast
Heat the sauce, Worcestershire Sauce and eggs over hot water. Arrange asparagus on toast and cover with sauce. Dust with paprika.

MACARONI LOAF
Temperature: 400 degrees F.
Time: 45-55 Minutes
1 c. milk
1 c. cooked macaroni rings
1/2 c. melted butter
1 T. salt
2 Eggs
1 c. grated cheese
1 T. each chopped green pepper, paprika, onion, and pimiento
Mix ingredients in order given and fill a buttered bread tin. Bake in a preheated oven. Serve with Tomato Sauce.

Remington
(Continued from page 1)

would demand a mother love, tear jerking ditty, with all the heart - wrenching trimmings, and a bard, obviously in need of a clean shirt, and, perhaps, physically aware of the need of a luncheon to bolster a too meager breakfast, would he himself to space at a temporarily abandoned desk to crate the song epic of tomorrow, the while a budding Mozart would literally be poking out, in the key of G, an air, or airs, which possibly, would conform to love and dove and pain, with a poet's free license, rhyming with shame.

Today, as you know, songs are mostly created, to measure, for Hollywood musical pieces by lyricists and tune makers under contract to cinema producers and they're plugged via, air into your home or motorcar without asking your permission. They became aged and palsy shaking adults while infants. They quaver with infirmities while nursing, if you'll excuse a metaphor, at their originators' breasts. This, as Mr. Goodman observed, is an excessive speed even for art.

Mr. Goodman's son, aged thirteen, who's attending school in Brooklyn, is intrigued with music and plays several instruments. He will be a student at the Eastman school when he arrives here with Mrs. Goodman to make his permanent home.

"But if he threatens to go in for song writing," warned Goodman, the father, as he recognized the hovering waiter before departing, "he will do so with wide open eyes and with, I think, a complete realization of the rocks ahead, that is, if I'm not tongue-tied."

Oh, hum, let's see! What's today's song sensation?

Rose Society To Hear Talk

Dr. L. M. Massey, professor of plant pathology at Cornell University will speak before the Rochester Rose Society at its next meeting tomorrow at 8 p. m. in the auditorium of the Rundel Memorial Building.

Dr. Massey is well known to many Rochesterians because of his research work in disease and insect control in the horticultural field. He is a consulting pathologist for the American Rose Society, and has carried on extensive experimental work in the rose test gardens at Ithaca. His subject will be "The Control of Rose Diseases."

The meeting is open to all who are interested in rose culture. The Rose Show in June is sponsored by this society and terminates a series of meetings and lectures during the year.

Officers of the group include: George A. McNeill, president; Mrs. Howard H. Inray, first vice president; Victor W. Hurst, second vice president; Florus Baxter, third vice president; John J. Holahan, secretary; Mrs. Harold Cowles, treasurer.

Knapp To Address Women Democrats
The Monroe County Women's Democratic Club will have Charles Knapp, supervisor of the 22nd Ward, as speaker at the meeting which is to be held in the Blue Room of the Hotel Seneca this evening at 8 o'clock. Cards will follow.

Mrs. Veronica Doran is chairman of the affair and is being assisted by Mrs. Adelaide Goode, Mrs. Anna Mae Williams and Mrs. Ina Sny. The board of directors will meet at 7 p. m.

Eastman Symphony Joins Chorus Tuesday
The first appearance together this season of the Eastman School symphony orchestra and chorus, will be made Tuesday evening in the Eastman Theater.

Paul White will conduct the orchestra and Herman H. Genhart the chorus. The public is invited.

Bureau Waits Marriage Talk
BY MARIETTA C. ZOLLER
The Rochester Home Bureau will continue the series of lectures on "The Successful Family" at Bureau Headquarters, 55 St. Paul St. Monday, March 7, at 1:30 and 8 p. m. by Prof. Mark L. Entorf, of Cornell University. "Emotional Adjustments in Marriage" will be the topic for the afternoon discussion, and in the evening meeting, Entorf will speak on "Personality and the Family."

Entorf has said that mental hygiene does not set the goal of perfect adjustment, but emphasizes the development of the ability to understand and accept one's self and other people as they are—imperfections, bad points, and all.

The series of lectures are open to anyone interested in personality adjustments, men and women, students and lay people, those who are celebrating their golden wedding or the young engaged couple planning to be married this summer, and business people and homemakers.

On March 28, Entorf will conclude the course, with an afternoon lecture on "The Influence of Early Training on Character". In the evening he will speak on "Can the Child Guide the Parent?" These are all a part of the family life study program which the Rochester Home Bureau presents throughout the year.

WIN A PRIZE!
What do you know about Rochester, its history and its industries?
The Sun offers its readers a chance to turn their knowledge into money. It costs nothing to enter this contest; there is no catch in it, and you do not have to buy anything in order to enter.

This contest is open to all residents in the territory covered by The Sun's weekly circulation of 70,000, with the exception of employees of this newspaper.

Each week, for four weeks, The Sun will publish a list of twenty questions based on happenings in Rochester and its environs. Prizes aggregating \$50 will be given to those who submit the best lists of answers. Announcement of winners will be made in The Sun on March 17 and answers must reach The Sun office, 5 St. Paul Street, before 5 p. m., March 14, to receive consideration.

A prize of \$15 will be awarded for the nearest correct list of answers; \$6 for second prize; \$4 for third; \$3 for fourth; \$2 for fifth, and twenty prizes of \$1 each.

Here are questions 41 to 60, inclusive:
41—Name or otherwise identify four of Indian Allen's wives.
42—How and why was Monroe County created?
43—Where was Louis Philippe, later King of France, entertained in Rochester?
44—For what were the Fox Sisters famous?
45—When was the first glass-lined steel tank made in Rochester and by whom?
46—Which was Rochester's first playground?
47—When was the bill passed creating the State Troopers?
48—More than 100 years ago a child was born in Rochester on the site which still bears his name. Who was he?
49—When did the Lehigh Valley Railroad come to Rochester?
50—What was the name of Rochester's first newspaper and how often was it published?
51—What was the secret meaning of the phrase "Grant is dead" and how was it misinterpreted?
52—What were the followers of William Miller doing on Pinnacle Hill on October 24, 1844?
53—What Rochesterian received the first basic patent on an automobile engine and in what year?
54—Where was the first theater erected in Rochester for movies exclusively?
55—In what year was Rochester settled?
56—Who was Rochester's first policeman?
57—What President of the United States was nominated by a Rochester newspaper?
58—Who was the first consumer of illuminating gas in Rochester?
59—What constitutional amendment was responsible for starting Rochester's largest dairy?
60—What boys' camp was established on a nearby lake through the generosity of which Rochester merchant?

Answers to most of these questions are to be found in the following:
Chamber of Commerce Golden Jubilee Almanac.
Peck's Semi-Centennial History of Rochester.
Rochester Historical Society Publication Fund Series, Vol. II.

Rochester and Monroe County-WPA book.
The Genesee Country, Vol. II.
Centennial History of Rochester, Vol. I.
Centennial History of Rochester, Vol. VIII.

FRIDAY and SATURDAY at WEGMANS

Prime Tender Wegman Quality

SHOULDER ROAST
Beef

16c lb.

Buy your meat at Wegmans, where you may choose from widest selections. Each Wegmans store carries as much meat as 5 ordinary markets.

These tender, juicy roasts are cut from prime grain-fed steers. The fine grain of the meat is proof of the extra quality.

Home Dressed **PLUMP MEATY GOLDEN FR. FOWL** 25c lb.
Tender and thick, dressed by our own poultrymen.

Fresh Dressed **TENDER LEAN FRESH PICNICS** 16c lb.
Delicious and economical when boiled with vegetables or served with sauce.

Extra Large Pineapple **FLORIDA ORANGES** 23c doz.

SEAFOOD SPECIALS

FRESH SWORD FISH STEAK, lb. 19c
FLAKY HALIBUT STEAK, lb. 23c
FILLETS OF HADDOCK, lb. 12 1/2c
BOSTON BLUE FISH FILLETS 11c
SOLID MEAT OYSTERS, pt. 17c
MEATY LOBSTER TAILS, lb. 52c

THIS COUPON IS WORTH 5c

Toward the Purchase of **KILBOURN HALL TEA BAGS**

Package of **15 for 15c**

YOU PAY ONLY 10c WITH THIS COUPON!

GRAPE-FRUIT 4 for 19c

FIRM RED and RIPE **FRESH TOMATOES** 10c Lb.

MEDIUM SIZE SWEET **NEW PRUNES** 2 lbs. for 11c

MILD FLAVOR CREAMY **BRICK CHEESE** 15c Lb.

CRACKERS, pkg. 14c

Wegman's

FAMOUS FOR FINE FOODS

HOME-OWNED FOOD MARKETS

YOU CAN AL

WAYS DEPEND ON SCHWALB

STONE 775

Heidt's Or.	Good Night	Track Results
Heidt's Or.		Track Results
Duchin's Or.		Barron's Or.
Duchin's Or.		Barron's Or.
Good Night		Good Night

WHAM-1150 KC.	WHCC-1420 KC.	WSAY-1210 KC.	WHRN-900 KC.
P. M.			
7:30-Magic Key	Rhythma	Quartet	Organ Recital
7:50-Magic Key	Mama Bloom	Ave Maria	Planets
8:20-Magic Key	Dr. Christian	Ave Maria	Planets
8:45-Magic Key	Dr. Christian	Symphonies	Detectives
9:00-Broadway	N. Y. Symphons	Symphonies	Air Newscast
9:15-Broadway	N. Y. Symphons	Symphonies	Air Newscast
9:30-Armco Band	N. Y. Symphons	Labor Talks	Sun. Players
9:45-Armco Band	N. Y. Symphons	Labor Talks	Sun. Players
4:00-Puzzles	N. Y. Symphons	Fr. Coughlin	Melodies
4:15-Puzzles	N. Y. Symphons	Fr. Coughlin	World Series
4:30-Jolly Time	N. Y. Symphons	Peck, Songs	World Tours
4:45-Home Folks	N. Y. Symphons	Musical Comedy	World Tours
5:00-Met. Opera	Air Magazine	True Slenuth	Marion Teller
5:15-Met. Opera	Air Magazine	True Slenuth	Marion Teller
5:30-Sports Ed	Longmarch Or.	Evening News	Sticky Mouse
5:45-Yesterday	Longmarch Or.	Good Night	Mickey Mouse
6:00-News: Piano	Joe Penner		Catholic Hour
6:15-Piano-Organ	Joe Penner		Catholic Hour
6:30-Floral Music	Double All		News: Musical
6:45-U. of M. News	Double All		Bull Pitts
7:00-Medical Talk	Open House		Jack Benny
7:15-Hobby Club	Open House		Jack Benny
7:30-Orate Nelson	Phil Baker		Neighbors
7:45-Orate Nelson	Phil Baker		Neighbors
8:00-Detectives	WHCC Variety		G. McCarthy
8:15-Detectives	WHCC Variety		G. McCarthy
8:30-Concert	Murray Or.		G. McCarthy
8:45-Concert	Murray Or.		G. McCarthy
9:00-Playhouse	Ford Concert		Merry Round
9:15-Playhouse	Ford Concert		Merry Round
9:30-Wind Concert	Ford Concert		Known Music
9:45-Irish Rich	Ford Concert		Known Music
10:00-Martin's Or.	Science		Vocal Stars
10:15-Martin's Or.	Science		Vocal Stars
10:30-Cheerio	News Briefs		Claughtor Or.
10:45-Cheerio	News Briefs		Claughtor Or.
11:00-News: Dance	Freeman Or.		News: Camera
11:15-News: Dance	Freeman Or.		Parlor's Or.
11:30-Buzz's Or.	Calloway Or.		Mid. Vespers
11:45-Buzz's Or.	Calloway Or.		Mid. Vespers
MID.-Moore's Or.	Good Night		Good Night

6:00 P. M.
Esso News Reporter
Latest news of the world
6:15 P. M.
Loicell Thomas
Commentating on the days hap-
penings.
8:00 P. M.
Grand Central Station
A thirty minute dramatic pro-
gram featuring stories of New
York City.
8:30 P. M.
Death Valley Days
Stories of the old west as told
by the Old Ranger.
10:00 P. M.
Everglund Fight
Flow by blow description direct
from the ringside.

SATURDAY, MARCH 5th

STONE 2300

FREE DELIVERY WITHIN 100 MILES OF ROCHESTER

92 Portland Ave. (Best in Fuel for Over 50 Years) Stone 770

92 Portland Ave. (Best in Fuel for Over 50 Years) Stone 770

STONE 775

Banquet and Dance At Central Church

The big event of the year for the youth of Central Presbyterian Church will be the annual banquet and dance, scheduled for tomorrow evening at 8:30 at the church, corner Plymouth and Church streets.

General chairman of the affair is Miss Frances Fay. She is being assisted by Miss Lee Kew Jung, as chairman of decorations; Miss Carol Crawford, in charge of tables; Miss Doreen Koop, arranging entertainment; and Harold Pyritz, who is handling publicity.

RHEUMATISM

To relieve the pains of Rheumatism, Neuritis or Lumbago in a reasonably short time use Yepsa Wintergreen Compound. Dependable, no opiates or heart depressants. You will be satisfied with this 50-year-old remedy. Get Yepsa Wintergreen Compound at the Post Drug Company, 17 E. Main St.

AL the WATCH DOCTOR
Watches cleaned, regulated and adjusted.
2 North St. Watch, 25c
All Work Guaranteed
Crystal, Any Shape

WANTED

High school boys for afternoon and evening work. Prefer former newspaper carriers.
Apply
339 No. Clinton Avenue

QUICK GAS
A Premium
GASOLINE
IN EVERY RESPECT
BUT PRICE
6 Gals.
for \$1
TRY A TANKFUL TODAY
INDEPENDENT
GAS AND OIL CO.
835 LYELL AVE. JEFFERSON AVE.
Benton Ave., So. 300 Annett Blvd.
Alexander St. West To Public Library

**PRESIDENT ROOSEVELT'S OWN STORY
OF THE NEW DEAL**
A most remarkable article written by the President himself, and should be read by every man and woman in America.
THE LINDBERGH KIDNAPING CASE
The exclusive inside story "How Hauptmann Died."
By former Governor Harold G. Hoffman, of New Jersey.
NOW ON SALE
MAR. 12 LIBERTY 5c
ISSUE WEEKLY

DRY CLEANING
Suits—Ladies' or Men's
Dresses—Plain
COATS—Spring or Winter
For Trimmed and White Work
38c
Cash & Carry
LOMBARDO
DRY CLEANER
482 W. Main St. 342 Driving Park
Plant at 81 Ford St.
MAIN 2774

Special
For 2 Weeks Only
Our Reg. \$8.50 Thermique
PERMANENT
WAVE \$6.50
The wave as up to date as today's headlines. Individually molded to your personality.
Regular \$1.50 Shampoo \$1.00
IVASKY'S
5 ST. PAUL STREET 200 DURKE BLDG.
MAIN 354 -- 355

SAVE On Miller's
HIGH QUALITY Special
Long-Burning Anthracite (Hard)
COAL \$10.40
TON
PEA \$8.75 PREPAID OR CASH
ONLY SHOELED OFF!
Every Ton FULLY GUARANTEED
GEN. 20 ARDEAN R. MILLER
500 WEST AVE. QUALITY SINCE 1912

Active Maria Review
Plays Cards Saturday
The Active Maria Review No. 30, Women's Benefit Association, will sponsor a public card party Saturday, 8 p. m. at 392 North Street. There will be card games to please everyone, with prizes for the winners.
Door prizes will be given and refreshments will be served at the conclusion of play, according to Mrs. Minnie Wolfel, chairman.

The Sportsman
(Continued from page 4)
One time we were quail shooting in strange southern territory and got a bit twisted after two hours a field. We were not within five miles of where we intended to be and a long way from where we had intended to take lunch. A rough cabin presented itself, a nondescript owner and a fine pointer.
After a few minutes conversation we were offered lunch and entered the shack. The dog was most friendly and spent much of his time in tail-wagging and sniffing about the game pockets of our shooting coats. There was little in the line of food and less in the line of eating utensils—we got as far as the coffee and the dog began to behave differently and growled every time I lifted the huge tin cup to my mouth.
The coffee was really chicory, but the complete about face of my friend the pointer was even of greater concern. Finally we queried the host, "What's the matter with the pup—what's come over him so suddenly?"
The backwoods host, cocked an eye at us, spat a neat stream of chewing juice into a convenient stone box, and said: "Him—there ain't nawthin' a matter with him—it's just that yer a drinkin' out of his cup—and he don't like it!"
All of which proves that there are limits to which even a hunter can depend upon the fraternal spirit in a bird dog.

By Way of Mention
Dr. and Mrs. Ralph R. Fitch of East Avenue, and Mrs. Roy Cool of Pittsford, left Saturday for California where they will spend some time.
Mrs. Clara O'Connell of New Haven, Conn., is the guest for a week of Dr. and Mrs. Erasmus Guller of Brunswick Street.
Miss C. Maud Clements and her sister, Miss Sadie Clements of Merriman Street, are passing some time in Phoenix, Arizona, as the guest of their brother, Thomas Clements, and Mrs. Clements. They will go on to California before returning to Rochester in the spring.
Mrs. Vilas M. Swan of Newcastle Road will entertain at bridge and tea in her home tomorrow in honor of the new members of Delta Delta Delta alliance.
Mrs. James W. Fox of Penfield Road entertained at luncheon and bridge at the Century Club, Friday.
Mrs. Herbert J. Stull of Barrington Street entertained the Sunshine Circle for luncheon in her home yesterday.
Mrs. Winthrop E. Howe of Oxford Street was hostess to members of the Magnolia Twig at luncheon Friday in her home.
Mr. and Mrs. Frank B. Dugan of Pinnacle Road have taken a house on Vermont Street and will occupy it this week.
Mrs. Walter H. Westfall of Post Avenue entertained at luncheon and bridge Monday at "240."
Mrs. Louise Foote Jessup of Brunswick Street was hostess at luncheon this noon to members of the No. 10 Circle, Convalescent Hospital.
Mrs. John D. Pike of Grosvenor Road entertained her duplicate bridge club at luncheon in her home yesterday.
Mrs. David H. Atwater of Seneca Parkway will entertain her bridge club for luncheon in her home next Wednesday.
Mrs. Herbert C. Macalpine of Oxford Street will be hostess to members of her bridge club for luncheon in her home tomorrow.
Mrs. William W. Steele of Rutgers Street will entertain the Parish House Chapter of Third Presbyterian Church at tea in her home next Tuesday.
Mr. and Mrs. M. Herbert Elsenhart of East Avenue and Mr. and Mrs. George H. Hanks of Greenfield Lane, returned Sunday from Rio de Janeiro, where they spent several weeks.
Mrs. Eric C. Moore of Colby Street will be hostess at luncheon tomorrow to members of the

PTA Party At School 46

More than 400 members and friends of the Charles Carroll School 46 Parent-Teacher's Association are expected to attend the annual bridge party to be held in the school auditorium at 8:00 o'clock, Monday evening, March 7.

Walter J. Schmanke, president of the association, has appointed Mrs. Edward Leenhouts of Berwick Road general chairman of the affair, which will be the sixth annual benefit bridge to be given by this comparatively new Browncroft school. The projects for the year is to raise money for a curtain for the stage.

Mrs. Edward C. Quinn of Yarmouth Road is in charge of tickets, which are now on sale. Assisting her are Mrs. Buford H. Denore of Crofton Road, Mrs. Donald Smith of Windmere Road, Mrs. Howard Morrison of Beresford Road, Mrs. William Edwards of Corwin Road, Mrs. George Toporek of Fairhaven Road, Mrs. George Dorr of Elm Drive, Mrs. Harold Sternberg of Brookwood Road and Mrs. William Hansen of Elmcrest Road.

There will be a prize for each table, also numerous door prizes. Gordon Brown heads the committee, comprised of B. A. MacGill, Edwin C. Marks, Clarence Tuite and Laurence F. Greene. Harmon Poray is in charge of arrangements and Mrs. Vilas M. Swan of Newcastle Road of publicity.

Mrs. Morris D. Knapp of Lake Avenue and Mrs. Innis P. Allen of Edgemere Drive are spending some time in Pago-Pago, Guam.
Mrs. Archibald D. Harris of Augustine Street will entertain the Wisteria Circle for luncheon in her home Friday, March 11.
Mrs. George M. Thomas of Main Street, Pittsford, was hostess to her garden club, Tuesday.
Mrs. L. H. Bartlett of Beverley Street entertained at luncheon and bridge in the Chatterbox Club yesterday.

Mrs. Sherwood W. Smith of Barrington Street entertained informally at luncheon in the Chatterbox Club Monday.
Mrs. William C. Lilly of Arnold Park entertained at dinner in her home, Friday.
Miss Grace Hoyt of New York City, who had been the guest of her father, Joseph B. Hoyt, of South Goodman, returned to her home Sunday.

Miss Alice Fry of East Avenue entertained informally at bridge in her home Saturday evening.
Mr. and Mrs. Thomas C. Parsons of New York, arrived Friday to be the guests for two weeks of Mr. Parsons' mother, Mrs. Thomas Parsons, of East Avenue.

Harold Dugan of Cincinnati, who has been passing several days with his parents, Mr. and Mrs. William E. Dugan of Park Avenue, returned to his home Sunday.

**Mother Will See
Son's Ordination**
Mrs. Theresa Kunz, 118 Inglewood Drive, and Mrs. Cora Lintz, 51 Tacoma, sailed from New York on the Normandie, yesterday for Havre, France, to attend the ordination to the priesthood of Mrs. Lintz's son, Edward J. Lintz, which takes place at Freiburg, Switzerland, March 27.
Mr. Lintz received his preliminary theological education at St. Bernard's Seminary in this city after which he attended the American College at Freiburg, where he will be ordained.
While in Europe Mrs. Kunz and Mrs. Lintz will visit Paris, Rome, Venice and other cities. They expect to return about May 10.

**Stenog's
Notebook**
After having been asked
Why I do not have
A "Thumb Nail Sketch"
Of my fair physog?
(I like that word)
Along with my attempts
At columnizing,
So readers could get
A really good laugh...
In all seriousness
I took the suggestion
To the DEAR M. E.
And he said (and I'm afraid
With equal seriousness)
That a "Thumb Nail Sketch"
Wouldn't do me justice—
I should be DONE (not botched)
In oil!
At any rate, I had
Some pictures taken
By a friend of mine
Who has gone in
For amateur photography.
Now I've been told
Any number of times
That if I had red hair
And a dimple in my chin
I'd look like Janet Gaynor!
And then again there are those
Whom I remind of Betty Davis
While also, in my own opinion,
Is a far, far cry—
But lo, and behold!
These candid (?) photos
Brought to light an exotic gal
With a faint resemblance
Not to gentle Gaynor
Or dashing Davis
BUT—to Katherine Cornell!
I remarked on this to another
Friend, when showing her
These works of art, and her reply
(As that of the M. E.)
Still puzzles me...
She said, "I always thought
There was a bit of 'Kit'
About you, anyway."
I have to put up with
Such things as these...
It's a good thing I'm
Good natured!
ICEY FRIDAY

Active Maria Review
Plays Cards Saturday
The Active Maria Review No. 30, Women's Benefit Association, will sponsor a public card party Saturday, 8 p. m. at 392 North Street. There will be card games to please everyone, with prizes for the winners.
Door prizes will be given and refreshments will be served at the conclusion of play, according to Mrs. Minnie Wolfel, chairman.

The Sportsman
(Continued from page 4)
One time we were quail shooting in strange southern territory and got a bit twisted after two hours a field. We were not within five miles of where we intended to be and a long way from where we had intended to take lunch. A rough cabin presented itself, a nondescript owner and a fine pointer.
After a few minutes conversation we were offered lunch and entered the shack. The dog was most friendly and spent much of his time in tail-wagging and sniffing about the game pockets of our shooting coats. There was little in the line of food and less in the line of eating utensils—we got as far as the coffee and the dog began to behave differently and growled every time I lifted the huge tin cup to my mouth.
The coffee was really chicory, but the complete about face of my friend the pointer was even of greater concern. Finally we queried the host, "What's the matter with the pup—what's come over him so suddenly?"
The backwoods host, cocked an eye at us, spat a neat stream of chewing juice into a convenient stone box, and said: "Him—there ain't nawthin' a matter with him—it's just that yer a drinkin' out of his cup—and he don't like it!"
All of which proves that there are limits to which even a hunter can depend upon the fraternal spirit in a bird dog.

By Way of Mention
Dr. and Mrs. Ralph R. Fitch of East Avenue, and Mrs. Roy Cool of Pittsford, left Saturday for California where they will spend some time.
Mrs. Clara O'Connell of New Haven, Conn., is the guest for a week of Dr. and Mrs. Erasmus Guller of Brunswick Street.
Miss C. Maud Clements and her sister, Miss Sadie Clements of Merriman Street, are passing some time in Phoenix, Arizona, as the guest of their brother, Thomas Clements, and Mrs. Clements. They will go on to California before returning to Rochester in the spring.
Mrs. Vilas M. Swan of Newcastle Road will entertain at bridge and tea in her home tomorrow in honor of the new members of Delta Delta Delta alliance.
Mrs. James W. Fox of Penfield Road entertained at luncheon and bridge at the Century Club, Friday.
Mrs. Herbert J. Stull of Barrington Street entertained the Sunshine Circle for luncheon in her home yesterday.
Mrs. Winthrop E. Howe of Oxford Street was hostess to members of the Magnolia Twig at luncheon Friday in her home.
Mr. and Mrs. Frank B. Dugan of Pinnacle Road have taken a house on Vermont Street and will occupy it this week.
Mrs. Walter H. Westfall of Post Avenue entertained at luncheon and bridge Monday at "240."
Mrs. Louise Foote Jessup of Brunswick Street was hostess at luncheon this noon to members of the No. 10 Circle, Convalescent Hospital.
Mrs. John D. Pike of Grosvenor Road entertained her duplicate bridge club at luncheon in her home yesterday.
Mrs. David H. Atwater of Seneca Parkway will entertain her bridge club for luncheon in her home next Wednesday.
Mrs. Herbert C. Macalpine of Oxford Street will be hostess to members of her bridge club for luncheon in her home tomorrow.
Mrs. William W. Steele of Rutgers Street will entertain the Parish House Chapter of Third Presbyterian Church at tea in her home next Tuesday.
Mr. and Mrs. M. Herbert Elsenhart of East Avenue and Mr. and Mrs. George H. Hanks of Greenfield Lane, returned Sunday from Rio de Janeiro, where they spent several weeks.
Mrs. Eric C. Moore of Colby Street will be hostess at luncheon tomorrow to members of the

**Stenog's
Notebook**
After having been asked
Why I do not have
A "Thumb Nail Sketch"
Of my fair physog?
(I like that word)
Along with my attempts
At columnizing,
So readers could get
A really good laugh...
In all seriousness
I took the suggestion
To the DEAR M. E.
And he said (and I'm afraid
With equal seriousness)
That a "Thumb Nail Sketch"
Wouldn't do me justice—
I should be DONE (not botched)
In oil!
At any rate, I had
Some pictures taken
By a friend of mine
Who has gone in
For amateur photography.
Now I've been told
Any number of times
That if I had red hair
And a dimple in my chin
I'd look like Janet Gaynor!
And then again there are those
Whom I remind of Betty Davis
While also, in my own opinion,
Is a far, far cry—
But lo, and behold!
These candid (?) photos
Brought to light an exotic gal
With a faint resemblance
Not to gentle Gaynor
Or dashing Davis
BUT—to Katherine Cornell!
I remarked on this to another
Friend, when showing her
These works of art, and her reply
(As that of the M. E.)
Still puzzles me...
She said, "I always thought
There was a bit of 'Kit'
About you, anyway."
I have to put up with
Such things as these...
It's a good thing I'm
Good natured!
ICEY FRIDAY

Active Maria Review
Plays Cards Saturday
The Active Maria Review No. 30, Women's Benefit Association, will sponsor a public card party Saturday, 8 p. m. at 392 North Street. There will be card games to please everyone, with prizes for the winners.
Door prizes will be given and refreshments will be served at the conclusion of play, according to Mrs. Minnie Wolfel, chairman.

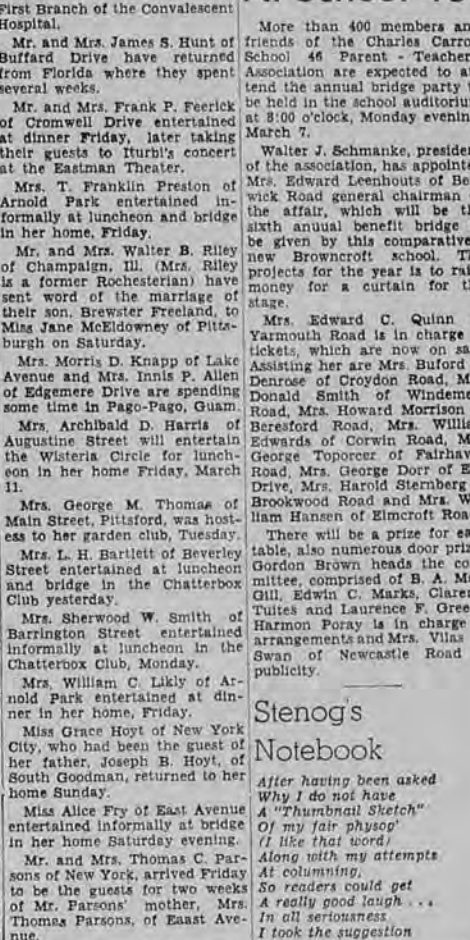
The Sportsman
(Continued from page 4)
One time we were quail shooting in strange southern territory and got a bit twisted after two hours a field. We were not within five miles of where we intended to be and a long way from where we had intended to take lunch. A rough cabin presented itself, a nondescript owner and a fine pointer.
After a few minutes conversation we were offered lunch and entered the shack. The dog was most friendly and spent much of his time in tail-wagging and sniffing about the game pockets of our shooting coats. There was little in the line of food and less in the line of eating utensils—we got as far as the coffee and the dog began to behave differently and growled every time I lifted the huge tin cup to my mouth.
The coffee was really chicory, but the complete about face of my friend the pointer was even of greater concern. Finally we queried the host, "What's the matter with the pup—what's come over him so suddenly?"
The backwoods host, cocked an eye at us, spat a neat stream of chewing juice into a convenient stone box, and said: "Him—there ain't nawthin' a matter with him—it's just that yer a drinkin' out of his cup—and he don't like it!"
All of which proves that there are limits to which even a hunter can depend upon the fraternal spirit in a bird dog.

By Way of Mention
Dr. and Mrs. Ralph R. Fitch of East Avenue, and Mrs. Roy Cool of Pittsford, left Saturday for California where they will spend some time.
Mrs. Clara O'Connell of New Haven, Conn., is the guest for a week of Dr. and Mrs. Erasmus Guller of Brunswick Street.
Miss C. Maud Clements and her sister, Miss Sadie Clements of Merriman Street, are passing some time in Phoenix, Arizona, as the guest of their brother, Thomas Clements, and Mrs. Clements. They will go on to California before returning to Rochester in the spring.
Mrs. Vilas M. Swan of Newcastle Road will entertain at bridge and tea in her home tomorrow in honor of the new members of Delta Delta Delta alliance.
Mrs. James W. Fox of Penfield Road entertained at luncheon and bridge at the Century Club, Friday.
Mrs. Herbert J. Stull of Barrington Street entertained the Sunshine Circle for luncheon in her home yesterday.
Mrs. Winthrop E. Howe of Oxford Street was hostess to members of the Magnolia Twig at luncheon Friday in her home.
Mr. and Mrs. Frank B. Dugan of Pinnacle Road have taken a house on Vermont Street and will occupy it this week.
Mrs. Walter H. Westfall of Post Avenue entertained at luncheon and bridge Monday at "240."
Mrs. Louise Foote Jessup of Brunswick Street was hostess at luncheon this noon to members of the No. 10 Circle, Convalescent Hospital.
Mrs. John D. Pike of Grosvenor Road entertained her duplicate bridge club at luncheon in her home yesterday.
Mrs. David H. Atwater of Seneca Parkway will entertain her bridge club for luncheon in her home next Wednesday.
Mrs. Herbert C. Macalpine of Oxford Street will be hostess to members of her bridge club for luncheon in her home tomorrow.
Mrs. William W. Steele of Rutgers Street will entertain the Parish House Chapter of Third Presbyterian Church at tea in her home next Tuesday.
Mr. and Mrs. M. Herbert Elsenhart of East Avenue and Mr. and Mrs. George H. Hanks of Greenfield Lane, returned Sunday from Rio de Janeiro, where they spent several weeks.
Mrs. Eric C. Moore of Colby Street will be hostess at luncheon tomorrow to members of the

**Stenog's
Notebook**
After having been asked
Why I do not have
A "Thumb Nail Sketch"
Of my fair physog?
(I like that word)
Along with my attempts
At columnizing,
So readers could get
A really good laugh...
In all seriousness
I took the suggestion
To the DEAR M. E.
And he said (and I'm afraid
With equal seriousness)
That a "Thumb Nail Sketch"
Wouldn't do me justice—
I should be DONE (not botched)
In oil!
At any rate, I had
Some pictures taken
By a friend of mine
Who has gone in
For amateur photography.
Now I've been told
Any number of times
That if I had red hair
And a dimple in my chin
I'd look like Janet Gaynor!
And then again there are those
Whom I remind of Betty Davis
While also, in my own opinion,
Is a far, far cry—
But lo, and behold!
These candid (?) photos
Brought to light an exotic gal
With a faint resemblance
Not to gentle Gaynor
Or dashing Davis
BUT—to Katherine Cornell!
I remarked on this to another
Friend, when showing her
These works of art, and her reply
(As that of the M. E.)
Still puzzles me...
She said, "I always thought
There was a bit of 'Kit'
About you, anyway."
I have to put up with
Such things as these...
It's a good thing I'm
Good natured!
ICEY FRIDAY

Active Maria Review
Plays Cards Saturday
The Active Maria Review No. 30, Women's Benefit Association, will sponsor a public card party Saturday, 8 p. m. at 392 North Street. There will be card games to please everyone, with prizes for the winners.
Door prizes will be given and refreshments will be served at the conclusion of play, according to Mrs. Minnie Wolfel, chairman.

STAR OF FASHION



Pockets of silver fox on a shoulder cape of the same material as the dress, add both glamour and luxury to this smart daytime dress.

Silver Fox Fur Continues Popular As Spring Nears

It is no farewell to furs just because Spring is thinking about getting packed up to head our way, as is evident from the attractive manner in which silver fox is used to "finish" Gail Patrick's gorgeous daytime outfit.

This black crepe dress has the reverse of the material used for contrast, the wide front panel of the satin extending up to form the bodice. A novel scarf of the satin backed crepe forms a shoulder cape with the ends trimmed in silver fox to form pockets.

Note the generous amount of veil adorning the smart little hat which is also black.

**Last in Series
of Book Reviews**
The last in a series of book reviews sponsored by the Women's Auxiliary of St. Thomas Episcopal Church will be given tomorrow at 11 a. m. at the Normandie.

Mrs. Oakley W. Norton will review "Harken Unto the Voice" by Franz Werfel, author of "Forty Days of Musa Dagh."

Serving as patronesses for the day will be Mrs. Howard N. Farnsworth, Mrs. David L. Farnsworth, Mrs. Bartel Reinheimer, Mrs. Arthur Crapney, Mrs. Eugene Rother, Mrs. Howard Niven, Mrs. Frank Dana, Mrs. Herbert Relf, Mrs. Harry Bergold, Mrs. Louise Klee, Mrs. Harold Hutchens, Mrs. C. E. Lopez, Mrs. W. D. Hull and Miss Harriet Munger.

SENECA P. T. A. TO MEET
Seneca School Parent Teacher Association will meet for lunch at the school tomorrow, with a business meeting at 2:30 p. m. Mrs. Miriam B. McIntyre, local director of the Rochester Council of Girl Scouts will speak on "Guiding the Adolescent Girl."

LODGE TO ENTERTAIN
Titania Rebekah Lodge No. 170 will entertain Past Noble Grand and brothers at supper in the I.O.O.F. Temple at 6:30 p. m. today. A business meeting will follow the supper.

RIDGEMONT PARTY
The Women's Association of Ridgemont Country Club has planned another party for Saturday evening. Supper from 6 p. m. until 8 p. m. will be followed by bridge and dancing.

By Way of Mention
Dr. and Mrs. Ralph R. Fitch of East Avenue, and Mrs. Roy Cool of Pittsford, left Saturday for California where they will spend some time.
Mrs. Clara O'Connell of New Haven, Conn., is the guest for a week of Dr. and Mrs. Erasmus Guller of Brunswick Street.
Miss C. Maud Clements and her sister, Miss Sadie Clements of Merriman Street, are passing some time in Phoenix, Arizona, as the guest of their brother, Thomas Clements, and Mrs. Clements. They will go on to California before returning to Rochester in the spring.
Mrs. Vilas M. Swan of Newcastle Road will entertain at bridge and tea in her home tomorrow in honor of the new members of Delta Delta Delta alliance.
Mrs. James W. Fox of Penfield Road entertained at luncheon and bridge at the Century Club, Friday.
Mrs. Herbert J. Stull of Barrington Street entertained the Sunshine Circle for luncheon in her home yesterday.
Mrs. Winthrop E. Howe of Oxford Street was hostess to members of the Magnolia Twig at luncheon Friday in her home.
Mr. and Mrs. Frank B. Dugan of Pinnacle Road have taken a house on Vermont Street and will occupy it this week.
Mrs. Walter H. Westfall of Post Avenue entertained at luncheon and bridge Monday at "240."
Mrs. Louise Foote Jessup of Brunswick Street was hostess at luncheon this noon to members of the No. 10 Circle, Convalescent Hospital.
Mrs. John D. Pike of Grosvenor Road entertained her duplicate bridge club at luncheon in her home yesterday.
Mrs. David H. Atwater of Seneca Parkway will entertain her bridge club for luncheon in her home next Wednesday.
Mrs. Herbert C. Macalpine of Oxford Street will be hostess to members of her bridge club for luncheon in her home tomorrow.
Mrs. William W. Steele of Rutgers Street will entertain the Parish House Chapter of Third Presbyterian Church at tea in her home next Tuesday.
Mr. and Mrs. M. Herbert Elsenhart of East Avenue and Mr. and Mrs. George H. Hanks of Greenfield Lane, returned Sunday from Rio de Janeiro, where they spent several weeks.
Mrs. Eric C. Moore of Colby Street will be hostess at luncheon tomorrow to members of the

**Stenog's
Notebook**
After having been asked
Why I do not have
A "Thumb Nail Sketch"
Of my fair physog?
(I like that word)
Along with my attempts
At columnizing,
So readers could get
A really good laugh...
In all seriousness
I took the suggestion
To the DEAR M. E.
And he said (and I'm afraid
With equal seriousness)
That a "Thumb Nail Sketch"
Wouldn't do me justice—
I should be DONE (not botched)
In oil!
At any rate, I had
Some pictures taken
By a friend of mine
Who has gone in
For amateur photography.
Now I've been told
Any number of times
That if I had red hair
And a dimple in my chin
I'd look like Janet Gaynor!
And then again there are those
Whom I remind of Betty Davis
While also, in my own opinion,
Is a far, far cry—
But lo, and behold!
These candid (?) photos
Brought to light an exotic gal
With a faint resemblance
Not to gentle Gaynor
Or dashing Davis
BUT—to Katherine Cornell!
I remarked on this to another
Friend, when showing her
These works of art, and her reply
(As that of the M. E.)
Still puzzles me...
She said, "I always thought
There was a bit of 'Kit'
About you, anyway."
I have to put up with
Such things as these...
It's a good thing I'm
Good natured!
ICEY FRIDAY

Fashion Show Date Fixed

With Easter only a matter of weeks away, fashions hold a prominent place in the thoughts of the feminine world. What to wear and how to wear it will be shown at the Tinsman Chapter fashion show, which is scheduled for Wednesday afternoon, March 23, in the auditorium of the Y. W. C. A. building in Franklin Street.

Mrs. Glen Faroo, general chairman, is also in charge of tickets and reservations and is being aided by Mrs. Robert Forrester and Mrs. John G. Ray. The revue is being arranged by Mrs. Bryan A. Rice, Mrs. Bradford Squire will make the introductory talk on the general trend of this year's fashions, and also give the descriptive commentary while the mannequins are parading. Printed programs will describe each outfit briefly, including the name of the wearer and the price. McCurdy and Company will furnish the wardrobes.

Mrs. Charles B. Gibbs heads the tea committee, which includes Mrs. Frederick Hewitt, Mrs. Charles Rumliff and Mrs. John S. Livermore. The tea tables, of which there will be six, are to be arranged by Mrs. Daniel I. Mayne, with Mrs. Vilas M. Swan choosing the flowers. Mrs. E. Scott Roscoe will furnish music during the revue. Other members of the chapter who will assist as hostesses include Mrs. Stanley Erlenback, Mrs. George Hilleman, Mrs. Kenneth Huse, Mrs. Laurence Hewitt, Mrs. John McMaster, Mrs. Frank Lowrey and Mrs. Fred Anibal. Mrs. George E. Sanders of Ridge Road is president of the chapter.

Rep. Gomer Smith To Speak Here

Gomer Smith, representative from the 5th district of Oklahoma, will speak in Convention Hall Sunday at 2:30 p. m. under the auspices of the General Welfare Association of New York Inc., and the Social Security Improvement League.

Congressman Smith is a member of the General Welfare Steering Committee and is active in trying to get the General Welfare Bill H. R. 4199 out of the Ways and Means Committee. There is no charge for the lecture.

A reception and dinner in honor of Congressman Smith will be given at the Hotel Seneca, beginning at 5 p. m. Reservations must be made with the hotel.

Walter B. Copp is general chairman and heads of committees working under him are

who now are not under civil service.
SLIGHTLY SELFISH
As a matter of fact, Republican leaders would prefer to have the work continue in charge of the present Shelter personnel, with, of course, the reimbursement clause insured by the transfer. Shelter employees will have until July 1 to qualify under civil service and it is likely that a special examination will be arranged for them.

Willingness of Republican bigwigs to have Shelter workers retain their jobs is not entirely unselfish. It seems that young Democrats have been indulging in a spree of civil service examinations, with the result that most of the eligible flats are tophheavy with names of Democrats. If workers now engaged in child placement can make the civil service grade, it will obviate the necessity of naming Democrats to the jobs.

**Child Placement
Control Changed**
(Continued from page 1)

By Way of Mention
Dr. and Mrs. Ralph R. Fitch of East Avenue, and Mrs. Roy Cool of Pittsford, left Saturday for California where they will spend some time.
Mrs. Clara O'Connell of New Haven, Conn., is the guest for a week of Dr. and Mrs. Erasmus Guller of Brunswick Street.
Miss C. Maud Clements and her sister, Miss Sadie Clements of Merriman Street, are passing some time in Phoenix, Arizona, as the guest of their brother, Thomas Clements, and Mrs. Clements. They will go on to California before returning to Rochester in the spring.
Mrs. Vilas M. Swan of Newcastle Road will entertain at bridge and tea in her home tomorrow in honor of the new members of Delta Delta Delta alliance.
Mrs. James W. Fox of Penfield Road entertained at luncheon and bridge at the Century Club, Friday.
Mrs. Herbert J. Stull of Barrington Street entertained the Sunshine Circle for luncheon in her home yesterday.
Mrs. Winthrop E. Howe of Oxford Street was hostess to members of the Magnolia Twig at luncheon Friday in her home.
Mr. and Mrs. Frank B. Dugan of Pinnacle Road have taken a house on Vermont Street and will occupy it this week.
Mrs. Walter H. Westfall of Post Avenue entertained at luncheon and bridge Monday at "240."
Mrs. Louise Foote Jessup of Brunswick Street was hostess at luncheon this noon to members of the No. 10 Circle, Convalescent Hospital.
Mrs. John D. Pike of Grosvenor Road entertained her duplicate bridge club at luncheon in her home yesterday.
Mrs. David H. Atwater of Seneca Parkway will entertain her bridge club for luncheon in her home next Wednesday.
Mrs. Herbert C. Macalpine of Oxford Street will be hostess to members of her bridge club for luncheon in her home tomorrow.
Mrs. William W. Steele of Rutgers Street will entertain the Parish House Chapter of Third Presbyterian Church at tea in her home next Tuesday.
Mr. and Mrs. M. Herbert Elsenhart of East Avenue and Mr. and Mrs. George H. Hanks of Greenfield Lane, returned Sunday from Rio de Janeiro, where they spent several weeks.
Mrs. Eric C. Moore of Colby Street will be hostess at luncheon tomorrow to members of the

**Stenog's
Notebook**
After having been asked
Why I do not have
A "Thumb Nail Sketch"
Of my fair physog?
(I like that word)
Along with my attempts
At columnizing,
So readers could get
A really good laugh...
In all seriousness
I took the suggestion
To the DEAR M. E.
And he said (and I'm afraid
With equal seriousness)
That a "Thumb Nail Sketch"
Wouldn't do me justice—
I should be DONE (not botched)
In oil!
At any rate, I had
Some pictures taken
By a friend of mine
Who has gone in
For amateur photography.
Now I've been told
Any number of times
That if I had red hair
And a dimple in my chin
I'd look like Janet Gaynor!
And then again there are those
Whom I remind of Betty Davis
While also, in my own opinion,
Is a far, far cry—
But lo, and behold!
These candid (?) photos
Brought to light an exotic gal
With a faint resemblance
Not to gentle Gaynor
Or dashing Davis
BUT—to Katherine Cornell!
I remarked on this to another
Friend, when showing her
These works of art, and her reply
(As that of the M. E.)
Still puzzles me...
She said, "I always thought
There was a bit of 'Kit'
About you, anyway."
I have to put up with
Such things as these...
It's a good thing I'm
Good natured!
ICEY FRIDAY

Active Maria Review
Plays Cards Saturday
The Active Maria Review No. 30, Women's Benefit Association, will sponsor a public card party Saturday, 8 p. m. at 392 North Street. There will be card games to please everyone, with prizes for the winners.
Door prizes will be given and refreshments will be served at the conclusion of play, according to Mrs. Minnie Wolfel, chairman.

The Sportsman
(Continued from page 4)
One time we were quail shooting in strange southern territory and got a bit twisted after two hours a field. We were not within five miles of where we intended to be and a long way from where we had intended to take lunch. A rough cabin presented itself, a nondescript owner and a fine pointer.
After a few minutes conversation we were offered lunch and entered the shack. The dog was most friendly and spent much of his time in tail-wagging and sniffing about the game pockets of our shooting coats. There was little in the line of food and less in the line of eating utensils—we got as far as the coffee and the dog began to behave differently and growled every time I lifted the huge tin cup to my mouth.
The coffee was really chicory, but the complete about face of my friend the pointer was even of greater concern. Finally we queried the host, "What's the matter with the pup—what's come over him so suddenly?"
The backwoods host, cocked an eye at us, spat a neat stream of chewing juice into a convenient stone box, and said: "Him—there ain't nawthin' a matter with him—it's just that yer a drinkin' out of his cup—and he don't like it!"
All of which proves that there are limits to which even a hunter can depend upon the fraternal spirit in a bird dog.

By Way of Mention
Dr. and Mrs. Ralph R. Fitch of East Avenue, and Mrs. Roy Cool of Pittsford, left Saturday for California where they will spend some time.
Mrs. Clara O'Connell of New Haven, Conn., is the guest for a week of Dr. and Mrs. Erasmus Guller of Brunswick Street.
Miss C. Maud Clements and her sister, Miss Sadie Clements of Merriman Street, are passing some time in Phoenix, Arizona, as the guest of their brother, Thomas Clements, and Mrs. Clements. They will go on to California before returning to Rochester in the spring.
Mrs. Vilas M. Swan of Newcastle Road will entertain at bridge and tea in her home tomorrow in honor of the new members of Delta Delta Delta alliance.
Mrs. James W. Fox of Penfield Road entertained at luncheon and bridge at the Century Club, Friday.
Mrs. Herbert J. Stull of Barrington Street entertained the Sunshine Circle for luncheon in her home yesterday.
Mrs. Winthrop E. Howe of Oxford Street was hostess to members of the Magnolia Twig at luncheon Friday in her home.
Mr. and Mrs. Frank B. Dugan of Pinnacle Road have taken a house on Vermont Street and will occupy it this week.
Mrs. Walter H. Westfall of Post Avenue entertained at luncheon and bridge Monday at "240."
Mrs. Louise Foote Jessup of Brunswick Street was hostess at luncheon this noon to members of the No. 10 Circle, Convalescent Hospital.
Mrs. John D. Pike of Grosvenor Road entertained her duplicate bridge club at luncheon in her home yesterday.
Mrs. David H. Atwater of Seneca Parkway will entertain her bridge club for luncheon in her home next Wednesday.
Mrs. Herbert C. Macalpine of Oxford Street will be hostess to members of her bridge club for luncheon in her home tomorrow.
Mrs. William W. Steele of Rutgers Street will entertain the Parish House Chapter of Third Presbyterian Church at tea in her home next Tuesday.
Mr. and Mrs. M. Herbert Elsenhart of East Avenue and Mr. and Mrs. George H. Hanks of Greenfield Lane, returned Sunday from Rio de Janeiro, where they spent several weeks.
Mrs. Eric C. Moore of Colby Street will be hostess at luncheon tomorrow to members of the

STERLING GARAGE 8 Charlotte St. AUTOMOTIVE DIAGNOSTICIANS Phone Stone 1630

TICKER TRIVIA

By UPSON DOWNS

The market has been in the doldrums for the past week, fluctuating in a narrow range with the volume the smallest in years. The major trend is still down, and a liquid position for the investor still seems advisable. However, tape action of late has been real encouraging for the bulls. Omission and cutting of dividends have been ignored marketwise. The serious political picture abroad seems also to have been discounted. Usually when bad news no longer has any effect on stocks one may presume that the worst is over.

At present, the writer feels that the Dow theorists present the best advice for investors. They say that the averages have been out of gear for the last month and a close over 32.65 in the falls would be real bullish. While a close under 113 in the Dow Jones averages for the industrials would be a signal for the resumption of the down trend. Until one or the other happens a sideline position is advised.

Rumor has it that a leading investment trust has gone bullish on the market and is picking up coppers, chemicals and oils.

Elwood King, ace cutomers man of Bonbright & Company, thinks the market is high enough on prospective earnings for the next six months. However, he says everyone ignored Roosevelt's warning that prices were too high last year and were wrong. Now, when the President states he would like to have higher prices, no one be-

Eastern Star Inspection Set

Rochester Chapter of OES will meet in Star Hall Room A in the Masonic Temple Saturday evening, with Worthy Matron Elizabeth Park and Worthy Patron Nicholas Brown, presiding.

The chapter will be visited at this time by R. W. Viola Heffern, district deputy grand matron, R. W. Paul Banks, grand lecturer and Ann Rush, grand historian. Acting officers of the evening will be conductress Bessie Stevens, associate conductress Esther Adam, Chaplain, Minerva Yost, Marshall, Ruth Christler, and Assistant Marshall, Nicholas Brown.

The sewing club will meet Wednesday at the home of Mable Bell, 28 Buckingham Street at 12:30 p. m. for a tureen lunch.

A card party has been planned for March 25.

Crouch Chapter, Y.W.C.A. Will Meet Tomorrow

Crouch Chapter of the YWCA will have a luncheon meeting at the Administration Building in Franklin Street, at 1 p. m. tomorrow.

Serving as hostesses will be Mrs. Clifford F. Moll, Mrs. Bernard Held, Mrs. George C. Schlegel, Mrs. J. Frank Duffy, Mrs. Raymond J. White and Mrs. Donald McPherson.

Leaves him and King feels they are likely to be wrong again.

Larry Hayes, handsome partner of Del Monaco, Hayes & Co., feels that what this country needs is less customers' men and more customers.

Fred Allen of Shields & Company, a newcomer in the brokerage business, says that Anaconda, Chrysler, and nickel offer trading possibilities that speculators pray for.

Money Changers Like Beer, Flowers, But Not in Bank

If you walked into your favorite Rochester bank and heard soft music, if you saw employees drinking coffee on cold days, or soft drinks on warm days, you'd be inclined to wonder whether you were in a bank or the Palm Room of the Seneca.

Moreover, if you knew your bank's employees received a month's vacation after five years service, two weeks with pay in the summer and one week with pay in the winter, you'd conclude that labor had at least reached Utopia.

Or maybe you'd apply immediately for a job.

CAN'T HAPPEN HERE
It isn't like to happen here for a while—but such conditions do exist.

Take Pikesville, Ky. That's

the village of 4,000 souls where in these ideal conditions enabled the bank to almost double its business last year, in excess of \$2,000,000.

That \$2,000,000 isn't small change, even in these days of "economic royalists." Perhaps the free seeds help. In addition to all the above, the Pikesville institution distributes hollyhock seeds. Last year, says John M. Yost, vice president and cashier, 5,000 packages were given to depositors and employees. From these come numerous bouquets for the bank's friends.

Interesting, if true, you say, but what's all this got to do with Rochester? Just this: Rochester bankers admit the idea has possibilities, but generally pooch-pooch the system for local money changers.

HOW ABOUT BEER?

One official would go farther, he would serve beer during the day—the bank has several brewery accounts—but that has its drawbacks, he hastened to add. What about those employees and depositors who prefer Scotch and soda?

On the other hand, the malt 'n' hops might induce the big depositors to toss their own bankrolls across the tellers' cages instead of sending their clerks or stenographers.

As for the music, this same local banker, admitting he is no Toscanini, wonders if Jose Iturbi would be willing to conduct the Rochester Philharmonic Orchestra in Beethoven's Funeral March, should the board of directors be forced to turn down an application for a loan. "Happy Days Are Here Again" would be the swing tempo for a successful "touch."

Should a holdup occur, the orchestra could burst into "I'll Be Glad When You're Dead, You Rascal, You." Sawed off shotguns and machine guns could furnish the accompaniment.

One more thought: the Pikesville bank has a refrigerator—for the iced drinks—not the "cold cash."

A FULL WEEK-END OF READING!
THE NEW YORK
SUNDAY MIRROR
5c
For All the Family

If you are poisoned by URIC ACID
Read Our Offer—Do This
Is Uric Acid in your blood causing 'Arthritis,' stiff joints, sore muscles, rheumatic pains, neuritis, neuralgia? Bladder weakness? Kidney irritation? Up many times at night? 'Worm Out?' 'Acid' Stomach? 'Catch cold' easily? Skin itchy? No 'pep'? Nervous?
WANT A 75c BOTTLE?
(Regular Prescription Quantity)
We will give uric acid sufferers who send this advertisement, home address and ten cents (stamp or coin) one 7 1/2 oz. bottle (24 doses) of the Williams Treatment and booklet, with D.I.T. and other helpful suggestions. No obligation. No C.O.D. Only one bottle given same person, family or address. Sold since 1892.
This advt. and 10c must be sent
DR. D. A. WILLIAMS COMPANY
Offer MT-35, East Hampton, Conn.

SEMET SOLVAY COKE
The Long Burning Fuel that pleases so many Rochester Customers
GUARANTEED ORANGE DISC COAL
A. L. PROUDFOOT
Prompt and Courteous Service
to Thousands of Customers for Over 30 Years.
Main Office—1666 Main St. E. Culver 3140
656 South Ave. Monroe 6788
Stone Rd. and Dewey Ave. Charlotte 120



HATS OFF TO DAW'S

WHERE THE TRADITION OF LOWER PRICES HAS BUILT FIVE BIG SUPER BARGAIN DRUG STORES TO SERVE ROCHESTER

DAW'S

BARGAIN PRICE DRUG STORES

1. OPPOSITE Temple Theatre
56 Clinton AVE. SO.
2. CORNER AQUEDUCT
31 Main ST. EAST
3. 1 DOOR FROM STILLSON
353 Main ST. EAST
4. CORNER DEWEY
464 Ridge ROAD W.
5. AT THE BULL'S HEAD
880 Main ST. WEST

WOODBURY'S SOAP
New Giant Size **9c**

TODDY
Full **26c**
Pound

WOODBURY'S TOOTH PASTE
2 1/2 oz. Size **9c**

BLAUD IRON PILLS
25c Bottle of 100 **9c**

ZONITE ANTISEPTIC
1 1/2 oz. Size **49c**

BEEF IRON And WINE
1 1/2 oz. Pt. Size **39c**

KREML HAIR TONIC
1 1/2 oz. Size **56c**

NASON'S COD LIVER OIL
1 1/2 oz. Size **59c**

HALEY'S M. O.
1 1/2 oz. Size **49c**

BOBBY PINS
Made of tempered steel, for long or bobbed hair. 25 Pins for **3c**

HAND SCRUBS
Efficient hand or nail brushes at a low price. Extra Value **9c up**

DAW'S CLEANSING TISSUES
500 Sheets **19c**

COUPON
2 1/2 oz. SIZE
CARR'S MILK OF MAGNESIA TOOTH PASTE
8c
AT DAW'S

COUPON
1 1/2 FT.
WAX PAPER
13c
AT DAW'S

COUPON
10c SIZE
PROBAK JR.
BLADES (Pack of 4)
2c
AT DAW'S

COUPON
SMALL SIZE
LUX FLAKES
2 for 11c
AT DAW'S

COUPON
2 1/2 oz. SIZE
SODAMINT
TABLETS (Bottle of 100)
6c
AT DAW'S

COUPON
1 1/2 oz. SIZE
Lydia Pinkham MEDICINE
63c
AT DAW'S

COUPON
REG. SIZE
CAMAY SOAP
4c 3 for 11c
AT DAW'S

COUPON
2 1/2 oz. POUND SIZE
BORIC ACID POWDER
9c
AT DAW'S

COUPON for Extra Savings
GAS PAINS
59c
H-E-T-A-B-LETS
The ideal remedy for sufferers from gas pains, sour stomach, dyspepsia or heartburn. Immediate relief guaranteed. Or money refunded! Special offer, during this sale. Reg. \$1 size for only 59c.
With This Coupon

GUARANTEED LOWER PRICES
On Prescription Filled at DAW'S
The skill with which DAW'S experienced pharmacists compound your doctor's prescriptions, is equalled only by the savings on the price you pay for DAW'S prescriptions, like everything else in these big drug stores, are definitely lower in price.

FOR Pimples AND Acne USE THIS SIMPLE TREATMENT
by Dorothy Perkins
Few skin ailments are more embarrassing than pimples. That is why Dorothy Perkins Acne Cream and Acne Lotion have become so popular. Just apply Acne Cream on affected places at night—and Acne Lotion in the morning.
Acne Cream 8c
Acne Lotion 85c
Approved by GOOD HOUSEKEEPING

15c INSERTED IN DAW'S PUT-A-PENNIES
Will Buy a **50c** Piece of **SILVER**
Every time you make a purchase at any one of the big DAW'S stores, you'll be given Put-A-Pennies. Save them. Insert in the hole in the center the odd pennies you save on your DAW'S purchases. 15 Put-A-Pennies, with pennies inserted will buy any one of the beautiful silver plate pieces illustrated above. You can exchange your Put-A-Pennies for silver a piece at a time, or save them until you have enough for an entire set. See the complete silverware displays in each DAW'S store.

PUT-A-PENNY COIN
Get The Put-A-Penny Habit... And Buy Beautiful **SILVER** With the Pennies
You Save at **DAW'S**
ASK FOR THEM!

COUPON
2 1/2 oz. SIZE
Lydia Pinkham MEDICINE
63c
AT DAW'S

COUPON
REG. SIZE
CAMAY SOAP
4c 3 for 11c
AT DAW'S

COUPON
2 1/2 oz. POUND SIZE
BORIC ACID POWDER
9c
AT DAW'S

EPSOM SALTS
1 1/2 oz. — 1 Pound Size **4c**

DR. LYON'S TOOTH POWDER
2 1/2 oz. Size **17c**

EDWARD'S OLIVE TABLETS
60c Size **33c**

EYEGENE for EYES
60c Size **36c**

GROVE'S NOSE DROPS
30c Size **16c**

PAPES COLD COMPOUND
2 1/2 oz. Size **19c**

PURE OLIVE OIL
Pint Size **44c**

MULSIFIED SHAMPOO
30c Size **26c**

CALDWELL'S SYRUP OF PEPIN
1 1/2 oz. Size **66c**

Hospital Cotton
Purest grade, clean and sterile. Found Roll **19c**

BABY'S NURSERS
8-oz. size. All firsts. Exceptional values. 3 for 5c

SHOE LACES
Good quality black, brown or white. 37-in. Length **2c**

COUPON
1 1/2 oz. SIZE
MARMOLA TABLETS
44c
AT DAW'S

COUPON
1 1/2 oz. SIZE
MINERAL OIL
Avoid habit-forming laxatives and the harmful force with which they purge. Mineral Oil achieves the desired effect... gently and naturally. Keep a supply on hand at all times.
AMERICAN
Pint 29c 1/2 Gal. 89c
Quart 49c Gal. \$1.69
RUSSIAN
Pint 33c 1/2 gal. 1.09
Quart 59c Gal. 1.98

COUPON
1 1/2 oz. POUND SIZE
HORLICK'S MALTED MILK
53c
AT DAW'S

COUPON
2 1/2 oz. POUND SIZE
BORIC ACID POWDER
9c
AT DAW'S

COUPON
2 1/2 oz. POUND SIZE
BORIC ACID POWDER
9c
AT DAW'S

COUPON
2 1/2 oz. POUND SIZE
BORIC ACID POWDER
9c
AT DAW'S

COUPON
2 1/2 oz. POUND SIZE
BORIC ACID POWDER
9c
AT DAW'S

The Rochester Sun
Goes Into 70,000 Homes
With News and Advertising
of Special Interest to
All Rochesterians

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

Weather Forecast
The Sun Will Be Out Every
Thursday. If You Do Not
Receive Your Copy Regularly
Phone Stone 6001 and We'll
See That You Get One.

VOL. 1 NO. 16

ROCHESTER, N. Y., THURSDAY, MARCH 10, 1938

70,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Annually in March I suffer, or enjoy, a recurrent nostalgia. In these seasons, redolent of wet snow on the hills and miniature lake in the valleys, I visit, in imagination, anyhow, the sugar orchards of boyhood back in Lamontville, Franklin and Chittenden counties where, Vermont connoisseurs mostly agree, the best flavored maple sugar is made.

Maple sugar tastes best at sugaring-off parties in the sugar shack, perhaps because the sweets gormandizing has been preceded, during a long day of sap boiling, by snacks of hard boiled eggs and baked beans, seasoned with copious dashes of cider vinegar.

And the breakfasts before the sun peeked over Mansfield to announce a new work day! Golden buckwheat pancakes, termed flapjacks by the hired men, with home made pork sausage and, of course, maple syrup, omelets of it, and a couple, or more, fried eggs and hot biscuits and coffee with sweet cream, skimmed from off a pan, and so thick that it clotted and refused to mix unless stirred briskly with your spoon.

Too, there would be sweet fried pork, done crisply, to set off the hot cakes; also home cured ham, cut in generous slices and, not forgetting, either the "preserves" Aunt Nell would make magically appear from the cavernous like depths of the earth cellar where were stored the winter's supply of cabbage, beets, turnips and potatoes, the latter by then adorned with tentacle like sprouts, reminding of the dreadful octopus.

A New England "biled" dinner at high noon, perhaps, with more salt pork and corned beef and savory boiled vegetables, all emitting an aromatic vapor cloud from off a giant platter set in the center of a red cloth spread table. Happy, happy days, when one knew nor cared about vitamins.

Rochesteriana: Dr. Thomas Wearing, dean of Colgate-Rochester Divinity School, new president of Rochester's philosophy club, still unnamed, and which observed its first anniversary the other day. Howard A. Sauer is new secretary... George Wagner now with Archer Motors... Whatever in the world, what with Mussolini doing all the chores, does King Victor Emmanuel of Italy find to do?... Little Harry (Elmer) Brown, the loud cravat maestro, selling wines... Of course, the really owners, and not sports patrons, would be made to pay for a new sports arena, providing Rochester builds one, and the poor sucker who's trying, merely trying, to pay for a home would never own the place to be a patron... Which downtown store is to enlarge physically and artistically the coming summer?... Off hand, I can think of no better edited newspaper in the world than the Christian Science Monitor... And whatever became of our late mayor, Charles Stanton?... Joe Fox yearning for Mexico City's equable temperature and Harry Trout, of Newark, personally demonstrating to Rochesterians how to wear spats.

Recently one evening at the Central "Y" a group of young men, patiently but insistently demanding places in the sun, were addressed by a group of Rochester business men who have, in popular parlance arrived. The speakers, one gathered from whistlings in the audience were old shots and in the money. Apparently, judging from their shining and glossy exteriors, they had always been in the money and, were born, perhaps, with the proverbial silver spoons in their respective mouths.

Joseph M. Nelner, president of Nelner Brothers, Inc., was one of the speakers, and one learned that it was the first public talk he had ever made because, all his life, he had been too busy at his work to find time to talk.

Surprisingly enough, the
(Continued on page 2)

NEW UNIT TO HAVE WIDE POWERS

Truck Cops Prevent Hijacking

Safety Patrolmen Guard Cargoes. Check Drivers

Hijacking of clothing shipments has replaced the prohibition "sport" of holding up liquor trucks. Or so it is currently reported.

Clothing makers of Rochester, who ship their suits to New York and Philadelphia by truck, are taking chances, but one trucking company, with offices here, has refused to accept such shipments, rather than run the risk.

Since last August, when reports of clothing banditry, reached this vicinity, Consolidated Motor Lines, Inc., have rejected such shipments. M. S. Cortwright, general manager of the Rochester office, said:

"With seventy terminals in as many cities, 600 trucks on the road—twelve working out of Rochester—our company has a reputation to maintain. It must not only protect shipments, but its drivers as well," he explained.

This protection is assured by the Consolidated's highway safety patrol, operating eight trucks over its territory, which covers the states of New York, Massachusetts, Connecticut, New Jersey, Rhode Island and Pennsylvania.

Lester Muldury, who operates out of the Hartford, Conn., terminal and covers territory embracing Rochester, Buffalo and Geneva, is one of the company's unofficial patrolmen. His job is to protect the truck shipments, from hijackers, accidents, etc. and make certain the drivers obey both traffic and company laws.

FULLY EQUIPPED TRUCK
Inside the truck is extra equipment, flares, chains, tires, motor parts, tow ropes and other equipment needed to aid stalled trucks. Services is not confined to the Consolidated trucks; motorists in distress are given a helping hand, too.

Muldury co-operates with the state police and local traffic officers when and wherever needed.

Communication between truck cargoes and Muldury is by telephone, whenever a shipment leaves Rochester, the nearest office is notified. Should anything go wrong, Muldury himself—drivers are not allowed to leave their cabs—phones the office, giving a full report of what happened—and why.

When a truck shipment leaves any one of the terminals in its territory, Muldury follows the last auto—and stays with it until it reaches its destination. Thus, should a driver stop on the road for any reason, Muldury is immediately at the scene for investigation.

HOW REPAIRS ARE MADE
If a truck on the road is beyond repair, a phone call brings another to the scene, the cargo is transferred and the disabled body is towed to the nearest repair shop, in the Rochester territory, Geneva.

Incidentally, any driver who violates company rules is given a ticket. He completes his run, afterwards, reporting to the Hartford office his reason for infraction of the rules.

All of the drivers, with experience averaging ten to twenty years, are union men. They are limited to 250 miles of driving per day, thus assuring needed rest. Rules prohibit them sleeping in their cabs.

'PAT' IS AN UNUSUAL PET



Pet mink are rare, but here we see H. Gene Lyon, owner of a mink farm, holding three-year-old "Pat," the only mink Lyon has been able to tame.

Accident Mystery Deepens

The mystery concerning the accident that befell William Lumbert, of Brighton, who still remains in a dangerous condition at Strong Memorial since he was discovered unconscious in the wash room of the Chateau, deepened today.

Lumbert's movements, a careful check showed, gave no indication that he had met with foul play before, after or during his visit to the Brighton night club. In fact, Lumbert, on reaching home, retired unaided.

No physician was called until the following day, when his injury was discovered.

He has been unconscious since and, contrary to a newspaper story, he has made no utterance intelligible enough to be construed as "I was drugged"—a statement which it was alleged that he made.

Strong Memorial officials and those attending Lumbert state that the injured man made no coherent remarks, and could have received the injury before entering the club and been unaffected until sometime later.

Last week District Attorney Daniel J. O'Mara exonerated the night club, its proprietor and employees and guests from any blame. Lumbert is a friend and former employee of Michael's, owner of the Chateau. Michael's stated that Lumbert was the only one in the wash room until he was discovered on the floor by a musician who immediately called for assistance.

The new mystery is how erroneous reports are allowed to creep into the news and whether Commissioner Doyle, in view of the district attorney's report, shouldn't carry the investigation of this mystery from the obviously unlikely to the even more mysterious, but probable direction.

REBEKAH MEETING

Lakeside Rebekah Lodge will meet this evening at 8 o'clock in the I. O. O. F. Temple, 4361 Lake Avenue. There will be a social hour with refreshments following the business meeting.

Mink is Mink But Breeders Can Identify Their Own

A defunct amphibious musteline carnivore of the genus Putorius, commonly known as mink, was the cause of considerable excitement the other day in a New York court, when the mink who raised particular mink identified a scarf as having been made from "Willie."

The identification caused the detention of a self-confessed sneak thief who had picked up the scarf that once was "Willie." It seems that "Willie" had been a pet on a mink farm in Port Arthur, Ont., and had been converted into a scarf for the farmer's wife.

TRUE STORY
When this story was called to the attention of H. Gene Lyon, who divides his time between commercial photography and operating the Lyon Fur Farm at Spencerport, he declared that it sounded like a true tale.

"There's every reason to believe that the Port Arthur man knew what he was talking about when he identified that stolen mink scarf," said Lyon. "A mink farmer gets to know his herd and I'll bet that I could identify 'Pat,' the pet of my farm, regardless of what happened to him after he reached a furrier's hands."

Lyon, who became interested in raising mink after a newspaper assignment had sent him in quest of a photograph of a nearby herd, has about 250 head at his Spencerport farm and, strangely enough, "Pat" is the only pet mink on the place.

FIGHTERS TOO
"Mink are not notable for their friendliness," continued Lyon. "Their teeth are small, but sharp enough to bite through two pairs of heavy leather gloves. 'Pat' is the only mink I've raised that would submit to what you might call petting and sometimes he nips me. One of my herd recently got loose and gave a full-grown shepherd dog a well licking."

Practically every mink has white markings on chin and throat, but Lyon says that all markings are different and he contends that an experienced mink farmer can identify his own animals, despite the fact that they look alike to one unfamiliar with this industry.

HORSE MEAT DIET
Those amphibious mustelines, which eventually may become parts of coats costing as much as \$25,000, are raised on a diet of horse meat, fish and cereal. When they are ready for pelting, usually soon after they reach the age of six months, those selected for the fur marts, are placed in an air-tight chamber and treated to about ninety seconds of carbon monoxide.

This, breeders declare, is not only a humane way to wind up a mink's earthly career, but it also saves the pelts.

"Pat" is the oldest mink on Lyon's farm. He's nearly three and he's due for extinction this year—if his owner can find an other pet in the herd.

It wasn't until Robert, Jr., was quite a lad, that she realized her dormant theatrical ambitions. Having the fullest approval of Mr. Berentzen who was born and raised in the world of arts (his mother was court singer in Russia) Mrs. Berentzen went into stock, which she considers the best training school for acting.

She has appeared with the Vaughan-Glaser Company of Cleveland, the Cameron Matthews English Repertoire Company, the Kondoff-Polmer Company, the Auditorium Players, and numerous others. She has many times trod the boards of the old Lyceum Theater when it was the home of overnight stands for the big names of the theater.

She has played with Helen Hayes, Leslie Carter, Ralph Bellamy and Bert Lytell. When Helen Hayes appeared here recently Mrs. Berentzen enjoyed ennobling about the time Miss Hayes had been forced to play almost an entire scene with only one side of her face to the audience, because the other side wore a black smudge from the make-up on Mrs. Berentzen who was playing the negro mammy.

Occasionally Rochesterians have the pleasure of seeing Mrs. Berentzen in plays at the Community Playhouse (she will appear in its next production), a project in which she is much interested.

Her hobby is painting—or was, she says, for it is two years since she has touched her brushes, which is a pity for there is nothing crude or amateurish about her art work. She studied in Paris with M. Chababian and Mlle. Yvonne Meley.

Mrs. Berentzen has travelled from one end of the world to the other and loved it all, but pauses longer at Budapest, which she considers the gem of her geographical memories.

Mrs. Banning, who is no stranger in Rochester, is a member of the American Association of University Women and a former trustee of Vassar College.

Rep. Kelly Helps Squelch Gun Tax

The Cummings plan, which proposes a tax on sporting firearms, is unlikely to receive approval, according to Congressman George B. Kelly.

At the request of many hunting enthusiasts, Congressman Kelly followed this bill through the Ways and Means Committee and he received assurance that it would not be reported out of committee.

Margaret Calkin Banning To Speak Here April 20
Margaret Calkin Banning, one of the outstanding fiction writers of today, will be in Rochester April 20 as the guest of the American Association of University Women. She will speak to the group that evening in Cutler Union and will leave that same night for Washington, D. C., where she is scheduled to talk the next day.

Mrs. Banning, who is no stranger in Rochester, is a member of the American Association of University Women and a former trustee of Vassar College.

Pen Names Bring Her Radio Fame

Mrs. Thrifty Buyer Writes, Acts and Paints

Introducing Mrs. Thrifty Buyer, alias Violet Brown, alias Sammy, and other aliases too numerous to mention, in private life she is Mrs. Robert Berentzen, but to early morning radio listeners she is better known by the nom de plume which for the last five years have been bringing chuckles and tears to the large audience of the air.

Not only does Mrs. Berentzen take two, and some times three parts in the same skit, but she writes all the scripts herself. To date she has written 1,200 episodes and has never rewritten a single page, which may be explained by the fact that she goes directly home from station WHAM to her typewriter while she still "feels" her part.

In her early youth, Mrs. Berentzen had no thought of becoming a radio personality, but she had some very definite ideas about making a place for herself on the legitimate stage. Being the daughter of a minister she naturally found no encouragement in that ambition.

BROADWAY BOUND
However, when she had completed her work at the exclusive Marlborough School in Los Angeles, she headed straight for her birthplace, New York City, determined to find a job on Broadway. Instead, she found romance, and for some time she came the theater held no place in her interest.

It wasn't until Robert, Jr., was quite a lad, that she realized her dormant theatrical ambitions. Having the fullest approval of Mr. Berentzen who was born and raised in the world of arts (his mother was court singer in Russia) Mrs. Berentzen went into stock, which she considers the best training school for acting.

She has appeared with the Vaughan-Glaser Company of Cleveland, the Cameron Matthews English Repertoire Company, the Kondoff-Polmer Company, the Auditorium Players, and numerous others. She has many times trod the boards of the old Lyceum Theater when it was the home of overnight stands for the big names of the theater.

She has played with Helen Hayes, Leslie Carter, Ralph Bellamy and Bert Lytell. When Helen Hayes appeared here recently Mrs. Berentzen enjoyed ennobling about the time Miss Hayes had been forced to play almost an entire scene with only one side of her face to the audience, because the other side wore a black smudge from the make-up on Mrs. Berentzen who was playing the negro mammy.

Occasionally Rochesterians have the pleasure of seeing Mrs. Berentzen in plays at the Community Playhouse (she will appear in its next production), a project in which she is much interested.

Her hobby is painting—or was, she says, for it is two years since she has touched her brushes, which is a pity for there is nothing crude or amateurish about her art work. She studied in Paris with M. Chababian and Mlle. Yvonne Meley.

Mrs. Berentzen has travelled from one end of the world to the other and loved it all, but pauses longer at Budapest, which she considers the gem of her geographical memories.

Mrs. Banning, who is no stranger in Rochester, is a member of the American Association of University Women and a former trustee of Vassar College.

WIN A PRIZE!

See Page 4 for Details

Council Considers Revolutionary Law Setting up Bureau

Department of Commerce to Control Transportation, City's Realty Holdings and Handle Public Relations

Rochesterians have been strangely apathetic toward the most revolutionary legislation considered by the Common Council in the last quarter century. This measure, which will set up the Department of Commerce, is now in the hands of the Council and is due for passage at the next meeting of that body.

This measure, in brief, proposes to step up the efficiency of various city departments, to coordinate and improve transportation facilities and service, to safeguard assessed valuations and to bring about economies in the administration of the city's affairs.

Citizens Find Courts Slow

Is there any reason why our courts cannot be conducted in a business-like manner? If industry were to waste time the way the courts do, it would be bankrupt, yet those who control them are paid salaries high enough to make their time valuable.

The unfortunate part of it is that it lies within the court's power to waste the time of persons who are guilty of no crime. The other day, for instance, in our City Court, an executive in a large Rochester enterprise sat in court for more than an hour and a half, waiting for the case in which he was required to appear. The drunks, whose time is close to worthless, are dispatched early and quickly, but the business man, whose minutes count, may wait and wait and wait.

Fortunately for this executive, his business went on in his absence, but consider the young man, who a few days ago was called to appear at witness in a suit for non-payment of alimony. He had previously been the employer of the defendant and the court wanted to know how much money he had paid him in wages. He happened to be a small business man and there was no one to carry on for him in his absence, yet he was forced to sit for two hours before he could tell about those wages.

There was an actual loss in dollars and cents to this man just because he had not been smart enough to read the cards or the stars or something which might tell him that if he hired a certain person he would one day have to cool his heels in a courtroom.

THREE NEW POSITIONS
In all 38 persons will be employed by the Department of Commerce, but only three—the head of the department and two deputies—will be added to the present city payroll. The others are now attached to various city services which will come under the direction of the new setup.

For the information of its readers, The Sun has compiled the salient points of the empowering act relating to the Department of Commerce.

It assumes the duties and office of the Commissioner of Railways. (This transfer will offset the Commerce Commissioner's salary and some subordinate expense.)

It establishes centralized control of all city relations with public utilities.

STREET RAILWAY CONTRACT
It provides a city bureau to take an active part in the operation, development and coordination of trolley and bus systems. (The Sun understands that this means enforcement of the service-at-cost contract with the New York State Railways and insistence on a new contract when the expected reorganization of the street railways is effected.)

It assumes city-owned transportation facilities—airports, harbor and subway—for management, development and coordination with other transportation facilities.

It compels all revenue from city-owned utilities to be credited to the utility from which it is derived.

It assumes matters of commerce, such as the Public Market and weights and measures.

It assumes control for maintenance, operation, utilization and centralization of all city-owned real estate and buildings, except schools.

It establishes new methods of city planning and compels all future expenditures, development and building to follow an approved plan.

PUBLIC RELATIONS
It includes zoning in planning and compels future zoning to follow an approved plan.

It compels the adoption of a public program for future capital improvements and work.

It requires city approval before any subdivision or real estate promotion can be launched.

It assumes direction of all
(Continued on page 3)

Versatile Lady



MRS. ROBERT BERENTZEN
Lain Press Photo

FINNEY OF THE FORCE



Ticklish Situation



By Ted O'Loughlin



By Ted O'Loughlin



By Ted O'Loughlin



By Ted O'Loughlin



STUDY CLUB LUNCHEON
The West Side Study Club of the Order of Eastern Star will have a luncheon meeting Saturday at 12:30 p. m. in the Seneca Hotel.

SUGGESTIONS FOR YOUR HOME
Lamps and shades, \$2.50 to \$5.00. Coffee and cocktail tables, \$12.00 to \$15.00. Bed tables and benches, \$12.00 to \$15.00. Benches, footstools and occasional tables, in great variety. Decorative mirrors, \$5.00 to \$8.00. Pull-up chairs in brocade, tapestry and linen, \$40.00 to \$125.00. A bedspread, bath rug, mats, covers, etc., in most unusual colorings. See our special sets at \$5.

RANDALL GALLERIES
309 Alexander St.
Hiram Sibley Bldg.

SPECIAL!
During Lent
SHORE DINNER 75c
Dining — Dancing and Entertainment
Colonial Tavern
29 Chestnut St.
Directly Behind Regent Theater

Presenting...
a complete spring collection of Projansky originals in Coats, Suits, Dresses and Furs.
Projansky
39 EAST AVE.

Continuing Our Special All Next Week
Regular \$8.50 Thermique PERMANENT WAVE \$6.50
Beautiful soft waves as up-to-date as today's headlines. Individually molded to your personality by our expert coiffure designers.
"An Ivasky Wave Is a Wave Of Beauty"
IVASKY'S
200 BURKE BLDG.
PHONE MAIN 354-355

Inlaid LINOLEUM \$1.39
Heavy Burlap Back
Square Yard
Finest quality obtainable from famous manufacturers. Some recently discontinued patterns.
ARMSTRONG QUAKER CONGOLEUM GOLD SEAL 9x12 RUGS \$6.25
Every rug guaranteed perfect — large selection of patterns — discontinued numbers.

The MAIN LINOLEUM STORE
348 MAIN ST. E. Phone Stone 4144
Remember The MAIN When You Need Linoleum

ANNIVERSARY SPECIAL—FOR LENT
BROILED LOBSTER and LOBSTER NEWBURG
SERVED ON THE LUNCHEON **55c**
SERVED ON THE DINNER **75c**
AND ON THE DOLLAR DINNER EXTRAORDINARY

ALSO
An Extensive Variety of Seafoods
SCALLOPS — HALIBUT — OYSTERS AND SEAFOOD PLATES GALORE
SPECIAL BRIDGE LUNCHEON — MAKE YOUR RESERVATIONS NOW!
Call Stone 3418
Laube's Old Spain
Rochester's Outstanding Restaurant and Sea Food House
ELEVEN EAST AVE.

By Way of Mention

Mrs. Richard Gorsline and her son, Thomas, formerly of East Boulevard, are occupying an apartment at the Poplar Way in University Avenue.
Miss Emma G. Case of Rutgers Street left some time ago for Florida, and is spending a few weeks at Del Ray.
Mrs. William R. Olney of Culver Road entertained the Beau Desir Reading Club at tea in her home Monday.
Mrs. Maro S. Hunting of Clover Road returned last week from Philadelphia where she was the guest of her parents, Mr. and Mrs. Joseph M. Huston, for ten days.
Mrs. John A. Roeder of Chestnut Hill Drive left Friday for Florida where she will spend some time.
Mr. and Mrs. Donald Lyman of Titus Avenue left by motor Saturday for a three weeks vacation in Florida.
Members of the Board of the David Hochstein School of Music will entertain the faculty Wednesday evening at the Corner Club.
Mrs. Morton J. Baum of Thackeray Road has returned from New York where she spent a week.
Miss Mary H. Pyott of Arnold Park, who left town in January for a South American cruise, is spending a week in Vina del Mar, Chile.
Mrs. Frank P. Beattie of Arnold Park and her sister, Miss Jane Noonan, of East Avenue, sailed Saturday for a West Indies cruise.
Robert E. Friedlich of Greenfield Lane spent last week in New York and Washington.
Mrs. Saul S. Frankel of Win-

Committee Head



MISS ROSE M. TSCHIEDER
Leon Freres Photo

Bank Women Meet Friday

Members of the Women's Committee of Rochester Chapter, American Institute of Banking, will meet tomorrow at 8 p. m. at Mechanics Institute to hear Charles C. Horn, instructor at Mechanics, discuss "Interior Decorating."
Miss Anita P. Ringwood of Union Trust Company, chairman of the women's committee, is arranging details. Head of the ticket committee is Miss Rose M. Tschieder of Lincoln-Alliance Bank and Trust Company.
Hostesses for the evening will be Mrs. Helen L. Arend, vice-chairman of the Women's Committee, Miss Marion Payne, and Miss Helen A. Gleason of Rochester Savings Bank; Mrs. Lucile Forham of Genesee Valley Trust Company, Miss Gladys Englert of Security Trust Company; Miss Frances O. Fitch of Central Trust Company; Miss Marie M. Keating and Miss Margaret T. Strowger of Monroe County Savings Bank; the Misses Adelaide D. Walker, Marie Reilly, Elizabeth J. Dunn, Edna A. Casey and Lucy M. Serafino of Union Trust Company.
Also Miss Madelyn H. Sullivan of East Side Savings Bank; Mrs. Esther H. Trautman of Mechanics Savings Bank; Miss Mary Davis of Rochester Trust and Safe Deposit Company; Miss Tschieder, Miss Rosemary Schaler, and Miss Dorothy M. Anger of Lincoln-Alliance Bank and Trust Company; Mrs. Louise K. Le Pine of Donoho & Company, and Mrs. Catherine P. Larkin of Graham & Company.

In The Woman's World

This calendar is planned to serve your organizations. When you have notices you wish to insert mail them to The Rochester Sun, Women's Editor, 419 Burke Building, or call her at Stone 6001. Notices must be in by Monday preceding.

TODAY
Delta Zeta — Alumnae Club meeting at the home of Mrs. W. E. Fisher, 151 Thomas Avenue, evening.
YWCA — Industrial Group, lecture on modern food preserving, evening.
Eastman Theater — Rochester Philharmonic Orchestra, 8:20 p. m.
Clayton Warner Unit American Legion — Meeting in Iron-dequoit Masonic Temple, evening.
Grace Rebekah Lodge — Card party after regular meeting in IOOF Temple, evening.
Ne-a-wah Lodge of Rebekah — Meeting at 608 South Avenue, evening.
FRIDAY
McAll Association — Luncheon meeting at Parsons Avenue Baptist Church, 12:30 p. m.
Catholic Women's Club — Bridge tea at clubhouse.
Burroughs — Audubon Nature Club — Meeting at Rochester Museum, 8 p. m. Junior Night.
Daughters of Scotia — Lady MacNaughton Lodge, No. 80 party, evening.
Frank E. Robertshaw Unit, American Legion — Card party, 173 Clinton Avenue South, 8 p. m.
YWCA — Play by Beta Tri-Y of Washington High School.
Westminster Church — Clam Chowder Sale by Chapter One, 3 to 5 p. m. Call Gen. 5077-J or Gen. 321-R for orders.
Columbus Civic Center — Eileen Leary Gibson reviews "Hearken Unto the Voice," 8:30 p. m.
American Institute of Banking, Women's Chapter — Meeting at Mechanics Institute, lecture on interior decorating, 8 p. m.
Eastman School Senior recital — Kilbourn Hall, 8:20 p. m. Gerald Ingraham and Louis Saverino, soloists.
Catholic Women's Club — Meeting of Board of Directors at clubhouse, 8 p. m.
Women's College, University of Rochester — Kaleidoscope musical comedy, evening, Cutler Union, 8:30 p. m.
11th Ward Ladies' Republican Club — Meeting, 904 Main St. W., 8 p. m.
Pythian Sisters — Rochester Temple, meeting in Beechwood Hall, 8 p. m.
Ladies of the GAR — Capt. Henry Lomb Circle, meeting in City Hall Annex, evening.
OES — Le Moyne Group of Corinthian Chapter, card party at the home of Mrs. Mary Peer, 265 Tremont St., 8 p. m.
SATURDAY
Brookport Alumnae Association — Membership Committee, luncheon meeting at Culver Arms.
OES — West Study Club, luncheon meeting at 12:30 p. m. Hotel Seneca.
Rochester Alumnae Association — Luncheon meeting at Cutler Union, opening of membership drive.
University of Rochester — Women's College — Kaleidoscope musical comedy at Cutler Union, 8:30 p. m.
JY Theater Arts Group — Presents "Both Your Houses" in JY auditorium, 8:30 p. m.
Epworth League — Rochester District annual dinner at Spencer-Ripley Church, 8:30 p. m.
Knights of Pythias — Rochester Lodge dance, 8 p. m.
Locust Hill Country Club — Tropical buffet dinner and dance, 7:30 p. m.
Germania Lodge of Perfection — Old fashioned dance at German House in Gregory Street, 8:30 p. m.
Zeta Chi — Meeting at home of Miss Marion Sigrist in Seward Street.
SUNDAY
Church of the Ascension — St. Margaret's Guild dinner at close of morning service.
Jewish Children's Home — Minstrel Show by Big Brothers and Sisters' Council, 2 p. m.
Civic Music Association — St. Patrick's Day Program, Eastman Theater, 8:20 p. m.
Memorial Art Gallery — Travel film "Rivers of Germany," 4 p. m.
Business and Professional Women's Club — Tea, Miss Alberta Brenner, speaker.
JYM-MA — Theater Arts Group offers "Both Your Houses," 8:30 p. m.
MONDAY
American Association of University Women — Meeting at Cutler Union, Dr. Carl Hersey, speaker, 8 p. m.
Mothers' Division of Lone Star Division — Meeting at Parsons Avenue Baptist Church, 8 p. m.
Dames of Malta — Pierce Sisterhood No. 62, public bazaar, penny supper and card party, 193 Main St. W., afternoon and evening.
Sigma Alpha Iota — Musical in Kilbourn Hall, evening.
27th Division Post No. 1534 — Ladies' Auxiliary, theater party at Madison Theater.
Legion Auxiliary — Maj. Joseph Hurley Post, card party at Bond Bakery in North Street, evening.
Westminster Church — Home Makers' Club banquet and meeting at Rochester Club, 7 p. m. Also Niven Guild, at home of

U.R. Lecturer

To Discuss Art Angles

"Why Art, Anyway?"
Dr. Carl Hersey of the University of Rochester will present an illustrated answer to this question at the meeting, Monday evening, of the American Association of University Women, in Cutler Union.
He will discuss art in relation to everyday life and as a cultural resource.
Dr. Hersey is assistant professor of Fine Arts at the University and acting chairman of the Department of Art and Archaeology. He took his Bachelor of Arts degree at Bowdoin College in 1926 and his Doctor of Philosophy in Fine Arts at Harvard in 1935. During 1927-31 he was instructor in Fine Arts at Williams College, and spent 1932-33 in Spain as Sachs Research Fellow from Harvard.
A result of that period of study in Spain is his book, "Salmantine Lantern," published by the Harvard University Press in 1937, a study of Spanish medieval architecture. He has been at the University of Rochester since 1933.
Ruth Otis Denio, teacher of dancing, will present several of her outstanding pupils in four dance numbers, and the Educational Guidance Group will offer a short skit called "Off on the Wrong Foot."

LINCOLN'S

THIS COUPON IS WORTH \$1.50
Present This Coupon At Our Studio And Receive A Regular \$2.00 SIZE 8 x 10 Minerva Finish PORTRAIT FOR ONLY 50c
No tricks, no catches. This is a bona fide offer to acquaint Rochesterians with our Photo Studio. None sold at this price without this coupon. Offer good only until March 19th. Can be used for any member of the family.
PHOTO STUDIO—Main Floor
LINCOLN'S
Every Thursday is SUN-DAY

THEATER GUIDE

DOWNTOWN
LOEW'S ROCHESTER — Now playing: "The Golden Pheasant," starring Eddie Egan, Phil Baker and Charlie McCarthy, with Don Terry and Rita Hayworth. "Merrily We Live," starring Constance Bennett and Brian Aherne, and "Start Cheering," with Jimmy Durante and Walter Connolly.
PALACE — Now playing: "Bringing Up Baby," starring Katharine Hepburn and Gary Grant, and "Penrod and His Twin Brother," starring Fred Allen, Alice Faye and Tony Martin, and "Love On a Budget," with the Jones Family.
CENTURY — Now playing: "A Night of Four Days," starring Eddie Egan, Robinson and "Love, Honor and Behave," with Priscilla Lane and Wayne Morris.
LITTLE — Now playing: "The Wedding of Figaro," with an all-star cast including "Every Sunday," with Deanna Durbin and Rudy Garrow.
REGENCY — Now playing: "Snow White," and "The Seven Dwarfs," Friday, "Bringing Up Baby," with Katharine Hepburn and Gary Grant, and "Penrod and His Twin Brother," with Billy and Bobby the March Twins.
CAPITOL — Now playing: "The Buccaneers," starring Freddie Bartholomew, Akim Tamiroff and Franciska Gual, and "Swing Your Lady," with the West Brothers.
TEMPLE — Now playing: "The Kid Comes Back," starring Wayne Morris, Barton MacLane and June Travis, and "Adventure's End," with John Wayne, Dana Olson and Montague Love.
GRAND — Now playing: "The Perfect Specimen," with Joan Blondell and Errol Flynn, and "Hold 'Em Navy," with Lew Ayres and Mary Carlisle, Saturday, "Lancer Spy," starring DeLoe Del Rio, and "The Market," with "Sunday and Monday," "Firefly," starring Jeanette MacDonald and Allan Jones, and "The Man Who Killed a Wolf," with Lewis Stone and Tim Brown, Tuesday and Wednesday, "My Love Is a Mystery," starring Leila Howard and Betty Davis, and "Sophie Lang Goes West," with Gertrude Michael and Lee Bowman, Thursday, March 17, "Love and Hisses," starring Walter Winchell, Ben Bernie and Simona Simon, and "Partners in Crime," with Roscoe Karns and Preston Foster.
DEMOCRATS TO DANCE
The 19th Ward Democrats will sponsor a card party and dance at the Powers Hotel, March 27th.

Remington

(Continued from page 1)
youthful audience learned that Mr. Neisner at the start of his business career was in their very own positions — stony broke. There was no silver spoon connected with his boyhood and little schooling, either. Mr. Neisner and his brother came to Rochester from Plainfield, N. J., and opened a small store to compete with the giant chain stores.
They borrowed capital and worked, worked, worked. There were nights, when tired in bodies and minds, they slept on the store counters so as to be alert, bright and early for the next day's business. Today Mr. Neisner rules 108 stores, spread strategically throughout the land, and many of them are acclaimed models, architecturally and in general appointments. Indeed, merchants from the world over visit the new Cincinnati Neisner store to learn what a modern merchandising plant should be like.
Yes, Joe Neisner is a big shot, and in the sun, today, but he didn't become that way by mere luck nor by the magic power of an ephemeral spoon. The opportunities which awaited him await you today, providing that you are sound in health and are as intelligent and as willing to sacrifice time and effort.

Another Shipment!
Internationally Famous
TANK TYPE Vacuums
\$19.95
and old cleaner
Cleaners of this type are usually sold at \$39.95! Every one is brand new, and comes with extra attachment to clean drapes, furniture, etc. Tank is mounted on runners, that slide easily.
\$3 down, small carrying charge on Easy Payment Plan.
SEARS, ROEBUCK AND CO.
MONROE AT S. UNION
FREE HOME DEMONSTRATION
Sears Roebuck & Co. Rochester N.Y.
I would like to have a free home demonstration on the new tank type vacuum cleaner.
NAME.....
STREET.....
CITY..... Phone..... Sun 3-12-38

Do You Wear A ?
Narrow Width ?
If, So, Here Is A Wonderful Saving Opportunity!
Burke's Regular Quality Women's
SHOES
About 300 Pairs!
In Widths —
AAAA — AAA —
AA — A
And a Few B's.
Sizes 3½ to 9.
Formerly Up To \$6.50
\$1.95
Styles for street, dress and sports!
All height of heels but not in all styles!
BURKE'S
17 CLINTON AVE. NORTH
Directly Opposite Sibley's
ALL SALES FINAL

Rule of Second Hand Low Does Not Always Work Out

BY VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

Defensive play is recognized as being more difficult than the play of the dummy and this, of course is easily understood, as when we are defending a hand we do not see our partner's cards and have only the conventional signals and our common sense to guide us.

Quite naturally, if we pay no attention to our partner's discards and signals and fall to use our common sense, we are going to present our opponents with many games that should be defeated if we were on our toes.

I have in mind a hand that I watched played at rubber bridge a short time ago. I sat behind the West player, a lady who knew too many rules, and didn't make use of them at the proper time. She had two opportunities to set the contract she was defending and missed them both. Here is the hand with the bidding and play as it actually occurred.

SOUTH
K 10 7 5
H 10 9 7 5
D 8 3 2
C K 9 5

WEST
S K 10 4
H K 8
D 10 8 2
C J 7 4

NORTH
S 9 7 5 3
H 2 3
D 9 4 3
C A Q 10 2

EAST
S 2
H 4 3
D A Q 10 2
C K 9 5

West opened the queen of spades, North played low, and South won with the Ace, East dropping the three spot. Declarer then led his duce of spades to dummy's king, and look the heart finesse which, of course, lost to West. The jack of spades was returned and South ruffed. Another round of trump was played and declarer saw now that his contract was safe if he could get one club trick. So he decided that if West held a queen there was a chance for an End Play.

WRONG PLAY
He therefore proceeded to strip his hands of diamonds, the last one being taken in his own hand, and then led the three of clubs. West turned to me with a knowing look and whispered, "Second hand low," at the same time playing her four spot which declarer ducked in the dummy and West won with the ten.

Having nothing left now but a spade and the club tenace, East was forced to give Declarer a ruff and a discard or lead up to dummy's king of clubs, giving him a club trick. And so South made his contract.

SECOND CHANCE
Therefore, when West got in with the king of trump she should have looked for a better lead than the spade. A club return through dummy's king would, of course, set the contract.

When we make one mistake we seldom get a chance to rectify it, but this time West was given that other chance. She had a grand opportunity to protect her partner against the End Play which she should have seen coming.

Had she covered South's club lead with the jack instead of observing the rule, "Second hand low", Declarer would have been helpless and her partner would not have End Played. If North covered with the king, East would win with the ace and then make the queen and ten, or if North ducked, West would hold the trick and lead another club through dummy's king. Defended in this manner, Declarer could never get a club trick, and he would be down one.

Second hand low and third hand high is a good rule in its place, but it does not apply to every situation. It is just one of the many rules that we should know how and when to break.

ANSWERS TO READERS' QUESTIONS

To settle an argument will you please tell me what card is the correct one to lead against a three No Trump contract? The holding is: K Q X X X.

K. G.
ANSWER: You should lead the fourth best.

Will you kindly tell me what the correct opening bid is on this hand?
S-A 7 8 8 H-K 9 4 D-A 9 8 7 C-4 H. R. S.

ANSWER: You should bid one spade. The general rule is to open with the highest ranking suit when all biddable suits are touching.

As a service to bridge players, we offer information on questions pertaining to the game. Send your queries to The Sun in care of Virginia Levy and your questions will be answered in this column as promptly as possible. Your initials only will be used in replying, unless otherwise authorized.

Wide Powers For New Unit

(Continued from page 1)
public relations and promotional activities of the city. (This means, The Sun believes, that the Department of Commerce is to undertake the task of inducing new industries to locate in Rochester.)

It takes over all complaints and suggestions relating to any city service, with power to prepare standards of public relations for all city services.

It is empowered to set up a centralized license bureau. (A measure which would release at least two policemen for police duty.)

Harold S. W. MacFarlin, clerk of the Board of Supervisors and author of the Republican platform, will be head of the new department. His salary will be \$7,500 annually and his political future will ride with the success or failure of his brain child.

Legion Sponsors Huge Card Party

The largest card party ever sponsored by the Frank E. Robertshaw Auxiliary, County American Legion, will be held at 8 p. m., March 11 in the auditorium of the R. B. I.

Mrs. Irene F. Stephany is general chairman, Mrs. Marie Gentner honorary chairman and the general committee consists of Laura Pesch, Thelma Owens, Grace McCarthy, Mary Noone, Elizabeth Kildea, Adelaide Roe, Ruth Cady, Erma Karle.

There will be special entertainment, prizes, and refreshments. Committees are: Reception—President, Marie Gentner, Irene Stephany, Adelaide Roe, Laura Pesch, Grace McCarthy, Mary Noone, Elizabeth Kildea, Ruth Cady, Erma Karle.

Hostesses—Mary Noone, Amy Rosenkrantz, Mary Padley, Anna Walters, Flora Becker and Louise Hillinger; Tickets—Erma Karle and Gertrude Trot; cards—Elizabeth Kildea, Florence Cooke, Mayne LaDonna, Catherine Lawler, Janet Trostle and Sara Cross.

Prizes—Laura Pesch, Elizabeth Attridge, Ruth McGeary; door prizes—Thelma Owens, Adelaide Roe, Margaret Engel, Doris Rohring, Naomi Purdy; refreshments—Grace McCarthy, Angela Witzlinger, Elaine and Ellen Reetz, Mildred Hoch, Mary Trot, Alice Apple, Carrie Cavanaugh, Alice Conway, Minnie Morrow, Elizabeth Hall, Margaret Maid, Anna Tiffany and Dorothy Emerick; entertainment—Ruth Cady, Leona Springer and Marie Gentner.

J. Y. Rehearses Pulitzer Drama

The JYMA Theater Arts Group, under the direction of Mrs. Milton L. Grossman is rehearsing Maxwell Anderson's 1933 Pulitzer Prize play, "Both Your Houses" for presentation Saturday and Sunday nights, March 12 and 13.

The play is described as a satire on governmental customs and officials. The story concerns itself with a young and idealistic congressman who suddenly finds himself bucking a group of old-time politicians intent upon putting through a big appropriations bill. Realizing that he cannot cope with these men by maintaining his present stand, the young congressman introduces a bill thoroughly dishonest in its make-up. Much to his amazement, the bill is passed by both houses.

Included in the cast are Sylvia Garelick, Esther Hurwitz, Anne Friedman, Goodman A. Sarachan, Ben Rosenthal, Jerry Brown, Dr. Garson H. Kushe, Dr. Leon Podginsky, Jack Sakman, Jack Faum, and Marvin Falk.

Winton Church Plans A Sauerkraut Supper

A sauerkraut supper has been planned by the Winton Congregational Church at Winton and Farmington Roads, Thursday, March 17th, beginning at 6 p. m.

The Ladies' Aid Society under the guidance of Mrs. Burnett Eddy will be in charge. Her committee includes Mrs. Oliver Laling, Mrs. Robert Smith, Mrs. Arthur Dathyn, Mrs. Alfred Hill, Mrs. Ernest Regal, Mrs. James Foley, Mrs. Robert Burnham, Mrs. Harold Weatherup and Mrs. Louis Frenz. Door prizes will be awarded.

EDWARDS BASEMENT STORE

21 x 27 In. Kapok

PILLOWS

Reg. \$1.19
Value \$1

Bright, colorful pillows . . . well filled . . . covered with figured sateen . . . taped seams. A real buy.

27 In. Wide White

OUTING

Reg. 12½¢
Value 10¢

Ideal for making baby's wearables. Soft, fleecy quality. Good width. Save now.

Hollywood Gauze

CURTAINS

Reg. \$1.98
Value 1.59

Rich rayon curtain . . . one inch hem on the side . . . hemmed and headed . . . three inch hem on the bottom . . . 50 inches wide.

34 to 36 In. Wide

CURTAIN

FABRICS

Reg. 15¢
Value 10¢

Some are dotted marquisettes others are figured or plain. Some patio nets. No full range of any one style.



Ideal For
Dress
Sports
Driving
Shopping
School
Business
Town Wear
Many Others
Uses
SIZES
FOR
MISSSES
AND
WOMEN!

Sale Spring
200 New

COATS

A Real Value Scoop For Easter!

8.88

Surpassing our greatest coat sale we bring you an outstanding group of high style, high quality, low priced, all wool Spring coats! Sale starts at 9:30 A.M. Friday! A tremendous selection awaits your inspection! Hurry! Save!

NEW 1938 SPRING WOOLENS

- Fine Fleece
- Suede Cloths
- Monotone Tweeds
- Diagonal Tweeds
- Smart Youthful Shags



- Strawberry
- Beige
- Green
- Powder
- Navy
- Royal
- Shrimp
- Stroller Styles
- Swagger Styles
- Ballerina Models
- Reefer Styles
- Princess
- Jigger

Give Your Room a New Touch! LACE CURTAINS

Regular \$1.49 Value
\$1.29 pair

You can bring Spring into your room with these lovely lace curtains. Looped tops all ready to hang. Seranton first quality lace. Four different designs. Ecru color. 2 1/6 yds. in length.

ROLLER SKATES

Three Important Price Groups

69¢ 1.29 1.98

At 69¢ . . . the perfect beginners skate . . . leather toe and heel straps. At 1.29 . . . double ball bearing . . . heavy steel wheels . . . dust caps . . . leather counter . . . leather straps . . . sheep lined ankle pad . . . steel chromed chassis. At 1.98 . . . a fine skate for the skater who demands the best.



Sensational Value!
Seamless
AXMINSTERS
Size 9x12 Ft.
29.50

Attractive selection of Persian, Colonial and Modern effects. Various color combinations. Surface of these rugs is all wool and will give real service. Shop early and have first selection.



ON SALE FRIDAY AND SATURDAY



Regular \$1.15 Value!
"81x108" SHEETS
\$1
Extra long sheet that tucks in top and bottom. 64x64 count and will give the equal of 104 launderings.
PILLOW CASES . . . 19¢

Miss Ellen Leary Gibson will review "Heavenly Hymns" by Franz Werfel, at Columbus Civic Center tomorrow at 8:30 p. m.

RHEUMATISM

To relieve the pains of Rheumatism, Neuritis or Lumbago in a reasonably short time use Yepsa Wintergreen Compound. Dependable, no opiates or heart depressants. You will be satisfied with this 30-year-old remedy. Get Yepsa Wintergreen Compound at the Post Drug Company, 17 E. Main St.

STERLING GARAGE
8 Charlotte St.
AUTOMOTIVE
DIAGNOSTICIANS
Phone Stone 1630

Bishop To Be Guest of Knights of Equity

Knights of Equity will celebrate St. Patrick's Day with a dinner to be given in the Sagamore Hotel at 6:30, March 17. Most Rev. James E. Kearney will be guest of honor.

The affair is being sponsored by wives and members of Court 10.

BOOK REVIEW LISTED

St. Elizabeth's Guild will have a dessert luncheon and book review in the guild house in Field Street, Tuesday at 12:30 p. m. Mrs. Peter McCarthy and Mrs. John P. Boylan are in charge.

President



MISS CELESTE HUGHES
Barker Photo

Women's Ad Club Installs Officers

Newly installed officers of the Women's Ad Club include president, Miss Celeste Hughes; first vice president, Miss Marietta Lechleiter; second vice president, Mrs. Marjorie Hoeffel; treasurer, Miss Margaret Erhardt; corresponding secretary, Miss Dorothy Park; and recording secretary, Mrs. Blanche Winter.

Inspectors of election are Mrs. Grace Marsellus, Miss Gertrude Collins and Miss Helen Sweeney.

Public Library Broadcast Series

"The Public Library Speaks," a series of weekly radio broadcasts by the Rochester Public Library, will continue through March with a variety of programs about the Main Library.

Tomorrow's broadcast, "Art and the Public Library," will feature the Rundel Art Gallery and the Library's Art Division. "Continuing Your Education," March 18, will tell how the library plays a part in vocational guidance, child study, and adult education.

On March 25, "Books and Your Vacation" will show the value of books in planning trips and in adding to the enrichment of travel. These programs will be heard on Friday at 3:30 over WHEC.

Smart And Youthful

Surface Texture of Saltsacking In New Colors

Recent developments which have achieved a variety of smart new effects in surface textures are responsible for this youthful frock of spun rayon in saltsacking—a refined smooth surface type of the popular sacking family.

Carried out in the new "free action sleeve" styling, permitting full arm action for diving, golfing and other activities, this frock is an idea lone for spring sports wear.

It is to be had in such new colors as army blue, pimento and Burma brown. Note the high round neckline, patch pockets and the wide, well fitted belt.

Also the smart accessories complementing the frock—the wide upturned belting ribbon hat, felt bag, suede gloves and patent leather shoes with scuffless heel—all making for the very practical.

U.R. Alumnae Seek Members

Team captains and workers for the annual membership drive of the Alumnae Association of the University of Rochester, scheduled to open Saturday, have been named by Mrs. Charles R. Dalton, general chairman.

Competition is expected to be keen between the two divisions, headed by Mrs. Charles Watkins and Mrs. Gordon A. Howe. In the first, will be captains and workers representing the classes from 1902 through 1928, and in the second those representing classes from 1929 through 1937.

Team captains in the first division are Mrs. John E. Burr, Mrs. John Merrell, Mrs. Maurice Hathorn, Miss Eleanor Slater and Miss Hazel Wilbraham. Those who will captain teams in the second division are the Misses Agnes Jordan, Elizabeth Menars, Harriet Rippey, Margaret Hokeness and Miriam Klonick.

The drive will continue through Monday, March 21. Opening luncheon will be held Saturday at noon and will be followed by report dinners, Wednesday, March 16, and Monday, March 21.

THEATER PARTY

The Ladies' Auxiliary of the 27th Division, Post No. 1554, will sponsor a theater party Monday evening at the Madison Theater.



Catholic Women List Bridge Tea

Another of the popular afternoon bridge teas of the Catholic Women's Club, will be held in the clubhouse, on Alexander Street tomorrow afternoon.

In charge of arrangements are Mrs. Francis Torrey and Mrs. Joseph A. Coplinger and their assistants include, Mrs. George A. Bauman, Mrs. Philip J. Gallan, Mrs. Frank J. G. Connor, Mrs. Cornelius J. Danehy, Mrs. Ronald J. McDonald, Mrs. Ralph Murphy, Mrs. Agnes M. Pascal, Mrs. Matthew J. Riley, Mrs. Harold W. Sentiff, Mrs. Richard Torpy, Mrs. Carl F. Wattle and Mrs. Joseph Winkler.

Period Designs

Brighten Home

BY HARRIETTE CROMWELL
Interior Decorator with Weis and Fisher

I am answering some of the questions asked me by many people, practically every day:

"My coffee table is mahogany. Must I keep all the other pieces in my living room in the same wood?" This is not necessary—in fact, a room with two or more kinds of wood is often more interesting, but try to keep your pieces in the same general feeling. By this I do not mean that you can not mix different periods of furniture successfully. With care, this can be done; but keep an eye to scale, line, and feeling.

"Are Venetian blinds going out of style? Like all new things, Venetian blinds have been used excessively, sometimes in homes not at all appropriate. Now they are no longer new, but this does not mean that they are out of style. Venetian blinds are good taste now and I think they always will be, as they answer the demands for so many windows.

"Can I use window curtains over my blinds?" Sheer curtains, used as draperies, are very effective, using the blind as a background.

"My dining room opens off the living room with a large arch. Must I use the same color rugs in the two rooms?" Using the same color rugs in the two makes the rooms appear larger—carpeting the rooms in the same color will do more to increase the size. If you do not use the same color, be sure to use one that harmonizes with the other—repeat the color some place in the other room to tie the scheme together.

And how does this recipe sound to bring spring into your living room? Light canary yellow walls and woodwork—turquoise mohair drapes, repeating the yellow of the walls and light beige in the pattern. Accent this with eggplant, deeper turquoise, and beige in the upholstery.

SUPER		PHONE GLENWOOD 700	
Pennsylvania	PEA COAL	COKE	STOVE or NUT COAL
HARD	\$7.95	\$8.75	\$9.50
COAL			Cash Per Ton
BELMONT COAL CO.			

**CASH PRIZES IN THE
Beautiful Child
CONTEST**
6c SUNDAY NEWS 6c
NEW YORK'S PICTURE NEWSPAPER
ON SALE AT ALL NEWS STANDS

**Your Credit Is Good
For All The Auto Repairs And
Accessories You Want**

You don't need cash—we'll open a credit account for you in five minutes... give you as long as you want to pay. All you need to obtain credit here is your license certificate. NO RED TAPE. NO DELAY. NO REPAYMENT CHECKING.

Diamond
Tires
AS LOW AS **49c** Per Week
NEW 1938 **MOTOROLA**
AUTO RADIOS \$1 PER WEEK

UNIT PARTS CORPORATION
ROCHESTER 1165-1223 MAIN ST. E. CULVER 250

DINE DE LUXE
NEXT SUNDAY
Discriminating diners in ever increasing numbers are choosing a DeLuxe Sunday dinner. You too will enjoy these tempting menus.

Steaks and Chops Broiled Before Your Eyes
FULL COURSE
CHICKEN DINNER 55c
Full Course Turkey Dinner - - - 85c
FREE PARKING
DELUXE GRILLE
Always Open At Plaza Parking Station West To 110 Clinton Ave S. Loew's Rochester Theatre

Another Super Dance Feature
By The Sponsors Of The Tommy Dorsey Valentine Dance
BUNNY BERIGAN
and His Orchestra—M. C. A. Management
ST. PATRICK'S DAY—March 17th

ARMORY Advance Sale \$1.50
Main St. E. At Door 2.00
Balcony Plus Tax .50
DANCING 9:30-1:30

Tickets on Sale at Levis Music Stores and Talking Machine Co.

SAVE WITH SAFETY
No Need To Worry About Quality When You Insist On

PIONEER PENNSYLVANIA COAL
NUT
PEA COAL \$8.40
COKE... \$9.00
STOVE COAL \$9.85
ON

Pioneer COAL CO. Main 815
OFFICE AND YARD AT 362 EXCHANGE ST.

CHEVROLET OWNERS ATTENTION!
Here's the Special You Have Been Waiting For
VALVE and CARBON SPECIAL \$5.95
Here's What We Do To Your Motor

1. Re-face Valves
2. Re-seat Head
3. Grind Valves
4. Clean Carbon
5. Install New Gaskets
6. Test Valve Springs, Examine Guides
7. Test plugs, Points & Condenser
8. Test Coil and Ignition Wires
9. Clean Gas Lines and Filter
10. Adjust Carburetor
11. Re-time Motor
12. Road-test Car

OTHER MAKES AT PROPORTIONATE PRICES

\$3.95 BRAKE SPECIAL \$3.95
PARTS EXTRA

1. Remove Wheels, Examine Lining
2. Examine Grease Retainers
3. Examine all brake clevises, pins cables (Mechanical Brakes)
4. Free up all cables
5. Inspect brake cross shafts
6. Examine master cylinder (Hydraulic)
7. Examine wheel cylinder (Hydraulic)
8. Examine all tubes (Hydraulic)
9. Bleed lines, refill (Hydraulic)
10. Adjust and equalize service and hand brakes. (Hydraulic and Mechanical)

SAVE \$3.00 ON OUR LUBRICATION CONTRACT
LET US QUOTE OUR PRICE ON BRAKE RELINING

We are equipped to render quick body and fender service at reasonable prices. come in and let us estimate necessary repairs. All Over Paint Jobs \$12.00 up.

We call for and deliver your car, any place in the city. Call Gen. 118-119 Evenings & Sundays Gen. 5654-M.

BROWN CHEVROLET
769 MAIN ST. WEST—Service entrance off Lamberon Park

WIN A PRIZE!

What do you know about Rochester, its history and its industries?

The Sun offers its readers a chance to turn their knowledge into money. It costs nothing to enter this contest; there is no catch in it, and you do not have to buy anything in order to enter.

This contest is open to all residents in the territory covered by The Sun's weekly circulation of 70,000, with the exception of employees of this newspaper.

Today, The Sun presents the final list of questions based on happenings in Rochester and its environs. Prizes aggregating \$50 will be given to those who submit the best lists of answers. Announcement of winners will be made in The Sun on March 17 and answers must reach The Sun office, 5 St. Paul Street, before 5 p. m., March 14, to receive consideration.

A prize of \$15 will be awarded for the nearest correct list of answers; \$6 for second prize; \$4 for third; \$3 for fourth; \$2 for fifth, and twenty prizes of \$1 each. Here are questions 61 to 80, inclusive:

- 61—What was the original name of Exchange street?
- 62—In what year did Rochester first have street cars?
- 63—With what crime was Susan B. Anthony charged, and convicted?
- 64—When was the Rochester Yacht Club founded?
- 65—About what percentage of the population of Rochester was vaccinated against smallpox in 1882 because of frequent epidemics?
- 66—What year is known as the time of the greatest flood of the Genesee River?
- 67—Why is the Ridge Road so named?
- 68—When did the Ritter Dental Manufacturing Company introduce the dental X-ray?
- 69—When were the Eastman Theatre and School of Music opened to the public?
- 70—Which was the city's first park?
- 71—Who was the first mayor of Rochester?
- 72—How long did the first Village Green remain?
- 73—According to the latest figures, what percentage of Rochesterians own their own homes?
- 74—Who was Rochester's first permanent settler?
- 75—When was the Sibley store fire?
- 76—Where did the Liberty Pole stand?
- 77—Where was the Carthage Memorial Fountain located?
- 78—What was the approximate capital with which John J. Bausch and Henry Lomb started business?
- 79—Where was the Rochester Female Academy?
- 80—What drug company thriving in Rochester today was founded in 1820?

Answers to most of these questions are to be found in the following:
Chamber of Commerce Golden Jubilee Almanac.
Peck's Semi-Centennial History of Rochester.
Rochester Historical Society Publication Fund Series, Vol. II.
Rochester and Monroe County-WPA book.
The Genesee Country, Vol. II.
Centennial History of Rochester, Vol. I.
Centennial History of Rochester, Vol. VIII.

JUST ARRIVED . . .
ANOTHER CARLOAD
HEALTH GIVING
FLORIDA ORANGES

Our oranges are tested for fruit sugar. Everyone is Government-graded.

We guarantee our oranges. Everyone that is not satisfactory will be replaced with one that is.

Tree Ripened Natural Color
45c
3 Doz. Medium Size
More Than A Peck

GRAPEFRUIT 25c Doz. Up.

Just as they grow—Natural Tree-ripened. Let taste decide.

LEMONS 28c Doz.
Eat only tree-ripened. Health is too precious.

THEY'RE TASTIER BECAUSE THEY'RE FRESHER
JOHNSON'S ORANGE CAR
290 South Ave.
OUR ONLY STORE
OPEN 8 A. M. TILL 9 P. M. AMPLE PARKING

WOOD 700
STOVE or NUL
COAL
9.50
Cash
Per Ton
IN THE
T
WS 5c
WSPAPER
ANDS
ood
And
ant
TS
ORATION
R 250

Fathers, Mothers Dine March 17

For the first time in several years the Parent-Teacher Association of George Mather Forbes School No. 4, will have a Fathers' and Mothers' banquet. The affair will be held March 17th at 8 p. m. in the school.

Roy A. Duffus will be the speaker and his topic will be "Do Expect Too Much From Schools?" Election of officers will precede the talk.

Reservations may be made in Mrs. Roy Brown, telephone 2283-J.

Church Clubs Meetings Friday

Lotta Dorn Circle of the Lake Avenue Baptist Church will have a luncheon meeting tomorrow at the home of Mrs. Charles Topliff, 41 Strong Street.

Mrs. Howard Stone and Mrs. George Smith will be assisting hostesses.

That same evening the Helen Montgomery Circle will have a luncheon meeting at the church.

LENTEN SPECIAL

Whole - Mixed
NUTS 35c
No Peanuts 1b.

BROKEN
WALNUTS 39c
Reg. 42c Lb.

PREPARED
GINGER 35c
Reg. 39c Lb.

ASST. CHOCOLATE
NUTS 35c
Reg. 39c Lb.

KNOWN AS OUR CLUSTER
BOX
AT THE
NUT SHOP
OUR ONLY STORE
550 WEST MAIN ST.
MAIN 8100

SQUARE MEAL, ROUND PLATE



Poached egg on toast and a "Cannibal" banana, baked right in its skin, are the highlights of this appetizing and nourishing Lenten meal.

Pierce Sisterhood Plans Public Bazaar

Pierce Sisterhood No. 62, Dames of Malta, will sponsor a public bazaar, penny supper and card party, Monday afternoon and evening at 198 Main Street, West.

There will be a business meeting at which time officers will be nominated.

STUDENTS IN RECITAL

Gerald Ingraham, Baritone, and Louis Saverino, tuba soloist, both candidates for graduation at the Eastman School of Music, will be heard in recital at Kilbourn Hall tomorrow evening.



BY IRENE MUNTZ

Shell fish always seems to turn an ordinary meal into something special. During the Lenten season it is used more than at any other time and this is a good time to call to mind some favorite recipes.

Oysters in the half shell, stewed and scalloped dishes are always great favorites. The following recipe is especially delicious.

SCALLOPED OYSTERS

Temperature 400 Degrees F
Time 12-15 Min.
1 pint oysters
1/2 c cracker or fine bread crumbs
1/2 c melted butter
1/2 t salt
1/2 t pepper
1/2 c oyster liquor
1 c milk

Strain liquor from oysters and remove any particles of shell that may cling to the oysters. Arrange half of the oysters in a buttered casserole dish. Mix the bread crumbs, butter, salt and pepper. Sprinkle half over the oysters. Add the rest of the oysters and rest of bread crumbs. Mix liquor and milk and pour over oysters. Bake in a preheated oven until edges curl.

For a delicious shrimp cocktail try using fresh shrimp. These are called green shrimps and are cooked in boiling salted water to which 1 tablespoon of vinegar for each quart of water is used. The shrimps are cooked 12 minutes, then shells are removed and the intestinal vein removed. Chill shrimps thoroughly and serve with cocktail sauce. This same sauce may be used for crab, lobster or oyster cocktail.

COCKTAIL SAUCE

1/2 c chili sauce
1/2 t lemon juice or vinegar
1 t horseradish
1 t Worcestershire sauce
Mix ingredients in the order given. Serve with sea food.

Crabmeat may be purchased fresh or canned. The canned crabmeat is especially good for recipes of the following type:

CRABCAKE CAKES

Temp. 400 Degrees F Time 35-45 Min.
2 t butter
2 t flour
1 c Worcestershire sauce
1 c milk
2 eggs yolk
1 c crabmeat
1/2 c onion juice
buttered fine crumbs
salt and pepper to season
Melt the butter, add flour, sauce and seasonings and bring just to the boiling point. Add egg yolk, crabmeat and onion juice. Chill and shape into cakes. Roll in buttered crumbs. Arrange on a shallow baking dish and bake until nicely browned, or saute in melted butter.

Attractive Lenten Dish

"Something old, something new," is this vegetable plate, which features a square poached egg on toast and a "cannibal" banana — baked right in its skin! Asparagus tips add a tasty and colorful note to this well-balanced luncheon.

To bake bananas unpeeled, cut off both ends of each banana. Make a lengthwise slit with a sharp knife through the skin of the banana. Bake in a moderate oven (375 Degrees F.) from 15 to 20 minutes or until skins are dark and bananas are soft to the touch.

Separate the peel and season with butter and salt, if desired. Serve very hot.

Rochester Zontians List Luncheon Meeting

Rochester Zontians will hold an informal luncheon meeting at the Rochester Club, Tuesday at 12:15 P. M.

As a culmination of a special attendance contest, the Washington Colonels and Lincoln Generals will meet, with the losing side furnishing the entertainment.

Illustrated Lecture On Food Preserving

Modern food preserving will engage the attention of the Industrial Group of the YWCA at its meeting this evening in the Franklin Street building. Colored movies will illustrate the lecture.

Plans will also be made for sending a delegation to the Industrial Girls' Conference which is to be held in Albany, April 2 and 3.

Adults Must Set Example If Youth Is To Obey Laws

By GEORGE D. TAYLOR
Principal of School No. 27

What are the schools doing to train children in self control and develop an attitude of respect and obedience to law and order? Apparently the answer is "little or nothing," if the criticism is justified that juvenile delinquency is due to the failure of the schools to train youth in the habit of obedience.

The school must share this responsibility with the church, the home and the community. While the time that the child is under the influence of the school is relatively brief, yet the school is using every means and makes every effort to meet the challenge.

Good citizenship in school is stressed as a means of developing right attitudes and habits. Worthy home membership, useful citizenship and community service are important aims of school training.

The elementary school progress card, sometimes called the report card, emphasizes desirable social attitudes and habits. The regular program and special activities of the school provide opportunity for pupils to grow in conduct, control and develop a true respect for law.

SCHOOLS SET EXAMPLE

However, a program is not sufficient. Precepts will fall unless the school itself sets the example. Here, as in other things, youth takes its cue from adults. What the teacher carries much more weight with children than what the teacher says. Imitation and suggestion are still potent factors in child training.

Many teachers, by their own self control, poise, cheerful, brave bearing, fairness and sympathetic understanding of the problems of youth, are exerting a most wholesome influence which may be more valuable to function.

Bureau Gives March 17 Tips

By MARIETTA ZOLLER

Saint Patrick's Day is a rollicking holiday that always calls for gay celebration and good fun and The Rochester Home Bureau has many suggestions for parties and programs.

Because of the cheerfulness and wit which is characteristic of the Irish people, this day is naturally thought of as a jolly festival. The wealth of Irish songs, poetry, plays and folk-lore makes planning a fairly simple matter. Decorators will use the colors of the Irish flag, orange, green and white. There should be snakes, pigs, potatoes, shamrocks and "Barney Stones" in prominent places. Green candles in potato holders make an excellent table decorations, all the guests will feel more Irish if there are green paper ties for men and green hair ribbons for the ladies.

Every good gathering needs a name. Perhaps these may suggest a better one to you: "Irish-Get-Together, Shamrock Social, Pat and Mike Convention, A Trip to Tipperary and Irish Shenanigans."

Beginning with those guests who come on time, have something ready to do every minute. Let no one wait for things to happen. It is best to use simple activities first, and more complex ones later. For large groups that have the use of a hall, it is always good fun to do a few Irish jigs and other folk dances. Many other suggestions may be had at the bureau office, 55 St. Paul St. These include games, decorations, favors, menus and unusual recipes for this jolly holiday.

HAWAIIAN TEA PARTY

The annual spring tea of the Women's Society of Westminster Church will take the form of a Hawaiian party this year, and will be held in the church Friday, March 18th, from 2:30 until 5 p. m.

Co-eds Stage Comedy, Friday

Tomorrow is the big night at the Women's College, University of Rochester, when local talent among the co-eds will be demonstrated in the comedy, "I'd Rather Be Stuck."

The production, written by Betty Baas, Ann Schumacher and Myra DuBois, will be offered again Saturday night.

Original music and lyrics were written by Janet Phillips, Jean Griswold, Betty Kendall and Norma Buxton. Sets, depicting the bookstore, the cafeteria and other familiar campus scenes were designed by Jean Marston, Ruth Wilcox, Barbara Tarbox and Doris Paterson.

Jane Maloney and Mary Junkins play the leads, with Elia Lapp, Louise Sweetman, Frances Meulendyke and others in the large supporting cast. Original tap and kick routines, directed by Betty Houck, highlight the show.

Hazel Bastian is chairman of the formal dance which will follow the Saturday evening performance.

Wegmans EXPANSION FOOD SALE

FOUR times bigger than before
... Wegmans big self-serve grocery department at the 375 East Main Street store! In celebration of this expansion event you'll find the food bargains of the season at each of the big Wegman stores this week-end! Shop early ... get your share ... every purchase is a saving!

- | | |
|--------------------------------------|-------------|
| No. 2 Can. N. Y. State TOMATOES | can 6c |
| 12-oz. Can. Davis BAKING POWDER, lb. | 12c |
| Kaffee Hag or SANKA COFFEE | 32c |
| Rinso, Ivory, Chipso or OXYDOL | pkg 18 1/2c |
| Gelsha Fancy Imported CRAB MEAT | can 23c |
-
- | | |
|--------------------------------|-----|
| 12 Oz. Ready-To-Eat CRND. BEEF | 14c |
|--------------------------------|-----|
-
- | | |
|--|---------|
| The Whole Wheat Cereal SHREDDED WHEAT | 11c |
| Large Size Bars Pure IVORY SOAP, 3 for | 25c |
| Pound Pkg. Cello Wrapped EGG NOODLES | 10c |
| 24 1/2 Lb. Sack Daisy PASTRY FLOUR | 55c |
| Blue Bonnet Fancy Fruit COCKTAIL | can 10c |

FANCY RED ALASKA SALMON
Flaky, rich meat ... a price indicative of Wegmans grocery bargains.
21c can

No. 2 SIZE SANFORD GR. FRUIT
Fancy whole segments ... an other extra special in the big self-serve grocery department.
10c can

No. 2 SIZE SHOESTRING CARROTS
The lowest price ever for a full-size No. 2 can! In Wegmans grocery dept.
5c can

ALAMO LIGHT MEAT TUNA FISH
11 1/2c can

Wegmans Quality
Prime Juicy Shoulder Roast
BEEF 16c lb.

Select from the big variety of cuts you'll find in your favorite Wegmans store ... whatever size you want, Wegmans will have it!

Wegmans Favorite
TENDER LEAN SMOKED HAM
21c lb.

Mild-cure hams at a real saving sale price. Keep on hand. Whole or shank half.

Tomato or Vegetable PHILLIP SOUPS can 3 1/2c
Breakfast of Champions WHEATIES pkg. 9 1/2c
Miss Lou Fancy Quality MED. SHRIMP can 12 1/2c
Quick or Regular Style Mother's Oats, lge. pkg. 15c
Pound Size Ontario CLUB CRACKERS 14c

For Shortening SPRY or NEW CRISCO
48c can

14-oz. Certified Pure TOMATO CATSUP, ea. 9 1/2c
American Made Federal MATCHES 6 boxes 19c
No. 2 Size Phillip's Mixed VEGETABLES can 5c
No. 2 1/2 Panama Pacific SLICED PINEAPPLE 18c
Quart Jar Green Gable SALAD DRESSING 25c

MIRACLE WHIP SALAD DRESSING
A new and different kind of salad dressing! Try it at this special price.
35c qt.

Wegman's Favorite Fresh COFFEE
Lowest price in months! Roasted fresh daily right here in Rochester.
12 1/2c lb.

The Highest Scoring Butter Obtainable
U. S. Government Certified 93 Score Or Higher

Only TESTED Sweet Cream Is Used In Churning

LAND O'LAKES BUTTER

A certificate with every pound to certify the grading, by an official Federal State Butter Grader, of 93 score or higher.

One Pound Roll **36c**

SEMET SOLVAY COKE
The Long Burning Fuel that pleases so many Rochester Customers

GUARANTEED ORANGE DISC COAL
A. L. PROUDFOOT
Prompt and Courteous Service
To Thousands of Customers for over 30 Years.
Main Office—1066 Main St. E. Culver 2140
856 South Ave. Monroe 6766
Stone Rd. and Dewey Ave. Charlotte 120

ESTABLISHED 1901
It Takes More Than Price To Make A Bargain

FANCY RIB LAMB CHOPS
25c Lb.
It's the quality back of our low prices that makes Schudt's bargains genuine. Check these genuine savings for this week-end.

LEAN LAMB STEW
8c Lb.

SCHUDT
511 Main St. E. Market, Inc. Stone 290
Cor. Scio St. We Deliver

WISHING

WON'T GIVE YOU HOT WATER—
But—
\$1 A MONTH RENTS AN AUTOMATIC GAS WATER HEATER
No obligation to buy. Pay only \$1 a month RENT for the heater and a small amount for the gas consumed.
ROCHESTER GAS & ELECTRIC CORP.
89 EAST AVE. MAIN 3960

SPORTS

BY JOHN BURNS

Golf is the principal pastime at Belleair, Fla., where Hike Gouverneur is the major dome at one of the finest layouts on the West Coast, but baseball comes in for plenty of attention, chiefly because Kewasaw Mountain Landis, high commissioner of baseball, spends his winter holidays there.

If the walls of that comfortable hostelry at Belleair could speak, they might tell more than a few interesting yarns concerning the baseball hearings Judge Landis has held there. But, unfortunately, the walls cannot divulge what has gone on and those who were present are bound to keep mum.

March is the month when the Judge tries to clear up sundry items of pressing baseball business and there is talk that the top item on this year's docket has to do with the activities and conduct of clubs deeply concerned with chain baseball.

If there is any basis for this talk, it means that the Cardinal and Yankee brass hats are to be interviewed by Landis. Belleair is a convenient spot for such an assemblage, because Col. Jake Ruppert, owner of the Yanks, and Messrs. Sam Breadon and Branch Rickey of the Cardinals are in nearby St. Petersburg, while Warren Giles, general manager of the Cincinnati's, who has built a fairly extensive chain of farm clubs, is just across the causeway at Tampa.

Much of the talk one hears about the downtrodden slaves who toil in baseball chain gangs is just bosh. As a matter of fact, the big baseball chains have done more for the game than is generally appreciated. Squawks about low salaries always will be heard and the chains are neither more or less guilty than clubs which operate as so-called independents. The principal contribution the chains have made to baseball is their support of teams in little leagues; support that has enabled small clubs and small circuits to continue in operation, with the big fellows assuming the losses.

Of course, Landis may have information concerning cases of "covering up" players and, if such the case, the Judge will go all the way to town, because he is death on that practice.

Speaking of Landis and golf, at Belleair, there's a story about a round the Judge played a couple of years back. It was one of those days when baseball's commander-in-chief had trouble with nearly every shot. He finished the round and really took himself apart when he reached the clubhouse, proving, perhaps, that a man is his own severest critic.

The climax was reached when the Judge posted on the bulletin board, asking, in words that fairly burned holes in the paper, how anyone could be such a duf at golf and signing the query "K. M. L."

So, if Messrs. Ruppert, Breadon, Rickey and Giles have anything serious on their consciences, I'd advise them to go golfing with the Judge. They wouldn't, with the possible exception of Sam Breadon, have to "lay down" to take a beating, because the Commissioner on occasions shoots pretty fair golf. Anyhow, a beating on the links would be preferable to taking a tongue lashing from Landis, who has a knack of inflicting mental torture on those whom he believes have acted contrary to the precepts of baseball.

Car Sales Boom
Used Autos Week
"National Used Car Exchange Week" may already be considered a definite success in Rochester. Hundreds of used cars have been sold and dealers' overstocks materially depleted. An exciting climax was reached last Tuesday night when nearly 100 old, worn-out cars were set ablaze on Cobb's Hill.

BENEFIT LECTURE
The Endowment Fund of the Women's committee of the Rochester Civic Music Association, will be the beneficiary of the lecture to be given by Dr. Howard Hanson on "Italian Opera," in Kilbourne Hall, Wednesday evening.

CLUB MEETS FRIDAY
The Independent Group of Club Women, Inc., will meet at the Hotel Seneca at 2 p. m. tomorrow. Mrs. Orrie McGladrey will preside.

BLACK MAGIC
A SUPERIOR
HARD COAL
COSTS NO MORE THAN
ORDINARY COAL
Call
GEN. 586 **PAYNE & DUNHAM**
ESTABLISHED OVER 25 YEARS

UP TO \$3.50 ALLOWANCE
For Your Old Battery
ON ANY
GOLD STANDARD BATTERY
Guaranteed up to 36 Months
For a limited time only we will make you the very highest allowance for your old battery. BUY NOW! Take advantage of this unusual offer.

39-Plate	39-Plate	45 Multi-Plate
Storage Battery	Hi-Power Dynamic	DE LUXE
Regular Price \$3.69	Regular Price \$4.49	Regular Price \$7.99
Special Price \$1.71	Special Price \$3.49	Special Price \$5.59

51 Multi-Plate for V-8 Fords	51 Multi-Plate	60 Multi-Plate
DE LUXE	SUPER	SUPER
Regular Price \$8.25	Regular Price \$8.49	Regular Price \$14.49
Special Price \$5.75	Special Price \$6.49	Special Price \$10.95

NOAH'S ARK

39-Plate Storage Battery Regular Price \$3.69 Special Price \$1.71	39-Plate Hi-Power Dynamic Regular Price \$4.49 Special Price \$3.49	45 Multi-Plate DE LUXE Regular Price \$7.99 Special Price \$5.59
51 Multi-Plate for V-8 Fords DE LUXE Regular Price \$8.25 Special Price \$5.75	51 Multi-Plate SUPER Regular Price \$8.49 Special Price \$6.49	60 Multi-Plate SUPER Regular Price \$14.49 Special Price \$10.95

Young Wings Head South

Movement of the advance guard of Red Wings toward the club's new training base at Tarpon Springs, Fla., will get under way early tomorrow, when Secretary Jimmy Martins heads southward with three young ball players as passengers in his tried and proved chariot.

It should be quite an adventure for Martins and his companions, because all four will be going to a training camp for the first time. The Secretary, always an optimist, expects to make Tarpon Springs some time Sunday, and that is an expectation which will require the endurance of an Ab Jenkins for fulfillment.

Three pitchers—Ted Wilks, of Fulton; Franklin Wagner, of Buffalo; and Allen Krist, of the six foot, four kid brother of Howard Krist, will be aboard the Martins flyer tomorrow.

Opening workouts at Tarpon Springs are scheduled for Monday, when battersmen will begin to lumber up under a Florida sun. Oliver French, president of the Wings, who has been at Tarpon Springs for a week or so, sends word that he has found an ideal training spot. The temperature has touched 85, French says, and should be appreciated by athletes who have spent the winter in a land of ice and snow.

Giles "Beaned" By Batted Ball

Warren Giles, general manager of the Cincinnati Reds, has had plenty of headaches since he started working for Powell Crosley, but the former president of the Red Wings came up with a brand new pain the other day when he was beamed with a batted ball during a workout at the Red's Tampa training camp.

Plant Field, where the Cincinnati do their training, is a vast expanse and it's likely that Giles will pick a safe spot for himself when he next watches his athletes at work.

Johnny and Mrs. Mills Tops as Pistol Shooters

Among the pistol shooting fraternity, Johnny Mills and Mrs. Mills, now engaged in matches in Florida, have an excellent chance to bring home the bacon, John, according to the local boys, has been dropping them in the black with even greater consistency than before.

The final matches to be shot-off in Havana, Cuba, will tell the tale and the Mills are still up at the top.

R. B. I. Men Wait Smoker and Party

A night of fun, with boxing, wrestling, a floor show, climaxed by feats of magic, awaits young men students and faculty of the Rochester Business Institute Monday, at 8 p. m.

The smoker—entertainment is sponsored by Eta Chapter of Phi Theta Pi. The theatrical acts are being directed by Mrs. Gertrude Kendall. Prizes, and, naturally, refreshments are also on the bill.

20TH WARD CARD PARTY

Card and a social hour will follow the meeting Monday of the 20th Ward Ladies' Republican Club at 904 Main Street West. The committee in charge includes Mrs. Lillian Baker, Mrs. Blanche Doerr, Mrs. Edith Sage and Mrs. Lillian Ellwell.

HELP RESTORATION



Beavers, makers of history as the reason for fur trade, are an active factor in restoration of wildlife. Beaver dams form storage ponds, and help check forest fires.

The Sportsman

By CURT GERLING

Every once in a while, some gentleman whose hunting is all behind him and who grew shoulder-sore and leg-weary overshooting the abundantly filled covers of thirty years ago, makes the broad statement that "hunting with dogs ain't sport." He also adds, "that ain't the way the Indians done it," and "the birds don't have a chance, etc."

Now this silly talk cannot be wholly attributed to the soured old timer, those unfamiliar with hunting as a sport are nearly as apt to make these comments after a field trial or dog show— their hunting experience limited to kid days with a BB gun and dog fancying to strolling the park on clear days.

In the first place, we hunters of today realize that we can't have the shooting of yesterday, no matter what we do—it's our valiant task to keep it from slipping further and preserving some of it for future generations—something old time runners never gave much thought to, until it was darn near too late.

Knowing this, we take pleasure in watching the performance of good hunting dogs, their picturesque points, their intelligence in trailing—it gives a man a far bigger thrill to see his dog holding staunchly, tail high and body rigid, than to shoot the limit a dozen times. There's mostly hunting these days and darn little shooting, canine companionship and intelligence help to fill the long gap between shots.

"The way the Indians done it" was a long hoot and holler from the manner in which we read it in tales of even the best of authors on Indian lore. In the first place, game in those days overran the country, there was a rabbit behind each tree and two deer to the acre—partridge plied perched in every third spruce and the red man was a matter of curiosity rather than a person to be feared.

Heavy-Hitting Youngster Slated for Red Wing Job

In recent years, the St. Louis Cardinal organization has developed some of the finest young outfield prospects in the game. Johnny Hopp, sensational Rochester star of 1937; Enos Slaughter, leading American Association hitter last season, and Johnny Rizzo, a teammate of Slaughter at Columbus, are three great youngsters receiving major league trials this spring. Hopp and Slaughter are with the Cardinals and Rizzo is with the Pittsburgh Pirates.

And, unless many seasoned baseball men have lost their knack of knowing future diamond greats in their unpolished days, the Rochester club has come up with a worthy successor to Johnny Hopp this year in Averett Thompson, young gardener who starred for the Columbus, Ga., club in the Sally League last year and who is scheduled to make his debut at the Red Wing training camp at Tarpon Springs, Fla., on March 20.

Just 23, Thompson (he spells his given name without a final "e") has risen through the ranks from Class D to double A, almost paralleling the rise of Johnny Hopp, except for a stop-off in Class B last season.

With the Columbus, Ga., club last year, Tommy distinguished himself. Appearing in 132 games for the Red Birds, the new Red Wing blasted out 173 hits good for 231 total bases in 543 trips to the plate, a .319 average. Included among his safe blows were twenty three doubles, thirteen triples, and three home runs, giving him a slugging percentage of .425.

A timely hitter, Thompson drove in eighty-three runs in a league that boasted only one batter accounting for as many as 100 rallies. And, oddly enough, Tommy himself scored eighty-three times. Fleetfooted, the new gardener pilfered twenty-one bases.

Discovered by Charlie Barrett, veteran Cardinal scout, Thompson broke into organized ball with the New Iberia club of the Evangeline League in 1935, when he was only 20 years old. A left-hand hitter, but a right-hand thrower, Thompson batted .275 that season, but even then demonstrated his extra-base hitting inclinations with nineteen doubles, nine triples, and seven homers, making his 117 safeties good for 175 total bases. In addition, he topped the outfielders in the Evangeline circuit with thirty-two assists.

Striking Stamps For Wildlife Week

The sale of stamps for the benefit of the General Wildlife Federation and the celebration of National Wildlife Restoration week is gaining momentum locally, according to the Genesee Conservation League committee in charge of the sale.

The stamps, in sheets of 100 are distinguished by their striking coloration the blues, greens, reds and yellows of the sky, water, earth and plumage. Eight of the subjects are birds and eight are mammals and in the sheet is a reproduction of the prize-winning Wildlife Week poster, "Where to now?"

The stamps sell at one cent sheet of one hundred. Funds obtained will be used to carry on the work of both the national and local organizations. The stamps were illustrated by the famous cartoonist, "Ding" Darling, and considerable interest is being shown by philatelists as well as sportsmen.

Every Thursday is SUN-DAY

Penpushers Close Season Unbeaten

The Rochester Business Institute Loopsters ended their season Saturday night at Montour Falls, defeating Cook Academy, 46-35. This victory gave the home boys an undefeated season, winning all their twelve games.

Leading throughout most of the game, Cook gave the Clinton Avenue five a scare when they came within four points of tying the score with three minutes to play. Then Shopes, R. B. I. high scoring center, threw in three quick baskets to put the game on ice.

To the penpushers' seven mules, Eisenberg, Patterson, Barone, Parmelee, Shopes, Bonbach and Yackel, goes the credit for the first undefeated season in five years.

FIDAC UNIT MEETING

Mrs. Mabel Schwind, county Fidac chairman, will be the speaker at the meeting tonight of Clayton Warner Unit, at the Ironduquelt Masonic Temple, St. Paul Boulevard. Her topic will be "Fidac and its Powers for Peace."

GERMANIA LODGE DANCE

Germania Lodge of Perfection, will hold an old fashioned dance for members and friends of all ages at the German House, Gregory Street, Saturday at 8:30 p. m.

QUIX GAS
Gives
YOUR CAR THE PEAK OF POWER
6 Gals. for \$1
TRY A TANKFUL TODAY
INDEPENDENT GAS AND OIL CO.
585 LYELL AVE. CLINTON AVE. SO. 300 ARNETT BLVD.
JEFFERSON AVE. CLINTON AVE. SO. 300 ARNETT BLVD.

Here's the QUALITY you want at PRICES YOU'LL LIKE
WEEK END SAVINGS
SALE SPECIAL SAVE
100% Pure
CALIFORNIA WINES
BURGUNDY CLARET ZINFADEL SAUTERNES BARBARENS CHianti
\$1.29 GAL.
69c Half Gal.
PORT SHERRY TOKAY MUSCATEL ANGELICA MADEIRA
FRENCH IMPORTED SAUTERNES VINTAGE 1929 99c (Fifth 25 Ozs.) Reg. \$1.49 Value
ARROW KUEMMEL 86 Proof 59c (Fifth 25 Ozs.) Regular 75c Value
LONDON INN DISTILLED DRY GIN 90 Proof \$1.00 (Fifth 11 Bottles \$11.40)
3 YEAR OLD 90 Proof Straight RYE OR BOURBON WHISKEY \$1.88 (Fifth 25 Ozs.) Reg. \$2.50 Assorted if You Like
FRENCH COGNAC GODET FRERES \$2.98 (Fifth 25 Ozs.) Full 25 Ozs.
BLACKBERRY or APRICOT BRANDY 72 Proof \$1.99 (Fifth 25 Ozs.) Full 25 Ozs.
Imported West Indies RUM 100 Proof THREE SAINTS \$1.99 (Fifth 25 Ozs.) Reg. \$2.49 Value
FREE DELIVERY MAIN TRS
G & W 2 STAR WHISKEY Blend \$1.89 (Fifth 25 Ozs.) Full 25 Ozs.
Imported and Bottled in Scotland 8 YEARS OLD SCOTCH WHISKEY \$2.39 (Fifth 12 Bottles \$26.75) MADE TO ORDER FOR \$1.25
16 Hour Free Parking Opposite Our Store
BERGHASH
124 CLINTON AVE. SOUTH NEAR LOEW'S ROCH. THEATRE

Tattle Tales

By The TATTLER

FRANK McCONVILLE, nee Francis, but known to a few personal pals as "B. McGonigle," has the happy faculty of turning up with a good job by the slightest twist of the wrist. At least that's the way it seems to many of his friends.

How easy Mr. McConville obtains responsible positions is a matter of conjecture — nobody falls into jobs like the man off the flying trapeze, these days, or yesterday either. You have to have something on the ball. The stuff on the old round leather does not come as nature's gift. It's a combination of experience, intelligence and broad training — and by the latter hangs the tale.

Few know that Mr. Mac has more than a bowing acquaintance with most of the professions. Years back it was rather difficult to keep track of the McConville educational program. First there was a few years in the study for the priesthood, then came a whirl over the long trail to the M. D.'s shingle. That was decided against — and the legal profession came to his attention, and he spent a few years in law school and clerking in a Buffalo law office.

Meanwhile, our friend was getting, we presume, a slight financial endowment for playing wing back on his various alma maters — and later poor pay for a better brand of football on Windy City professional pigskin squads.

A slight concussion, without recompense on the part of his team, indicated that perhaps pro football was something for the other fellow to play — back home came the now seasoned Mr. McConville.

Equipped with the principles of the good book, what to do for appendicitis and hard colds, plus the handy circumlocutions of the legal fraternity, Mac took a job selling milk for a local concern and later went on the road for the company that makes those funny looking milk bottles. His excursion into the selling field ended with much learning and he embarked on a quest of knowledge (with pay) in the merchandising world.

He chose one of the toughest, a food chain, and worked his way to a responsible position. Logically, we suppose Mr. McConville arrived at the conclusion that in a big organization, daily good deeds are lost in the shuffle, and an intelligent way to carve out your niche and share of the world's goods is in a small organization under the watchful eyes of the boss.

That's where he is today when you talk about a simple twist of the wrist and wonder why this Mr. McConville knows all the answers — well, you can see the lad covered a lot of ground learning 'em.

W. W. W. was the name of a sorority some years back and the exact words for which the initials were symbols were zealously guarded by the young ladies of high school age.

No man ever knew exactly (I should say boy) what W. W. W. meant, but no end of translations were projected. We Wont Wow was one — and for the benefit of the younger readers — wow was a forerunner of "neck" — another was We Wild Women, which was indeed a misnomer, as propriety was the keynote of all their functions and dances — Why Women Wont, Whither Will Witchery, When Will We, were others.

This popular high school sorority is just a passing recollection with many of us, drifted into the limbo of unimportance — but it's ghastly when you see one of the old members of the club walking through Sibley's arm in arm with a daughter of her own, almost big enough to go dancing with you. O Tempora! O Mores!

MEMORIAL POST DINNER

Honor guests at the annual banquet of Memorial Post, American Legion, at 8:30 this evening in Moose Temple, will be Mayor Lester B. Rapp and Major Roland C. Hande, justice of peace in Brighton.

Let THE EYES HAVE IT!

By HELEN SMITH

How many people do you know who wear glasses? Correct lighting has a great deal to do with strain or lack of strain on our eyes. Severe strain may not only result in a need for glasses, but may aggravate some other condition which has made glasses necessary. Watch your light and save your sight.

Seek Funds For Nursery

BY EVELYN W. STUDLEY
Director of American News
V. F. W. Ladies Auxiliary

Rochester may well point with pride to one public spirited citizen, who believes that the future of America lies in the hands of its growing children.

Miss Harriette Jones, founder of Friendship Nursery, turned from her chosen vocation, teaching, in order to devote the rest of her life to pre-school age children of Rochester. Now located at 1064 Clifford Avenue, the nursery is truly a step in the right direction, toward producing good citizens.

Many a mother, forced to seek employment, has found the school a help in time of trouble. Much attention is given to the children's diet and careful physical check-ups are made to insure good health. Many tiny tots who enter the nursery, shy and nervous, after a brief stay, attest the fact that the nursery is doing a wonderful work.

TAUGHT TO HELP

The children are taught to assist in various little tasks. Each child thus learns to be useful and co-operative.

Individual and group conferences teach mothers to properly care for the child at home. The teachers, nurses and a dietitian, make periodical visits into the homes.

Last year the nursery started to build larger quarters to enable them to care for more children and render a greater community service to Rochester. The new building, when completed, will serve as a welfare center by also providing school children a place to play after school hours.

The benefits to be derived from this plan are so obvious, that no discussion is necessary, but for the sake of a pointer or two, children will be in less danger of accidents. Busy, they will have less time to plan mischief or possibly crime. Brought in touch with kindness in their turn, they will learn kindness. Helped, they will be more ready to lend a helping hand to others.

CONTRIBUTE NOW

But the new building is not completed, for the funds received have not been sufficient to finish it. Located at Fernwood Avenue and Nichols Street, it is the hope of the backers that it can be finished and serve as an outstanding means of promoting good citizenship and peace.

It seems impossible and senseless to think that the citizenry of Rochester will stand idly by and let this worthy effort fail, for lack of funds. An intensive membership drive is starting this week. The membership fee is one dollar. If you can not afford that, the smallest contribution will be gratefully accepted.

So, readers take that money, you were going to spend for pleasure and buy a share in helping to keep some little child well and happy. But, for the grace of God, they might be your children. Let them go on believing what one little boy said the other day:

"I think God makes everybody kind, don't you?"

TICKER TRIVIA

By UPSON DOWNS

The market celebrates a birthday today, but it's one that 999 out of 1,000 will not get any joy out of. The reason for the gloom is the fact that the bear market is one year old and as yet there is nothing in sight to change the downward trend.

The past week has been one to give tape readers theitters. Price fluctuations have been narrow and the volume has been so small that the most important task in local brokerage circles is how to solve the daily cross word puzzles.

The market picture still remains the same; it still holds in the same trading range of the past four months and shows no inclination of breaking out on either side. A liquid position is still advisable for traders and investors.

One local trader subscribed to two services last week and received both in the mail Monday morning. Service number one advised purchases at the market as they thought that the bottom has been reached and the next big move would be on the up side. Feeling swell he opened service number two which advised complete liquidation of all long holdings and take a short position in the leaders. The poor trader sighed: "I'm out \$30 for services and now I have to toss a coin to take my choice!"

Congratulations to Jack O'Donoghue, Bonbright's golfing customers' man, on the birth of a baby boy. It's rumored that Jack will start him as a board boy this summer.

Mort Dodson of Wood, Trubee & Co. gets more kick out of basketball games these days than he does the market.

Here's How DAW'S Bring Prices DOWN!

Prescription Service
Second to None



No higher order of prescription service than that in the big Crystal Prescription Departments of each DAW'S store! The finest fresh medicines, carefully compounded by skilled pharmacists, double-checked and sold at the lowest prices possible!

SAVE PUT-A-PENNIES
PL. Size
WITCH HAZEL
6c
from DAW'S

CASCARA
SAGRADA TABLETS
9c
(Bottle of 100)

ANACIN
TABLETS
17c
Reg. 25c
Tin of 12

GERBER'S
BABY FOODS
6c
Reg. Size

MARROW
Oil
49c
SHAMPOO
Reg. \$1.00

SAVE PUT-A-PENNIES
50c Size
WOODBURY'S
Almond-Rose
Lotion
19c
from DAW'S

BELL-ANS
TABLETS
39c
Reg. 75c

OMEGA
Oil
19c
Reg. 35c

Dr. LYONS
TOOTH POWDER
32c
Reg. 50c

PETROLAGAR
(All Types)
89c
Reg. \$1.25

COUPON
50c SIZE
PHILLIP'S
MAGNESIA
TOOTH PASTE
21c
AT DAW'S

COUPON
15c SIZE
TINCTURE
OF IODINE
3c
AT DAW'S

COUPON
50c SIZE
HOPPER'S
RESTORATIVE CREAM
26c
AT DAW'S

COUPON
50c SIZE
ANGELUS
ROUGE INCARNAT
26c
AT DAW'S

COUPON
\$1.00 SIZE
IRONIZED
YEAST TABLETS
39c
AT DAW'S

BARGAIN PRICE DRUG STORES

1 **56** Clinton AVE. SO.
2 **31** Main ST. EAST
3 **353** Main ST. EAST
4 **464** Ridge ROAD W.
5 **880** Main ST. WEST

LIGHT BULBS
Genuine Westinghouse, choice of 15-30-40 Watt. Fully guaranteed. Stock up NOW! 10c

HAIR BRUSHES
Fine quality... lasting bristles. 29c
Value.....

TOILET TISSUE
Exceptionally fine quality... full size rolls. 10c
3 for.....

It's here!
Gillette's
NEW
ONE PIECE
RAZOR
COMPLETE SET
with 5 Gillette blades
Only 98c
A Gillette razor 3 for.....

FREE MEASURING GLASS
With This Coupon
Handy Crystal Measuring Glass... marked for both teaspoons and tablespoons. No purchase necessary, you simply present this coupon at DAW'S this week-end! Quantity limited... while supply lasts!

SAVE
PUT-A-PENNIES
Hundreds are buying beautiful silver services with the pennies they save at DAW'S! You save the Put-A-Pennies... given with each DAW'S purchase. 15-Put-A-Pennies, with pennies inserted buy a piece of silver. See the big displays in each DAW'S store.

DUSTING CLOTHS
For dusting and polishing furniture and automobiles. 9c
3 for 25c

BATH BRUSHES
Well made long handled brush with sturdy set bristles. 23c
Value.....

PENCIL SHARPENER
Automatic, for home, school or office use. 49c
Value.....

NEW Sparkling
TOOTH POWDER
by
IODENT
19c

These are the kind of prices that bring DAW'S the biggest volume drug business in all Rochester... and that same big volume makes possible the lower prices! Compare the savings... and you'll make DAW'S your drug headquarters as thousands are doing!

SAVE PUT-A-PENNIES
60c Size
WERNET'S
PLATE POWDER
28c
from DAW'S

BORAX
POWDER
9c
1 Pound
Reg. 15c

COCOMALT
1 Pound
33c
Reg. 60c

ZIP
Depilatory Cream
29c
Reg. 55c

LIMESTONE
PHOSPHATE
26c
Reg. 50c

SAVE PUT-A-PENNIES
Bot. of 250
SACCHARIN
TAB (14 or 16 gr.)
21c
from DAW'S

GRAY'S
GLYCERINE TONIC
83c
Reg. \$1.50

BLONDEX
SHAMPOO
14c
Reg. 28c

JERIS
HAIR TONIC
21c
Reg. 50c

HAARLEM
CAPSULES
(Gold Medal)
21c
Reg. 35c

COUPON
REG. SIZE
LUX
SOAP
3c
LIMIT OF 3 AT DAW'S

COUPON
25c SIZE
MILK OF MAGNESIA
TABLETS, TIN OF 30
8c
AT DAW'S

Spring TONICS & BUILDERS
Sec. A. C. TROCHES (Abbott's) 23c
ADICK TABLETS 79c \$1.98
(Squibb's) SPEDROINE JELLY 33c
1 cc cube GROVER'S BROMO 21c; 37c
QUININE HALVED MALT 97c; \$2.89
(Abbott's) HILL'S COLD TABLETS 21c
Reg. 20c IRRADOL "A" \$1.23; \$2.79
PARK, DAVIS PATCH'S COD 42c; 79c; 99c
LIVER OIL
OIL 75c PINT 39c

MEDICINE CABINET NEEDS
CAMPHORATED OIL, 4 oz. 23c
SPIRITS OF CAMPHOR, 2 oz. 19c
CASTOR OIL, PL. 39c
ROCHELLE SALTS, lb. 31c
AROMATIC CASCARA, 4 oz. 29c
SODA BICARBONATE, lb. 9c
FLAXSEED 14c
TINCTURE OF AFRICA, 4 oz. 29c
ESSENCE OF PEPPER-MINT, 2 oz. 23c
ADHESIVE TAPE, 1/2-in. x 10 yds. 19c
MUSTARD POWDER, lb. 33c
GAUZE BANDAGE, 2-in. x 10 yds. 8c
SPIRITS OF AMMONIA, 2 oz. 19c
COTTON STERILE, 4 oz. 23c
OIL OF WINTER-GREEN, 4 oz. 33c
VICK'S NOSE DROPS 24c and 39c

For Headache or Backache
ARCO
TABLETS
Instant relief for periodic pains, neuralgia, etc. Absolutely safe... non-narcotic. Special, regular 50c bottle of 50 for. 29c

Stera-Kleen
NO Brushing — Recommended by Dentists — Approved by Good Housekeeping Bureau.
Just drop a little Stera-Kleen powder in a glass of water. Leave your false teeth or bridges in it while you dress or overnight. No need to brush. Simply rinse and your plates are fresh and clean — clean where the brush can't reach.
Stera-Kleen removes blackish stains, tartar film and tarnish. End bad taste and smell. Makes dull teeth look like new — smooth, cool, comfortable. The discovery of Dr. L. W. Sherwin, eminent dentist, approved by Good Housekeeping. Ask DAW'S for Stera-Kleen today. Money back if you are not delighted.

It's a GIFT!
50c Box
Dorothy Perkins
FACE POWDER
given at no additional cost with purchase of regular 75c Jar
Dorothy Perkins
CREAM OF ROSES
CLEANSING CREAM
\$1.25 Value for 75c!
Limited Time Only

ELECTRIC HEATING PADS
\$1.39
Regular \$3.50 values at a cut-price that assures a quick clearance. 3-heat control... guaranteed for warmth and comfort.

SUN LAMPS
\$1.29
Complete With Bulb, Cord and Plug
THERAPEUTIC

COUPON
50c SIZE
IRONIZED
YEAST TABLETS
39c
AT DAW'S

COUPON
50c SIZE
MIDOL
TABLETS
16c
AT DAW'S

COUPON
25c SIZE
MILK OF MAGNESIA
TABLETS, TIN OF 30
8c
AT DAW'S

We Reserve The Right To Limit Quantities

The Rochester Sun
Goes Into 70,000 Homes
With News and Advertising
of Special Interest to
All Rochesterians

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

Weather Forecast
The Sun Will Be Out Every
Thursday. If You Do Not
Receive Your Copy Regularly
Phone Stone 6001 and We'll
See That You Get One.

VOL. 1 NO. 17

ROCHESTER, N. Y., THURSDAY, MARCH 17, 1938

70,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

The public suspicions of the mysterious geniuses, who enjoy their magic, are given expensively equipped laboratories in which to tinker and therein they lose themselves for fabulous salaries and with, apparently, no words of care, and perform their magic. Often, so stories go, they disappear for weeks, even months, shrouded in fogs of contemplation and experimentation.

In a Kodak Park dining room, where executives launch, they're telling, with tongues in cheeks, of one Merlin, who hid himself in a wilderness of test tubes, mortars and bottles until he even his own family forgot about him. Apparently, he's passed and it was whispered that he was not to appear ever until he had produced something worth CRAY REMINGTON while. He must have been the first and only truly forgotten man.



Came the day, as movie captions inform, when a pompous lawyer, with impressive spats and a secretary, visited Kodak to seek interview with the lost avant. The visitor was asked to seat himself while front office clerks, scurrying hither and yon, tried to locate him.

After the attorney had cooled his imported brogans for three hours he was informed by a suave secretary, with of course, extreme courtesy, that they were sorry, and all that, but that the eminent Dr. So-and-So, of whom he was in search, had left the employ of Kodak two years ago, and would any other person, with, possibly, as many college degrees, do?

The point to this yarn is that there isn't any. It only adds to the incomprehensibility of the surrounding scientists.

William A. (Bill) Lang, only the other day a newspaperman himself and recently appointed secretary to Commissioner of Public Safety Tom Woods, was summoned to police headquarters, and grinned happily when a sergeant informed:

"Bill, here's a little present somebody left for you on account of your new job."

With nervous hands, Bill unwrapped the bundle and it proved to be, of all things, a luxuriously labeled bottle of champagne.

"Just the thing!" boomed a police captain, who, perhaps, anticipated a swallow from the ornately dressed receptacle.

But joy was turned to deep gloom for all hands. The bottle, with its impressive red seal and intricate wiring, proved to be a mere dummy for, obviously, advertising purposes.

"Another mystery for the police," murmured an enraptured kibitzer.

Rochesterians: Add to local successful men who started from scratch (meaning minus money and influence), John P. Boylan, president of Rochester Telephone Corporation, Arturo Toscanini, noted orchestra leader, never made a speech in his life. Councilman Joseph Silverstein, who defied the lightning in the last municipal election, also enjoys a fine radio voice. Mrs. Belle Gitelman, wife of City Judge Jacob Gitelman, not only creates fine landscapes in oils and water colors, but the most delicious borsch you ever tasted. When city solons belated street hurdy-gurdy, which ground out Verdi's melodies on street corners, warm spring days, they were all wet. Theodore W. Fuller is right when he contends that little business men aren't little at all. In the aggregate they form the BIG business.

Thrills you may have missed: Listening to cacophony incidental to a ride in city hall elevator.

Here and there: Personal nomination for town's loneliest spot, the toothless, deserted cadaver of one time all popular Hofbrau in South Avenue, which

(Continued on page 8)

PATRONAGE ROWS DISTURB G.O.P.

Engineering Field Has Few Women

Helen Smith Alone In Electrical Field Here

"If you object to being conspicuous occasionally and an object of curiosity always," says Miss Helen Smith, electrical engineer with the Rochester Gas and Electric Company, speaking to the feminine world, "don't study to be an engineer."

"When you attend meetings of engineering societies you are apt to be conspicuous by the loneliness of your sex, and, to the average individual whom you meet, you are definitely an object of curiosity. You are never comfortably sure whether it comes from admiration for your courage in breaking into a man's realm or from the assumption that to have done so you must be 'queer' or at least a little peculiar."

As a matter of fact, there is nothing either queer or even a little peculiar about Miss Smith. Those who know her, work with her, or only know about her, have an unbounded admiration for this brilliant young woman who has done such an outstanding job in the Home Service Department of her company.

STUDIED ARCHITECTURE
Miss Smith was born in Detroit, finished high school there, attended the Detroit Normal School, taught school there for three years, and then entered the University of Michigan as a student in the architectural college. After the first semester she transferred to the electrical engineering department because her eyes could not stand the strain of the close work required in the study of architecture. To this day, however, the love of architectural creation is with her, and her hobby is designing kitchens.

From college she went to the Edison Lamp Company in Harrison, New Jersey, a part of the General Electric Company, and there she remained for three years—or until the local company decided it needed a home lighting engineer. Instead of a list of eligible male engineers who might fit the job, the query to the Edison Lamp Company brought Miss Smith's name.

HELPFUL SERVICE
That was in 1923, and since that time Miss Smith has made her service felt in thousands of homes in this city. She established the Home Service Department, third of its kind in the country, and outlined an educational program in lighting which was carried into 30,000 homes in Rochester.

The Home Economy Department, under Miss Irene Muntz, is part of her plan and a source of never ending satisfaction to her. The demonstrations in food and lighting which she inaugurated bring approximately three hundred women to the department each week, and the telephone brings at least 75 calls per day.

There is no limit to the variety of questions which are asked. Lighting and food may predominate, but there is an increasing number of requests for information on the proper way to set the table and the correct method of serving—to say nothing of suggestions for the right cocktails to serve before dinner. Miss Smith is convinced that Santa Claus did a land-slide business in shakers and cocktail glasses last year, for shortly after Christmas the Home Service was deluged with questions about what cocktail to serve and when.

BUS CARRIES BOYS TO HAPPY LANDING



Because a group of Rochesterians feels that to give happiness to others less fortunate is to be happier themselves, these boys from St. Mary's Orphan Asylum enjoyed an afternoon's swim at Columbus Civic Center and will have the experience repeated thanks to the Monroe County Community Service, Inc.

joyed an afternoon's swim at Columbus Civic Center and will have the experience repeated thanks to the Monroe County Community Service, Inc.

Dutiful Cop Penalized

Why is the policeman on the beat discouraged from enforcing the law? There are more violations of law at night than during daylight hours and yet the night officer is penalized for bringing in offenders.

When he arrests a violator he must appear against that person in court the next day and he must do so on his own time. Court does not open until 9:30 a. m. and he is lucky if his case is called within an hour, or even two hours, because it might be adjourned until the afternoon or even the next day, and unless he is there to appear against the offender, the case is dropped.

Of course, the matter of a little sleep doesn't matter to the policeman who has patrolled his beat all night and has to walk it again the next night. It doesn't matter at all that it might happen to be the wife's birthday and he had planned to take her out to a show and dinner before starting his rounds and could have used the morning to advantage by wooing Morpheus.

This situation is a definite encouragement to officers of the law to avoid seeing violations which would not mean loss of life or property to anyone. And yet, in spite of it, the visitor to city court will find that officers have been doing their duty, giving their own time and certainly they are doing much complaining about it.

Mr. Public, in the same position probably would develop permanent night blindness.

Architect To Speak Before Zonta Club

C. Storrs Barrows will be guest speaker at the Rochester Zonta Club noon luncheon to be held in the Rochester Club, Tuesday, at 12:15 P. M.

Mr. Barrows will speak on "How New Materials are affecting Architectural Design."

LODGE SETS DINNER

Monroe Rebekah Lodge will have its Annual Dinner, Saturday at 6:30 p. m. in the Culver Arms.

Helping Others Brings Joy To Group of Twenty-One

Transportation of those in orphanages, homes for the aged, hospitals and other institutions, or those physically handicapped, to places of recreation or medical attention, always has been one of the problems of men and women interested in the underprivileged, and the Monroe County Community Service, Inc., is an answer to that need.

George B. McAvoy, of the Hart Food Stores, was called time and time again for the use of store trucks to convey groups of children or adults who had no means of transportation. So real was the need for some such service that Mr. McAvoy approached Max Cohen and Benjamin Robb, with a practical suggestion for the solution of the problem—a large bus which would be used for that one purpose only.

WORTHY CAUSE
Recognizing the worthiness of the cause, and being business men—with hearts—the 34-passenger bus pictured above was soon making it humane trips. This small group of men interested in the idea and today the organization includes twenty-one.

Mrs. Alfred Hart is honorary chairman; Mr. McAvoy serves as president; Fred Beam as vice-president; John A. Jowett as secretary; Benjamin Robb, treasurer; Jacob Ark, attorney; and Max Cohen as chairman of the board.

Other members of the group are William Martin, Ward Roder, Jerome Stotter, Dr. Clarence Costello, Dr. Allison Van Horn, the Rev. Charles Bruton, Roy Rumpf, Elmer Rathel, Ernest Wolk, Bernard G. Costich, Robert Markin, Hy Manned, Maurice Levinson, Billy Bauer.

This committee receives nothing from the Community Chest, stages no drives for funds, and makes no private solicitation for money. The project is financed by the group.

These services are available without charge to any group wishing to use the bus for charitable purposes. Requests must be made to George B. McAvoy at 120 Portland Avenue.

Seniors To Honor Dean Bragdon

Seniors of the University of Rochester, Women's College, will honor Dean Helen Bragdon at a



HELEN D. BRAGDON

tea to be given tomorrow afternoon in the lounge of Cutler Union.

Checkers Behind in Their Work

The Rochester Sun is both proud and sorry that it cannot present the list of contest winners today, as had been promised. The Sun is proud of the flood of answers, a reaction which proves that The Sun is widely read, and sorry to disappoint the thousands who had been led to expect announcement of winners in this issue. The picture on Page 6 shows the situation in which The Sun's contest checkers found themselves. The list of winners will be published next Thursday.

Tenth Ward Flurry Seen as Forerunner of More Eruptions

Republicans in Populous Nineteenth Seething Over Failure of Ward Leader to Provide Jobs

Minor, but nevertheless disturbing, revolutions are breaking out at various spots along the local G.O.P. front, and, as usual, the squabbling and pot shots are occasioned by that old reliable political standby, patronage.

Child Court Curbs Crime

"If we're going to reduce crime, we've got to think less of the electric chair and more of the high chair."

Monroe County Children's Court is in informal session. Special County Judge Henry D. Shedd speaking—and taking no credit for the proverb above. It was penned by a writer on crime control.

"Give us a child before he's sixteen and we'll attempt to put him on Character Road, barring delinquency by doing parents and other 'travel at your own risk' signs of human nature."

"A cure-all crime and juvenile delinquency? Certainly not! The human equation, as always, governs all progress and reforms. And, uninformed citizens to the contrary, the Children's Court is not a penal bar of justice."

FACES THE FACTS
You know from the vigor of his remarks, that the long years of guiding wayward minors into good citizenship, has given him a face-the-facts attitude.

What are the principal causes of juvenile wrongdoing? Many, too many. Physical and mental health, home and school environment, with emphasis on the parents, the child's companions, and those odd quirks of human nature that confuse us all, both adults and children.

More cases in Rochester, than in the county? Yes, especially in the congested population areas. A change of environment quite often changes the child from a "D" to an "A" rating, but each case stands on its own.

WHY CHILDREN ERR

Handed down through the years—trite to the unthinking, if that need of a helping hand by the schools, homes and neighborhoods. Their participation partly answers the query, "but why do children do wrong?"

Old World parents who clash with New World children and parents who assert—with the youngsters agreeing—that their children can do no wrong, these, too, answer the same query. Many a potential criminal has been shunted along the path of good citizenship—not in the Police, but in Children's Court.

UNOFFICIAL PROBES

Successful indeed are the unofficial investigations. A neighbor complains, a too-weary or incapable parent comes to Judge Shedd's office. Everything is conducted quietly, confidentially. That's why you seldom see the below-sixteens in the headlines.

Johnny after a thorough but kindly questioning, realizes that here is no stern "thou-shalt-not," rather a desire to turn his youthful joy of living into benefitting paths.

He knows no prison bars await him. Should he return for a second or third visit, at the very most he'll be committed to Industry, Coxsackie, or in case of (Continued on page 3)

Echoes of the Tenth Ward clash between Councilman William A. Doane and Charles E. Bostwick, Republican leader of the Tenth, are still so loud that they have all but drowned out the scattered firing which is expected to lead to a catch-as-catch-can struggle in the Nineteenth Ward, where various and sundry affiliates of the G. O. P. are openly complaining that Emmett R. Gauthier, Commissioner of Welfare and ward leader, practiced self aggrandizement in grabbing for himself the best job that thus far has been bestowed on a Republican resident of the Nineteenth.

SCRAP OVER JOB

While jobs are the basis of rows in both the Tenth and Nineteenth, the flame of battle in each is being fanned by widely different considerations.

Warfare in the Tenth Ward is neither new nor unusual. There have been various occasions when the G. O. P. high command went gunning for Clif Bostwick in a more or less subtle manner and the recent oratorical fireworks to which Messrs. Doane and Bostwick contributed the feature pieces may have been just another variation of the old pursuit of Bostwick. If such were the case, returns seem to indicate that the organization's emissary finished second in a field of two.

SHARP WORDS

There are those who believe that Councilman Doane is misled because, as leading vote getter on the Republican Councilman ticket last year, he is not receiving the recognition that he thinks is his due. It's traditional political practice that patronage—or most of it, anyhow—is dispensed through a ward leader. Bostwick is the Tenth Ward leader, so that one should be easy to figure.

During the Doane-Bostwick battle of words, the Councilman criticized Bostwick for not sending him flowers from the ward organization when he took his seat in the Council. And then Mr. Doane made the most significant remark of the debate: "Contracts in the city go to the Council concern (Bostwick is counsel for that company) and that's why you sent flowers to Baker," declared Doane.

BROTHERHOOD KEEPS OUT

Thomas E. Broderick, county Republican leader, seems disposed to let the Tenth Ward run its course to a show-down between the immediate principals, possibly having in mind Bostwick's attitude when the Tenth Ward leader declared: "I feel that I have at least one more good fight in my system."

Grunblings against Gaughit in the Nineteenth concern the scarcity of jobs for the faithful in his ward. Herbert B. Cash is regarded as one of the rebels and the gathering tide of resentment is being engineered by other old line Republicans, all of whom want to know why their ward leader should have one of the choice plums while their district followers are neglected.

Early American Drama At Cutler Union

Early American drama and music form the basis of the entertainment which has been planned by the dramatic club of the Women's Club of the University of Rochester for Tuesday evening, in Cutler Union.

Mrs. Harold Gleason and Arthur Kraft will be featured.

ST PATRICK'S PARTY

The 16th Ward Women's Democratic Club will have a St. Patrick's Day party following the meeting at 8 p. m. tomorrow. There will be a dance recital followed by cards and refreshments.

FINNEY OF THE FORCE



Projansky Originals

Now Showing a Complete Collection
for SPRING

COATS
SUITS
DRESSES
FURS

Projansky
39 EAST AVE.

LINCOLN'S

INTRODUCTORY OFFER

Regular \$2.00 Velvetone

MINIATURE 59c

BEAUTIFULLY HAND
COLORED IN OILS

Don't delay—Clip this coupon now
and save \$1.41. Offer good only
until March 25th.

No Appointment Necessary

PHOTO STUDIO

With This Coupon
None sold at this
price without this
coupon. Offer good
for any member of
the family.

MAIN FLOOR

LINCOLN'S

WE'LL LOAN YOU

A PIANO ACCORDION

To Practice Upon In Your Own Home!
Offer Open To New Students Who Enroll
With Us For 5 Piano Accordion Lessons

Open to everyone—age 6 to 60. Determine your aptitude for
playing without question of buying. The lessons, private
and individual, given by a leading instructor. No strings,
no obligation to purchase. Parents should register children.
SIMILAR OFFERS ON OTHER INSTRUMENTS

WHEN YOUR WANTS ARE MUSICAL COME TO
LEWIS MUSIC STORES

EVERYTHING IN MUSIC—PIANO, ACCORDION, GUITAR, HARP, ORGAN, RADIO, ETC.
412 E. MAIN ST. 33 SOUTH AVE.

Spring HATS

by
JOELS...
create new
Fashion
Headlines



\$2.98

RATHER
THAN \$5.00

Excitingly pretty hats
to make life gay! Try
a bolero... an off-the-
face model... a new poke bonnet... innocent frame
for saucy eyes. Perch a pillbox atop your curls... a
frivolous sailor over your brow! Spring's prettiest hats
are here... in complete array! All sizes! All colors!

Joels
MILLER

215
MAIN ST.
EAST

You've Seen Them
Featured in Print in
the Saturday Evening Post

SIMMONS

STUDIO COUCHES AND METAL BEDS

Now See Them
Featured in Fact at

Weis & Fisher's

IN THE 3-RD FLOOR SLUMBER SHOP

... and here at Rochester's
showplace of furniture fashion,
you'll get all the best in way
of convenient payments!

★ Budget Terms ★ Charge Accounts
★ Honeymoon Home Plan

80 CLINTON AVE. SOUTH, ROCHESTER

In The Woman's World

This calendar is planned to serve your organizations.
When you have notices you wish to insert, mail them to The
Rochester Sun, Women's Editor, 419 Burke Building, or call
her at Stone 6001. Notices must be in by Monday preceding
date of issue.

TODAY

Parent-Teacher Association —
George Mather Forbes School
No. 4, Fathers' and Mothers'
banquet 6:30 p. m. Election of
officers and speech by Roy A.
Duffus.

American War Mothers —
Monroe Chapter, meeting and
social hour at New York State
Armory, 8 p. m.
Rochester Archaeological So-
ciety, Memorial Art Gallery, 8:15
p. m.

FRIDAY

Parent-Teacher Association —
School No. 33, social evening, 8
p. m.
Westminster Church — Ha-
walian tea, at church, 2:30 to
5 p. m. All five groups of Wo-
men's Society in charge.
Chamber of Commerce —
Commerce Club presents Miss E.
Alberta Brenner in talk on "Ro-
mance of Silver."
Council of Church Women —
Executive Committee meets at
home of Mrs. Jeffrey Living-
stone, 89 Tottenham Road, 12 o'-
clock luncheon.

American Association of Uni-
versity Women — Bowling club,
78 Charlotte St., 2:30 p. m.
Rochester Civic Music Asso-
ciation — Opening of drive, din-
ner 6:30 p. m., Eastman Theater.
Brook-Lea Country Club —
Duplicate bridge tournament,
afternoon.

Women's College, U. of R. —
Senior tea in honor of Dean He-
len Bragdon, Cutler Union.

Auditorium Theater — "You
Can't Take It With You," 8:30
p. m.

Friday Night Club — Style
Show at School No. 43, Mt. Read
Blvd.

U. of R. Women's College —
Kendrick Hall reunion dinner.
Order of Amaranth — Temple
Court, Tuxedo dinner for mat-
rons and patrons, Masonic
Temple dining room, 6:30 p. m.

U. of R. Nursing School Alum-
nae — "Berkeley Square," Cutler
Union, 8:15 p. m.

Genesee Valley Club — Open-
ing of badminton tournament,
evening.

Lake Avenue Baptist Church —
Emily Barrett Circle silver tea,
home of Mrs. H. W. Bacon, 124
Gorham St. Mrs. Willard Top-
ping guest of honor. Also Will-
ing Workers Forward Party at
home of Mrs. Herbert Manly,
3349 Ridge Road, West.

Church of the Ascension —
Faculty supper at 6 p. m. and
Parish Council meeting at 7 p.
m.

Brighton Presbyterian Church —
Gould Mission Band, doll party
4 p. m.

SATURDAY

Monroe Rebekah Lodge — An-
nual dinner at Culver Arms, 6:30
p. m.

U. of R. Alumnae Association —
Tea for alumnae, Cutler
Union.

Pierce Sisterhood, No. 82
Dames of Malta — Public Card
party at 392 North St., 8 p. m.

Ukrainian Junior League —
St. Patrick's Dance, at Civic
Center, 8:30 p. m.

Society of New England —
Business meeting and tea for

Stenog's
Notebook

I arose this morning
Feeling bright and cheerful
The SUN was shining
And life was good...

But early enough
To spot a perfectly good
And promising day
It was my misfortune
To run about (by telephone)
Of one of those misguided
Individuals

Whose chief delight
Seems to be in making
Other people unhappy!
Instead of dishing up
Encouragement — to make
The struggle for existence
A little less hard...

This particular member
Of what is often given
The misnomer of "humanity"
Chose to take too polite
But effectual punches
With the pinpoint of
Sarcasm... at the joyous
Balloon of enthusiasm

With which I had started off.
Now I will concede the point
That a man who knows nothing
About style, may have a right
To criticize a woman's "hair-
do"

Or comment on her hat —
If it displeases him...
On the premise that he knows
What he does or does not
Like to see...

Some people like but little
Pepper in their soup...
We may not always agree
With the Movie Critic
Who is paid to give his views
On the merit or otherwise
Of current attractions —
But he has a background
Of years of experience
In most cases, on which to
Base his statements...

So when a fellow says
That, as a Columnist
This writer makes a better
Stenographer...
I challenge him
Or anyone else of the same
Opinion... to do a better
Job! So there —
P. S. See my picture on Page 6.
ICY FRIDAY

WomenToList

New Program

BY MARIETTA C. ZOLLER.

Program plans of the Roch-
ester Home Bureau will be dis-
cussed by officers of neigh-
borhood clubs, Monday at 1:30 p. m.
at headquarters on Mortimer
Street.

Mrs. C. M. Brooks will pre-
side and Mrs. J. F. Morris will direct
the social hour and tea follow-
ing.

This year each unit club will
have its own unit achievement
day to show members and
friends the results of their local
program. Mrs. Ernest L. Fisher,
chairman of Unit No. 49, will re-
port on the results of its achieve-
ment day, which was scheduled
for this afternoon.

In order to plan for next
year's work, there will be a sum-
mary of all local leader projects
during April, including written
reports. In addition there will be
summary meetings at headquar-
ters early next month.
Program requests from indi-
vidual unit members will be used
as a basis for planning the unit
programs in May.

U. R. Club To Stage

'Berkeley Square'

"Berkeley Square" will be pre-
sented this evening and tomor-
row evening, in Cutler Union, by
the Dramatic Club of the Uni-
versity of Rochester School of
Nursing Alumnae Association.
Proceeds of the project will be
contributed to the loan fund for
post-graduate study.

In the cast are Miss Kathalyn
McPhee, Miss Rosalie DePaul,
Miss Mary Rogan, Miss Doris
Rodman, John Dash and Walter
Whelan.

C. J. Powers Relief Corps

Will Meet On Monday

The C. J. Powers Relief Corps
will meet Monday with a
business session.

Miss Jane Denney was initi-
ated at the last meeting making
four generations of the family
now active in the group.

Ukrainian League

To Have A Jeep Party

A St. Patrick's Day party
which will have as its high light
a "jeep" contest, has been
planned for Saturday at 8:30 p.
m. by the Ukrainian Junior
League. The party is to be held
at the Ukrainian Civic Center,
831 Joseph Avenue.

DANCE TO AID BOOK

The Croesus, U. R. Women's
College, warbook, will receive
the proceeds of a tea dance in
Cutler Union, Saturday after-
noon. Josephine Sutton, Grace
Moffett, Ruth Addington, Arline
French and Katherine Oster are
making the arrangements.

Kendrick Dormitory

Women Plan Reunion

Former residents of Kendrick

co-operative dormitory at the
Women's College, University of

WAR MOTHERS MEET

A social hour will follow the

business meeting of the Monroe

Chapter of American War Moth-
ers today, at 8 p. m. in the State
Armory.

Sale Used Furniture!

Lauer's are constantly trading in old furniture on new furniture. This trade-in furniture is rebuilt, reconditioned, cleaned and sold in Lauer's own Bargain Basement at most reasonable prices. There is furniture for every room in your house—good respectable furniture and it is sold at low prices, delivered in Lauer's own trucks and you may pay cash or use Lauer's budget terms to buy it.

3 PIECE LIVING ROOM SUITE \$29

Three piece velour. Excellent condition. Springs have all been retied. Fabric has been process cleaned. Included at this price are davenport, club chair and wing chair. Pay cash or use Lauer's budget terms.

CHARLES OF LONDON DAVENPORT \$10

Large enough to recline full length between the arms. Springs in good condition. Terra cotta color. Furnish your living room in good style at low prices in Lauer's Bargain Basement. Pay cash or use Lauer's budget terms.

5 PIECE GREEN ENAMEL BEDROOM SUITE \$37.50

This suite includes bed, 46" dresser, chest, vanity dressing table and bench. Made by very fine factory, has mahogany interiors. When you pull the drawers, you can tell that this is a very well made suite. Make your bedroom colorful and attractive at a low price in Lauer's Bargain Basement. Pay cash or use Lauer's budget terms.

3 PIECE FIBRE SUITE \$19

Large size. Perfect condition. New seat covers. Buy this suite for porch or living room. Lauer's Bargain Basement. Save over half. Pay cash or use Lauer's budget terms.

SIMMONS METAL BEDS. ALL SIZES \$2

Not only are the beds low priced, but you can buy good low priced springs and mat-
tresses in Lauer's Bargain Basement. Link springs, \$2. Double deck, deluxe coil springs,
\$6. Single deck coil springs, \$4. Cotton mattresses, \$3. Buy good, clean used furniture
in Lauer's Bargain Basement. Pay cash or use Lauer's budget terms.

8 PIECE WALNUT DINING ROOM SUITE \$39

All reconditioned. Six chairs, perfect condition; 60" buffet, new style; large extension
table. Pay cash or use Lauer's budget terms.

Old fashioned maple dresses \$3 . . . Ok dresser \$6 . . . Large sized walnut dresser \$15
Marble top Victorian table, perfect condition, much wanted for antique rooms \$6
Marble top commode, walnut \$4 . . . Washing machine with safety wringer, four
vane agitator \$39.50 . . . Red Cross new style cabinet gas range with broiler \$29 . . .
Porcelain table and three chairs \$8 . . . Nine piece oak dining room suite \$19 . . . Rock-
ing chair \$4 . . . Pair of matched table lamps \$3 . . . Cogswell chair \$6 . . . Day bed
\$4 . . . Many other items not mentioned at low prices. All in good condition. Pay
cash or use Lauer's budget terms. Remember we deliver in our own trucks.

LAUER'S BARGAIN BASEMENT

50 STATE ST.

CURTAINS

Brighten Up Your Home

CURTAINS
FOR EVERY
ROOM IN
YOUR HOME

Gay . . . crisp new curtains . . . to welcome
spring sunshine into your home. Dozens of
dainty new styles in a complete array of col-
ors and color combinations. Shop Pauls —
Rochester's largest curtain shop — and you'll
find the curtains you want for every room in
your home.

NEW SPRING
STYLES NOW
ON DISPLAY

COTTAGE SETS • DOTTED RUFFLES • ADJUSTA NETS • TAILORED RAYONS

\$1.19 \$1.00 \$1.98 \$1.98

Smart tailored pin dot
marquisees with ruf-
fe bottom and dainty
percale trim. In green,
gold, red, blue and
brown.
OTHERS FROM
69c to \$2.95

Exceptionally fine qual-
ity cushion dot marquis-
ettes. Full 47 inches wide
to criss cross if desired.
In cream or ecru.

OTHERS FROM
89c to \$2.95

Newest spring designs
in sheer nets with plain
or bordered designs.
Ready to hang. Adjust-
able to three lengths.

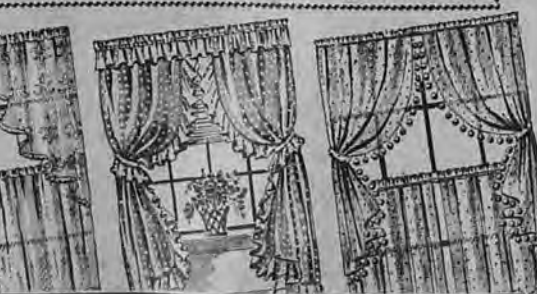
OTHERS FROM
\$1.69 to \$4.50

A neat tailored curtain
of fine Crown tested
rayon marquisette. Made
with special Port-edge
hems. Dainty, sheer and
beautiful.
OTHERS FROM
89c to \$2.98

Rochester's Largest Store Devoted Exclusively to Curtains

PAULS

CURTAIN SHOP



49 CLINTON AVE. S. Opposite
Forman's

Knowledge of Safety Play Brings Results in Bridge

BY VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

When I am giving a course of instruction on the play of the cards, I always spend a great deal of time on Safety Plays.

A Safety Play, as most everyone knows, is a method of playing a certain combination of cards which will reduce to a minimum the number of tricks to be lost in the suit against the most adverse distribution.

There are dozens of different kinds of Safety Plays, and most of them are so ordinary that they appear in almost every rubber or bridge.

SAFETY PLAY VITAL

When we find ourselves in a difficult contract and can see that our only hope of fulfilling it depends upon getting the maximum number of tricks in a certain suit, we should look for a Safety Play. I offer as an example a hand played in a duplicate game.

NORTH
S 3 3 2
H A J 2
D K Q 9 7
C A 5 5

SOUTH
S A Q 3
H K J
D A J 3
C K 7 6 4

WEST
S K 10 7 4
H 7 6 2
D 4 5
C Q 10 8 2

EAST
S J 6 5
H Q 10 9 8 5
D 10 4 3 2
C 3

North was the dealer and at one table the bidding went as follows:

NORTH
1 Diamond
1 Clubs
3 No Trump

SOUTH
1 Clubs
2 No Trump
3 No Trump

The small slam at no trump was bid several times and made only once. The player who made it got an opening lead of the deuce of clubs, and consequently won that trick with the five spot in dummy.

ADVERSE DISTRIBUTION

Then upon leading the Ace, he discovered the adverse club distribution. When declarer ran his diamonds, West let go two of his hearts and was end played when declarer took a round of hearts, laid down the king of clubs, and threw West in with another club.

Having nothing left but spades, West now was forced to lead into declarer's A-Q, and the contract was made. Of course the defense was very bad. Had West discarded spades and kept a heart as an exit card the story would have had a different ending.

Those declarers who should have made their contract, but not as an opening lead the four of spades which was taken with the queen. East, having played the jack, in every case the club suit was tackled immediately. They all led to the ace and then played a low one from the dummy, expecting to finesse the jack. Of course, the bad news was out then and no matter what they did with the clubs they had to lose two tricks in the suit.

SIMPLE PLAY

With the opening spade lead, the contract cannot be defeated if declarer makes use of a simple Safety Plan in clubs. He can see four diamonds, two spades and two hearts, and therefore must get four club tricks to make the twelve necessary for his contract.

There is a Safety Play which applies to this particular distribution of the club suit, which, if used, will limit the loss to one trick in the suit against any adverse distribution, with the exception of that of finding all five bunched in one hand.

The play is to first lay down the king, and then lead a low one to the dummy. If West follows, which, of course, he will in this hand, the nine should be finessed. The rest, as you can see, is easy. Only one club trick is lost.

CORRECT OFFENSIVE

Suppose East held West's clubs and West had the singleton. The correct play then would be to lay down the king as before, and follow with another small club to dummy. West will not follow, so declarer must go up with the ace and lead the nine back toward his hand. Again only one trick will be lost.

This is only one of many combinations of cards that offers

an opportunity to make use of one of the Safety Plays. From time to time, I will give you other examples of hands involving similar plays. Remember, safety should be foremost in your mind when playing every contract. If you can find the safe way you may be sure that that is the best way.

As a service to bridge players, we offer information on questions pertaining to the game. Send your queries to The Sun in care of Virginia Levy and your questions will be answered in this column as promptly as possible. Your initials only will be used in replying, unless otherwise authorized.

Bal-Masque For Aid Fund

The student aid fund of the JYM-WA will benefit by a Purim Bal-Masque which is to be held in the Association building, March 19.

Committee making plans for the affair include Mrs. Mortimer Adler, Sol Heumann, honorary chairmen; Mrs. Lewis Rodis and Mrs. Louis Rosner, general chairmen; Mrs. Adelbert I. Freeman, chairman of prizes.

Mrs. Archie Rosenthal, Mrs. Carl Silverhart and Mrs. Max Rockoff, co-chairmen of the ticket committee, are assisted by Garson Salin, Ben Leve, Irving Jacobs, Dr. Hymen Welsberg, Arnold Goldstein, Ira Berman, Mrs. Harold Levy, Mrs. Jack Cohen, Mrs. Joseph E. Silverstein, Mrs. Lester Berlove, Mrs. Harry Levin, Miss Florence Hoffman, Mrs. A. R. Posner, Mrs. Harry Malley, Miss Lillian Kaufman, Miss Lillian Needleman, Mrs. Morris Kohn, Mrs. Lloyd Kovel, Miss Annette Greenhouse, and Miss Regina Grosswirth.

Miss Lorraine Lieberman and Mrs. Harold Kolko, decorations chairmen, are assisted by Mrs. Jack Wallach, and Mrs. David Weiss is in charge of refreshments. Mrs. Max Gordon and Mrs. Thelma Levine are serving on the promotion and telephone squad.

Children's Court Reduces Crime

(Continued from page 1)

parent failure, to some good foster home.

Or Jimmy, age fourteen, may be taken in hand for an infraction, promise and keep it, to be found in City Court at say, eighteen. If he has the right stuff in him, Children's Court can acquire Jimmy from the police and once again make a good citizen. Many such adults in Rochester today have passed through Judge Shedd's training camp.

Worth the cost to taxpayers? Emphatically, Cost of keeping a one prisoner a year, \$432. That's only board. Probation and juvenile court costs for one child, \$29.20.

Legislated into existence back in 1911, the court also has added the duties of passing on adoptions, sanctioning marriages of girls of 16 and giving aid in cases of children born out of wedlock, and those physically handicapped.

Rochester Woman Picked As Discussion Leader

Mrs. Nan Knope of Gregory Hill Road, publicity chairman for the State American Association of University Women, will have charge of round table discussions at the biennial convention of the New York State Division, scheduled for May 20th and 21st at Lake Placid.

Edwards

STONE 2300



DUCCO One Coat ENAMEL

90c Pt.

Will do four chairs and table. Leaves no brush marks. Easy to apply. A real buy!

Congress Floor Paint

89c Quart

Use on any kind of floor—wood or concrete. Very durable and long wearing. Priced exceptionally low.

4-Hr. Spar Varnish

Reg. 2.50 Gal.
\$1.89 Gal.

Heelproof... waterproof. Suitable for varied uses inside and out. You save 61c on a gal!

Moore's Self Polishing WAX

79c Quart

Brighten your floor to a warm rich finish with this fine self-polishing wax. Complete, with applicator, 99c.

Edwards, Fourth Floor

Imagine 81x99. Long Wearing Muslin SHEETS At This Remarkably Low Price



3-Pc. MODERN BEDROOM SUITE \$79.50



Sale of Sheets

Regular \$1.19 Value

97c Each

Sturdy and closely woven of finest of fine long wearing material. Tape bound selvage. Will give a world of service.

29c Pillow Cases (45x36) 25c Ea.

Reg. \$3.98 25% Wool \$2.98 BLANKETS

Extra warm and practical. Ideal where additional covering is needed. Richly bound. Rose, blue, tan, green, orchid. Full bed size.

Reg. \$3.98 Large \$2.98 Chenille SPREADS

Thickly tufted. Two fine colors worked on white sheeting. Designs that will add richness to your bedrooms. Green, blue, brown, rose, orchid, gold, etc.

Edwards, Second Floor

See This New Buffet Model

Full Porcelain Top GAS STOVE

Regularly Sold For \$59.50

New buffet model. Full porcelain with cover top and automatic lighter. Standard porcelain lined oven fully insulated. With heat control, pullout broiler and utensil drawer.

Pay \$5 Down

Balance Monthly

\$49

Connected Free

Edwards, Sixth Floor



THEY'RE ALL BUYING



Triple-Thrift REFRIGERATORS



1 Thrifty in PRICE!
Now a bigger dollar-for-dollar value than ever.

2 Thrifty in CURRENT!
Now produces more cold with even less current.

3 Thrifty in UPKEEP!
Unsurpassed record for enduring economy, long life.

This first choice of millions is now popularly priced. Last year America bought more GE's than ever before. People in all walks of life, from modest incomes to independent wealth, are choosing General Electric.



YES!

All these 1938 G-E features are to be had in many G-E models and some in all models. They mean additional multiple savings in food, in ice, in time, etc.

• Stainless Steel Super-Freezer. • Faster freezing, instant releasing Quick Trays. • Sliding Shelves. • Adjustable Storage Space. • 12-speed Temperature and Defrosting Control. • Automatic Interior Light. • Thermometer. • Vegetable Drawer. • Tip Top Shelf.

General Electric Refrigerator Prices Start At

Pay Only \$5 DOWN, \$1.00 WEEKLY

\$122.50

Sixth Floor



Repeating This SALE of SALES

White ROTARY ELECTRIC SEWING MACHINES

A Regular \$90 Value

You Save \$30.05

Liberal Trade In Allowance

\$59.95

Because they're Whites, these sewing machines are long time investments. At their regular prices they were tremendous bargains... at these reduced prices they'll literally walk out. With smartly designed cabinets that give versatile, durable service and blend beautifully with the finest of your furniture.

New Design — Knee Control — Full Rotary Electric

Pay Only \$3 Down, Balance Monthly
And Here's a Lovely Gift For You

White Sewing Course, with its absorbing chapters on style, makeup, color and in addition to the usual fine instruction course. Absolutely free with each White Rotary!

Edwards, Second Floor

Repeat Sale, By Popular Demand
Thursday — Friday — Saturday

WOMEN'S WRIST

WATCHES

Newest round models with cord attachments. Guaranteed. Reg. \$19.95.

\$11.95

DIAMOND MOUNTING. White or natural gold. Graceful and chic. \$7.95

NEW HAVEN

WATCHES

\$1.98

For boys and girls. Metal or leather wrist bands.

10% DISCOUNT ON All Watch Repairs

Cleaning and oiling. Reg. \$1.00. Now 90c. — Main Spring Fitted. Reg. \$1.50. Now 1.35. Other repairs at correspondingly low prices.

MEN'S

WATCHES

\$7.95

WATCH SHOP



MAIN FLOOR

Irish Atmosphere for Ward Party

St. Patrick's Day will be properly celebrated this evening by members of 19th Ward Democratic organizations and their friends, with a dance and card party at the Powers Hotel.

Special Irish music and dances are to be part of the entertainment.

Ballet, Toe Dancing To Feature Open House

Miss Ruth Otis Denio, director of the Denio School of the Dance, announces Open House Saturday at the studio in Gibbs Street. The public is invited to view an advanced class in ballet and toe dancing at 3:30 p. m., and at 5 p. m. a brief program in special costume will be presented.

NEWEST FOR SPRING



Something new in the fashion world is this bolero dress, on the right, modeled by Miss Dorothy Hewitt, which has a pique blouse-top which zips off to be washed and back on when its crisp and clean. It is rayon and wool with button at the neck bolero and gored whirling skirt, belted with Neon red. At the left, modeled by Miss Margie Wilson, is Spring's mixed palette—an imported Shetland tweed jacket, checked in turquoise, yellow, copperglow and white. The tweed skirt is turquoise, and completing the outfit is a copperglow Knox brimmer, beige bucko oxfords with copperglow mudguards, a desert gold sweater and natural yellow pigskin gloves. These outfits, by McCurdy's, will be displayed at the Tinsman Chapter style show, March 23.

Fashion Says Be Yourself This Spring

BY RITA BOWEN
Fashion Copy Writer For McCurdy's

When it comes to clothes for this Spring of 1938, women are tired of play-acting. They are too serious for artificiality, too full of life to care for the pageantry of other nations. Gone are the synthetic peasants, the post-card soldiers, the counter-felt Eugenes. For women realize that these people cannot live the life of the American women.

A peasant cannot drive a golf ball or play a snappy game of tennis. A Hindu drape is out of place on a walk in the country. As for those soldier gels-ups we used to wear, people today would think the wearer must be very anxious to be different to get all dressed up in that outfit just to pound a typewriter.

FASHION'S PRONOUNCEMENT
So Fashion says be boyish and bold or fragile and fair—but be yourself! Be crisp and efficient or languid and lush—but be yourself! Fashion 1938 sees beauty in only the real, the genuine, the authentic. This "Be Yourself" trend is definitely American—and so important that VOGUE recently devoted its entire February issue to it—calling it the "Americana" number.

In tune with this natural trend, shoulders are tamed down, waistlines of suits and coats are less fitted. The silhouette is straighter, slimmer. The most important coat of the season is the straightline, boxy swaggar, because it is easy to throw on, casual, comfortable, carefree, fitting into the American scene.

The most important suit is the simple, softly tailored suit that allows you to change it to suit your personality with varying accessories. Dresses that are classics outlast all others, because they get the most out of life. Sports clothes are designed to suit the sport and not the whims of the designer.

You can let yourself go in the new burst of color this Spring, too. Navy and black are discreetly smart as usual, but if you have the eye of an artist and the spirit of adventure, be yourself in color this Spring. It's new—and very advanced—to mix three or four colors to a costume.

A porcelain pink suit for instance, and a wine blouse and shoe. With a bright blue bag and hat. Even conservative navy and black are combined with accents in three or four colors to make them strictly Spring 1938.

Choose from a whole bouquet

Civic Music Fund Drive

The tenth annual campaign of the Civic Music Association will be conducted from March 18th to 28th to raise the funds necessary for the continuance of the varied musical activities for which Rochester is justly famous.

Under the guidance of David Lawless and David Barry, the committee has been working for several weeks on large subscriptions.

Among the activities made possible by the Civic Music Association are the concert artist series, children's plays, annual visits of the Metropolitan Opera Company, community operettas, grand opera in English, and concerts by the Philharmonic and Civic orchestras. Educational concerts are also given in the public schools.

of sentimental flower colors, a wide range of smoldering California desert colors (these are best in sports clothes) and flashing Neon colors for accent. Yes, things are looking BRIGHTER this Spring!

Alpha Phi Sigma Sets Meeting Date

Alpha Phi Sigma will meet Monday at the home of Miss Rita Teaboult in Turpin Street.

New officers of the group include Miss Jeanette Vought, president; Miss Mary Dorofea, vice president; Miss Beatrice Goldthorpe, secretary, and Miss Rita Teaboult, treasurer.

LUCHEON MEETING

Mrs. Jeffrey D. Livingstone of 89 Tottenham Road will entertain the Executive Committee of the Council of Church Women at luncheon in her home tomorrow at 12 o'clock. A business meeting will follow.

AUXILIARY TO MEET

David J. Kaufman Post, Ladies Auxiliary, will meet Tuesday at 8 p. m. at 336 Cumberland Street.

SEMET SOLVAY COKE

The Long Burning Fuel that pleases so many Rochester Customers

GUARANTEED ORANGE DISC COAL A. L. PROUDFOOT

Prompt and Courteous Service To Thousands of Customers for over 30 Years.

Main Office—1066 Main St., E. Culver 3140
656 South Ave. Monroe 6768
Stone Rd. and Dewey Ave. Charlotte 120

Easter SPECIAL!

Ivorytone MINIATURE Hand Painted in Oils



REG. \$2.95 VALUE **95c**

Complete in Non-Tarnish GOLD FINISH FRAME Limit One to a Customer

No Appointment Necessary

PHOTO STUDIO Main Floor

Go first to Neisner's 5 to 12 Stores



CLARK'S

Spring

Shoe Values

SAVE 1/4 to 1/2
\$3.99 \$4.99 \$5.99
CLARK'S

SIZES AAAA to E-2 to 10

CANCELLATION

62 So. Clinton Ave. SHOES
Featuring Manufacturers' Close-Outs, Job-Lots and Cancellations

OPEN 9 A. M. TO 9 P. M. EVERY DAY

SALE!

JUNE PRESTON
Movie Star

DRESSES

With The New PUL-LOCK Slide Fastener

98c

80 Square Percales... Shantung and others in all new colors. Movie tag on each dress. All color-fast.

Factory Close-Out! Reg. \$1.49
CHILDREN'S SHOES \$1 pr.
Elk Uppers... Moccasin Toes... Sturdy Wear.

STATE BARGAIN STORE

58 STATE ST. Next To Noah's Ark
OPEN EVENINGS 7:30 P.M. - SAT. 9:30 P.M. Near 4 Corners

FROM WISHING TO HAVING IS ONLY A STEP!



75c a week buys a glamorous cool-cooking GAS RANGE

Come in and see how easily you can step over from WISHING to HAVING new, carefree cooking convenience, better meals, and more leisure.

Rochester Gas & Electric Corp.
89 East Ave. Main 3960

'Window Shopping' Tour At Tinsman Fashion Show

The parade of fashions which is sponsored each year by the Tinsman Chapter of the YWCA is scheduled for Wednesday at 2:30 p. m. in the main auditorium of the Franklin Street headquarters.

Styles for every occasion to suit every type will be displayed in this "Window Shopping" tour, and printed programs will describe each costume briefly, including the price and the name of the manufacturer wearing it. Mrs. Bradford Squire will make the introductory talk on general trends of this spring's styles, and the descriptive commentary during the show itself.

LIST OF MODELS

Mrs. Glenn Faroo is general chairman of the affair, and making arrangements with McCurdy and Company, who are providing the costumes, is Mrs. Bryan A. Rice.

Models will include Mrs. Frank S. Lowrey and Mrs. George Hillman, members of the chapter; Mrs. H. Walton Arrowsmith, Mrs. George C. Calvert, Mrs. Wentworth W. Crouch, Mrs. Joseph J. Doran, Mrs. Dwight A. Goodrich, Mrs. John T. Groet, Miss Dorothy Hewitt, Mrs. Fletcher McAmmond of Canandaigua, Mrs. F. Ward Marcellus, Mrs. Gordon W. McCurdy, Mrs. William Meyers, Mrs. R. Theron Robinson, Mrs. Basil Savard, Mrs. Howard O. Smith and Miss Margie Wilson.

Junior models will be Miss Joan Brownell, daughter of Mr. and Mrs. Emory A. Brownell, and Masters Jody and Jeddah Green, sons of Dr. and Mrs. Joseph H. Green.

PARADE TO MUSIC
Mrs. E. Scott Roscoe will furnish music for the parade, and flowers for both stage and tables will be furnished through the courtesy of the Perry Flower Shop.

Tea arrangements are in the hands of Mrs. Charles B. F. Gibbs and her committee, which includes Mrs. Charles Rumrill, Mrs. Frederick Hewitt, Mrs. Fred Anibal and Mrs. John S. Livermore.

Presiding at the tea tables will be Mrs. J. L. Boon, Mrs. Arthur Goonell, Mrs. John R. Booth, Mrs. Charles R. Mowris, Mrs. Norman Van de Carr, Mrs. James Gormel, Mrs. Richard T. Halliley, Mrs. G. Elmer Forscher, Mrs.

Harold Bowman, Mrs. Alexander R. Ulrich, Mrs. Charles Reid, and Mrs. Arthur Dagen.

Assisting in arranging other details of the affair are Mrs. Daniel J. Mayne, Mrs. Stanley Erlenback, Mrs. Kenneth Huse, Mrs. Laurence Littlefield, Mrs. John McMaster, Mrs. Vilas M. Swan and Mrs. George E. Sanders, chapter chairman.

New England Unit To Be Tea Guest

New members of the Rochester Colony of New England Women will be guests of honor at a tea which is to follow the business meeting scheduled for Saturday in the D. A. R. Chapter House in Livingston Park.

Officers will be elected, followed by a talk on the consti-



MISS-OREL L. ADAMS
Photo by Talbot

tution by Miss Meda Cox and Mrs. Francena See will discuss current events.

Miss Orel L. Adams is serving as chairman of the hostess committee.

Truth in Advertising

THE PURPOSE OF THE ROCHESTER SUN

A safe reliable guide to more profitable... more convenient shopping trips.

Each page contains many timely items attractively priced. Check your needs with these items and use the ROCHESTER SUN as your guide.

You can shop with complete confidence at any store whose advertisement appears in this publication and be assured of finding merchandise exactly as advertised.

The diversity in types of stores represented in the "SUN" is sufficient to meet practically every requirement.

The ROCHESTER SUN will broaden your buying knowledge... WHERE TO BUY... WHEN TO BUY... and WHAT TO BUY...

"Every Thursday Is Sun-Day In 70,000 Rochester Homes"

Club Will Hear News Commentator
Mrs. Dorothy Fuldheim of Cleveland, foreign correspondent and news commentator, will be the guest speaker at the Monday morning lecture in the Rochester Club.
The lecture which will begin at 10:30 a. m. is open to both members and non-members of the club.

SPECIAL THIS WEEK

Broken **CASHEWS 20c** Lb.

BLACK **Walnuts 37c** Lb.

PITTED **Dates 13c** Lb.

2 Lbs. For 25c
Old Fashioned Squares
Horehound 19c Lb.

AT THE **ROCHESTER NUT SHOP**
OUR ONLY STORE
550 WEST MAIN ST.
MAIN 8100

TASTY MEATLESS MEAL



Appetizing servings of salmon and peas are tucked away in these squares of biscuit dough. To add an appealing flavor, serve them with cream sauce

Lights and Shadows

by JOHN BURNS

This is a day of rare coincidence—because today the Irish are celebrating St. Patrick's Day and Jews are observing Purim, the Festival of Lots. It seems to me that this is a fitting happening, in our country, where tolerance is one of the few things toward which tax collectors have not turned their attention.

Elsewhere in this issue of The Sun you will find a history of Purim, which gives this correspondent a chance to jot down something about St. Patrick, who died on this date in 493.

Commemorations of most famous men are held on their birthdays, but St. Patrick, an unusual man in many respects, is remembered on the anniversary of his death. Tradition tells us that he was born at Kilpatrick, near Dumbarton, Scotland, in 387, of Roman parents. He was captured and sold into slavery in Ireland at 16 and escaped after six years.

He went to Gaul, where he became a monk. Later he returned to Ireland as a missionary and converted the Druids to Christianity.

The Irish are an imaginative people and they believe that fairies are still to be seen in certain counties by the pure of heart, so on this, their big day, if you were in Ireland you might find youngsters roaming the verdant country side hopeful of even a fleeting glimpse of a Leprechaun one of the few members of the fairy tribe that plays a lone hand.

It was William Allingham who caught the spirit of the Green Isle in these lines:
Lay your ear close to the hill,
Do you not catch the tiny clamor,
Busy click of elfin hammer,
Voice of the Leprechaun singing shrill?

Fulfillment of boyhood dreams is the lot of few and often those who find the pot of gold at the end of a rainbow realize that old Cicero was right when he wrote that "anticipation is greater than realization."

Countless thousands of youngsters have dreamed of growing up to become locomotive engineers, aviators, firemen or policemen and have turned to earning a living as clerks, salesmen, bankers or teachers.

These clerks, salesmen, bankers and teachers, no doubt, are happy in their work and able to laugh off any regrets they may have over failure of youthful dreams.

But I'm guessing that few of them are as happy as Ralph Williams, who, as a small town, boy, began dreaming of getting a job with a circus. Ralph did many things, including a long stretch of newspaper work in Rochester, before his dream came true, but today he's looking at the World through rose-colored glasses, because he's a big shot with one of the larger circuses.

Back in the days when Williams worked in our town, he was nuts over a circus. It was his habit to travel with various circuses during his summer vacation and eventually he landed a job with the public relations department of a show. It wasn't the biggest circus on tour, but Williams was happy and satisfied with his chance to break into the business.

Williams did an excellent job in his first circus connection and now he's moved up the ladder. In fact, Williams is sort of a Dexter Fellow with Col. Tim McCoy's Real Wild West and Rough Riders of the World. Which should give you at least a vague idea of how far Ralph Williams has risen in the world of circus publicity, because the late Dexter Fellow was absolute tops in his profession.

Notice that Col. McCoy's show is billed as "Real Wild West." Williams declares that it is the "Real McCoy," and that the show will wow'em when it opens in Chicago on April 14.

Hollywood settings, special extra-length railroad cars and even a brigade of beauties are only a few of the things Williams mentions as features of his show.

Ad Women To Hear Credit and Style Talks
The first speaker of the new year in the Women's Ad Club dinner meetings will be Leonard Berry, credit manager of B. Forman Company, who will discuss "Character and Credit."

Worthwhile Lenten Hint

Now that many homemakers are faced with the problem of planning meatless meals during the Lenten season, here is one solution which can be varied to provide several main dishes. It is a savory salmon squares.

Inside of squares of flaky biscuits there is a rich salmon mixture tucked away to be baked along with its golden brown crusty covering. Served with a colorful array of fresh, buttered vegetables, these salmon squares, generously covered with a rich creamy white sauce containing hard-cooked eggs, make a marvelously satisfying meal. The grand thing about these squares is that they can be filled with any fish or seafood mixture with delicious results. You will want to include them in a menu soon as a surprise treat for the family.

SALMON SQUARES

- 2 cups flour
- 2 teaspoons baking powder
- 1/2 teaspoon salt
- 4 tablespoons shortening
- 3/4 cup milk
- Filling
- 1/4 cup celery, chopped
- 1/2 cup peas
- 1 cup salmon
- 2 hard-cooked eggs, chopped

To make biscuit foundation sift flour and measure, add baking powder and salt and sift together. Cut in shortening and milk to make a soft dough. Knead lightly until smooth. Roll out into a rectangular sheet 1/4 inch thick. Cut into eight 4 inch squares with pastry cutter or sharp knife. Combine salmon, which has been drained and flaked, with other ingredients of filling. Place one-fourth cup of mixture in center of each square. Bring corners together and seal. Bake on ungreased baking sheet in moderately hot oven (425 deg. F.) for 15 minutes. Serve with Egg Sauce.

EGG SAUCE
1 cup cream, flaked
1/2 cup celery, chopped
1/2 cup pimiento, chopped
2 hard-cooked eggs, chopped

Combine all ingredients. Follow directions given for Salmon Squares. Serve with Egg Sauce.



THE WAY TO A MAN'S HEART

By IRENE MUNTZ

Tender, fluffy, moist cake makes an appealing dessert no matter what the occasion. There is no limit to the kind of cake that may be used and the following recipes will make a nice addition to a collection of cake recipes.

PRUNE COCONUT CAKE

- Temperature: 375 Degrees F.
- Time: 25 Minutes
- 1/2 c shortening
- 1/2 c sugar
- 1 egg
- 1/2 c pitted stewed prunes
- 1/2 c cake flour
- 1/2 c salt
- 1/2 c baking powder
- 1/2 c soda
- 1/2 c milk
- 1/2 c coconut
- 1/2 c vanilla

Cream the shortening, add the sugar and continue creaming. Add the eggs and finely chopped prunes and beat well. Mix and sift the flour, salt, baking powder, and soda together. Add alternately with the milk to the first mixture. Add the coconut and the vanilla. Pour into muffin tins and bake in a preheated oven.

MAGIC MERINGUE CAKE

- 1/2 c shortening
- 1/2 c sugar
- 1 egg
- 1/2 c baking powder
- 1/2 c coconut
- 1/2 c all-purpose flour
- 1/2 c currant jelly
- 1/2 c salt
- 1/2 c baking powder
- 1/2 c egg
- 1/2 c baking soda
- 1/2 c buttermilk or sour milk
- 1/2 c vanilla

Cream the shortening, add sugar gradually, the egg yolks, and beat well. Mix and sift the baking powder, flour, and salt, and add alternately with the milk to the first mixture. Add vanilla. Pour into a square pan and sprinkle with coconut. Beat egg whites until stiff, add sugar gradually. Beat jelly with a fork and fold into the egg white mixture. Spread meringue over the coconut and bake in a preheated oven.

FUDGE CAKE

- 1/2 c shortening
- 1/2 c sugar
- 1 egg
- 1/2 c water
- 1/2 c cake flour
- 1/2 c salt
- 1/2 c baking powder
- 1/2 c egg
- 1/2 c baking soda
- 1/2 c buttermilk or sour milk
- 1/2 c vanilla

Melt the shortening in top of double boiler, add chocolate and when melted add water and sugar and stir until well-blended. Remove from heat and cool thoroughly. Mix and sift the flour, salt and baking powder. Add egg to chocolate mixture and mix well. Add the dry ingredients and the soda dissolved in the milk and the vanilla. Pour into an 8x8x2 inch pan. Bake in a preheated oven. When cool frost fudge frosting.

'Aida' Ticket Sale Opens Wednesday

The Metropolitan Opera Company will come to Rochester April 11, offering "Aida" with the same cast and same scenery as the New York presentation.

The title role will be sung by Dusolina Giannini, soprano sensation of the current New York season. Giovanni Martinelli, veteran tenor is cast opposite her, as Radames. The brilliant young Bruna Castagna will sing the role of Amneris, while Richard Bonelli, baritone, is cast as Amnaro. Ennio Pinza, one of the greatest basses of all time, sings Ramfis. Norman Cordon will be heard in the role of the king, with Thelma Votipka as the priestess, and Giordano Patrino as the messenger.

The Metropolitan orchestra and chorus, as well as the American Ballet, with Elise Reoman, complete the cast. Ettore Panizza will conduct.

As is customary, members of the Civic Music Association are given first choice in the matter of seat selection. Mail orders are being accepted now, with box office sale of seats scheduled to begin Wednesday, March 23.

ARDEAN R. MILLER SPECIAL
HIGH QUALITY Long-Burning Anthracite (Hard)
\$10.40 TON COAL GEN. 20
10-50 STOVE, EGG OR NUT. PEA \$8.75 Cash Only Shoveled Off!

Tree Ripened ORANGES Natural Color
Direct From Groves
WEEK-END SPECIAL
Large Texas Seedless **GRAPEFRUIT 10 for 39c**
PECK
APPLES King - Spy - Delicious McIntosh
At Reasonable Prices

EAST MAIN ORANGE MARKET
783 MAIN STREET EAST
Opposite Dental Dispensary Open Evenings

A REAL BARGAIN
MEANS QUALITY MEAT AT A LOW PRICE
We are famous for fine quality and here is an example of our low prices.
JONES DAIRY FARM SAUSAGE MEAT 29c

SCHUDT
511 Main St. E. Market, Inc. Stone 290
COR. SCIO STREET WE DELIVER

—And The First Step Is To

SIEBERT'S
To See The Complete Display Of

New **ODIN BEAUTYRANGE**
RANGES \$49.50 Up
LIBERAL ALLOWANCE FOR YOUR OLD STOVE

A few of the Beauty Range features — Safe-Way Speed Cooking Top—Aluminum Griddle—Swing Out Waist-Hi Broiler—Aluminum Sizzle Plate—Ovens 18-inch Wide Roll Out Oven—New Wilcolator Visi-Therm, shows oven temperature from start to finish.

SIEBERT'S
ST. PAUL and ANDREWS ST.
Open Evenings
FREE PARKING
Directly Across the Street

Wegmans Week-End Food Bargains!

HOME-OWNED FOOD MARKETS

Wegman Quality

Home Dressed

Tender Milk Fed

Veal

Leg And Rump Roasts

23c Lb.

Boneless Rolled Roasts

Here's the meat-treat of the week-end! Tender juicy milk-fed roasts, at a price that makes them a real bargain. See them at Wegmans where you may choose from dozens and dozens of cuts.

Prime Steer Tender Juicy SHOULDER ROAST OF

BEEF 17c

Lb.

Tender, lean roasts... cut from prime, grain-fed steers. There's nothing like a Wegman beef roast for quality... and none like these for value!

LARGE FANCY WHITE CAULI- FLOWER 15c

Large, snow-white compact heads. Extra tender and fine flavored, these solidly formed cauliflowers are a special value at this price.

KILBOURN HALL BEST FRESH

COFFEE 21c

Lb.

DOUBLE your money back if Wegman's Kilbourn Hall Coffee isn't the very best you've had at ANY price!

TALL SIZE CAN VAN CAMP'S

EVAP. MILK 20c

3 cans

Get your share at this special price... a value that's an example of the big savings you make in Wegman's self-serve grocery departments.

QUART JAR GREEN GABLES SALAD

DRESSING 25c

A spicy well-seasoned dressing, smoothly-blended to suit the most particular tastes. A real "buy" at this week-end price.

THIS COUPON IS WORTH

Now At Wegmans!

Friend's BRICK-OVEN BAKED BEANS

2 18-oz. cans **25c**

5c

Towards the Purchase of FRIEND'S Baked Beans. Friday or Saturday

Wegmans

Famous 20-Mule Team

BORAX 25c

2 pkgs

Has a hundred uses... keep a supply on hand.

B'nai B'rith To Mark Date

Carrying out the feeling of goodwill and common interest, so manifest at the Inter-Faith luncheon held in November, Rochester Lodge B'nai B'rith will celebrate its seventy-fifth anniversary at a dinner which will be attended by representatives of all religious faiths. Sunday evening, March 20, is the date for the affair which is to be held in the Chamber of Commerce.

Speakers will be the Rev. Albert W. Beaven, D. D., president of Colgate Rochester Divinity School; Rabbi Philip S. Bernstein, Temple Beth El; Rabbi Frank E. Gannett, publisher, and the Most Rev. James E. Kearney, Bishop of the Catholic Diocese of Rochester.

Dr. Meyer Jacobstein is chairman of arrangements; Joseph H. Biben, co-chairman; Maxwell Posner, secretary, and Jacob Ark, treasurer of the affair. It was announced by Julius M. Cohen, president of the lodge.

Honorary guests will include Raymond N. Ball, John P. Boylan, Harry E. Crowley, John Doyle, James P. R. Duffy, Eugene Dwyer, Carl S. Hallauer, Gilbert J. C. McCurdy, Harper Sibley and Roland B. Woodward. The dinner is open to the public, and reservations may be made with Jacob Ark.

TICKER TRIVIA

By UPSON DOWNS

There was so much bad news last week newspapers couldn't get it all on the front pages. One had to look in the second section to find out how the Spanish war or the Chinese situation was coming out.

How the market was able to take it remains a mystery to all. Three weeks ago we stated that: "Usually when bad news no longer has any effect on stocks, one may presume that the worst is over." Since then there have been enough scary headlines to cause the average trader to shake in his boots, but prices, measured by the Dow-Jones averages, are off only about two points.

The only sane advice anyone can offer at a time like this is to remain on the sidelines watching the show. Trying to pick the bottoms always has been a dangerous pastime. However, the writer will take all bets (up to a dime) that we have seen our LOWS and that the market is forming a base for a substantial rise. (Line forms at the right and no pushing, please.)

It is rumored that one leading advisory service whose batting average has been consistently high is recommending building stocks for the pull.

Congratulations to Richard (How many points?) Coulson on his election to the presidency of the Bond Club. We have it from good authority that he is nearly turned out to be the shortest term in Bond Club history.

Larry Gardner, Shields and Company's maestro, is expecting a golf challenge from Earl (Long-hitting) Uebel any day now.

RADIO HIGHLIGHTS

Thursday, March 17th

8:00—Rudy Valley's Hour, WHEN
8:30—March of Time, WHAM
9:30—Major Dan's Matinee, WHEN
10:00—Bing Crosby's Music Hall, WHEN

Friday, March 18th

8:00—Grand Central Station, WHAM
8:30—Columbia's Music Hall, WHEN
9:30—True Story Court, WHEN
10:00—First Nighter, Drama, WHEN

Saturday, March 19th

8:00—Metropolitan Opera, WHAM
8:30—Robert L. Ripley's "Hi-Lo", WHEN
9:30—Yip-Hurricane, WHEN
10:00—NBC Symphony Orchestra, WHEN

Sunday, March 20th

8:00—Radio City Concert, WHAM
8:30—New York Philharmonic, WHEN
9:30—Fr. Chas. E. Coughlin, WSAW
10:00—Joe Penner, Comedy, WHEN
10:30—Jack Benny, Comedy, WHEN
11:00—Phil Baker, Comedy, WHEN
11:30—Bergen & McCarthy, WHEN
12:00—Hollywood Hotel, WHEN
12:30—First Nighter, WHEN

Monday, March 21st

8:00—Burns and Allen, WHEN
8:30—Richard Crooks, Tenor, WHEN
9:00—Fibber McGee and Molly, WHEN
9:30—Philadelphia Symphony, WHAM
10:00—Radio Theater, WHEN
10:30—Behind Prison Bars, WHAM

Tuesday, March 22nd

8:00—Edward G. Robinson, WHEN
8:30—Al Jolson, Martha Raye, WHEN
9:00—Yip-Hurricane, WHEN
9:30—Jack Oakie's College, WHEN
10:00—One Man's Family, WHEN
10:30—Middle Class, WHEN
11:00—Town Hall, WHEN
11:30—Lawrence Tibbett, WHEN
12:00—Hollywood Hotel, WHEN
12:30—Gang Busters, WHEN

Wednesday, March 23rd

8:00—Edward G. Robinson, WHEN
8:30—Al Jolson, Martha Raye, WHEN
9:00—Yip-Hurricane, WHEN
9:30—Jack Oakie's College, WHEN
10:00—One Man's Family, WHEN
10:30—Middle Class, WHEN
11:00—Town Hall, WHEN
11:30—Lawrence Tibbett, WHEN
12:00—Hollywood Hotel, WHEN
12:30—Gang Busters, WHEN

Thursday, March 24th

8:00—Rudy Valley's Hour, WHEN
8:30—March of Time, WHEN
9:30—Major Dan's Matinee, WHEN
10:00—Bing Crosby's Music Hall, WHEN

SWAMPED BY FLOOD OF CONTEST ANSWERS



The Sun apologizes for being unable to print a list of contest winners in this issue, but this picture furnishes the answer. Virginia Moran, left, and Icoy Stenog's

Notebook! Friday are literally swamped by the flood of answers. They promise, however, to finish checking answers in time for the issue of March 24.

SUN'S RADIO PROGRAMS

(All Programs Subject to Change Without Notice)

THURSDAY, MARCH 17

WHAM-1130 KC	WHEN-1430 KC	WSAY-1210 KC	WHEN-900 KC
8:00—Songs, Whistler	8:00—Songs, Whistler	8:00—Songs, Whistler	8:00—Songs, Whistler
8:30—Organist	8:30—Organist	8:30—Organist	8:30—Organist
8:45—Tower Clock	8:45—Tower Clock	8:45—Tower Clock	8:45—Tower Clock
9:00—Wider Jones	9:00—Wider Jones	9:00—Wider Jones	9:00—Wider Jones
9:15—Mystery, Chas	9:15—Mystery, Chas	9:15—Mystery, Chas	9:15—Mystery, Chas
9:30—Thrifty Buyer	9:30—Thrifty Buyer	9:30—Thrifty Buyer	9:30—Thrifty Buyer
9:45—House Hannah	9:45—House Hannah	9:45—House Hannah	9:45—House Hannah
10:00—Major Dan's Matinee	10:00—Major Dan's Matinee	10:00—Major Dan's Matinee	10:00—Major Dan's Matinee
10:30—Down East	10:30—Down East	10:30—Down East	10:30—Down East
10:45—Kitchen Talk	10:45—Kitchen Talk	10:45—Kitchen Talk	10:45—Kitchen Talk
11:00—Mary Martin	11:00—Mary Martin	11:00—Mary Martin	11:00—Mary Martin
11:15—Pepper Young	11:15—Pepper Young	11:15—Pepper Young	11:15—Pepper Young
11:30—Radio School	11:30—Radio School	11:30—Radio School	11:30—Radio School
11:45—Gospel Singer	11:45—Gospel Singer	11:45—Gospel Singer	11:45—Gospel Singer
NOON—Hill News	NOON—Hill News	NOON—Hill News	NOON—Hill News
1:00—Hill News	1:00—Hill News	1:00—Hill News	1:00—Hill News
1:15—Hill News	1:15—Hill News	1:15—Hill News	1:15—Hill News
1:30—Hill News	1:30—Hill News	1:30—Hill News	1:30—Hill News
1:45—Hill News	1:45—Hill News	1:45—Hill News	1:45—Hill News
2:00—Hill News	2:00—Hill News	2:00—Hill News	2:00—Hill News
2:15—Hill News	2:15—Hill News	2:15—Hill News	2:15—Hill News
2:30—Hill News	2:30—Hill News	2:30—Hill News	2:30—Hill News
2:45—Hill News	2:45—Hill News	2:45—Hill News	2:45—Hill News
3:00—Hill News	3:00—Hill News	3:00—Hill News	3:00—Hill News
3:15—Hill News	3:15—Hill News	3:15—Hill News	3:15—Hill News
3:30—Hill News	3:30—Hill News	3:30—Hill News	3:30—Hill News
3:45—Hill News	3:45—Hill News	3:45—Hill News	3:45—Hill News
4:00—Hill News	4:00—Hill News	4:00—Hill News	4:00—Hill News
4:15—Hill News	4:15—Hill News	4:15—Hill News	4:15—Hill News
4:30—Hill News	4:30—Hill News	4:30—Hill News	4:30—Hill News
4:45—Hill News	4:45—Hill News	4:45—Hill News	4:45—Hill News
5:00—Hill News	5:00—Hill News	5:00—Hill News	5:00—Hill News
5:15—Hill News	5:15—Hill News	5:15—Hill News	5:15—Hill News
5:30—Hill News	5:30—Hill News	5:30—Hill News	5:30—Hill News
5:45—Hill News	5:45—Hill News	5:45—Hill News	5:45—Hill News
6:00—Hill News	6:00—Hill News	6:00—Hill News	6:00—Hill News
6:15—Hill News	6:15—Hill News	6:15—Hill News	6:15—Hill News
6:30—Hill News	6:30—Hill News	6:30—Hill News	6:30—Hill News
6:45—Hill News	6:45—Hill News	6:45—Hill News	6:45—Hill News
7:00—Hill News	7:00—Hill News	7:00—Hill News	7:00—Hill News
7:15—Hill News	7:15—Hill News	7:15—Hill News	7:15—Hill News
7:30—Hill News	7:30—Hill News	7:30—Hill News	7:30—Hill News
7:45—Hill News	7:45—Hill News	7:45—Hill News	7:45—Hill News
8:00—Hill News	8:00—Hill News	8:00—Hill News	8:00—Hill News
8:15—Hill News	8:15—Hill News	8:15—Hill News	8:15—Hill News
8:30—Hill News	8:30—Hill News	8:30—Hill News	8:30—Hill News
8:45—Hill News	8:45—Hill News	8:45—Hill News	8:45—Hill News
9:00—Hill News	9:00—Hill News	9:00—Hill News	9:00—Hill News
9:15—Hill News	9:15—Hill News	9:15—Hill News	9:15—Hill News
9:30—Hill News	9:30—Hill News	9:30—Hill News	9:30—Hill News
9:45—Hill News	9:45—Hill News	9:45—Hill News	9:45—Hill News
10:00—Hill News	10:00—Hill News	10:00—Hill News	10:00—Hill News
10:15—Hill News	10:15—Hill News	10:15—Hill News	10:15—Hill News
10:30—Hill News	10:30—Hill News	10:30—Hill News	10:30—Hill News
10:45—Hill News	10:45—Hill News	10:45—Hill News	10:45—Hill News
11:00—Hill News	11:00—Hill News	11:00—Hill News	11:00—Hill News
11:15—Hill News	11:15—Hill News	11:15—Hill News	11:15—Hill News
11:30—Hill News	11:30—Hill News	11:30—Hill News	11:30—Hill News
11:45—Hill News	11:45—Hill News	11:45—Hill News	11:45—Hill News
12:00—Hill News	12:00—Hill News	12:00—Hill News	12:00—Hill News
12:15—Hill News	12:15—Hill News	12:15—Hill News	12:15—Hill News
12:30—Hill News	12:30—Hill News	12:30—Hill News	12:30—Hill News
12:45—Hill News	12:45—Hill News	12:45—Hill News	12:45—Hill News
1:00—Hill News	1:00—Hill News	1:00—Hill News	1:00—Hill News
1:15—Hill News	1:15—Hill News	1:15—Hill News	1:15—Hill News
1:30—Hill News	1:30—Hill News	1:30—Hill News	1:30—Hill News
1:45—Hill News	1:45—Hill News	1:45—Hill News	1:45—Hill News
2:00—Hill News	2:00—Hill News	2:00—Hill News	2:00—Hill News
2:15—Hill News	2:15—Hill News	2:15—Hill News	2:15—Hill News
2:30—Hill News	2:30—Hill News	2:30—Hill News	2:30—Hill News
2:45—Hill News	2:45—Hill News	2:45—Hill News	2:45—Hill News
3:00—Hill News	3:00—Hill News	3:00—Hill News	3:00—Hill News
3:15—Hill News	3:15—Hill News	3:15—Hill News	3:15—Hill News
3:30—Hill News	3:30—Hill News	3:30—Hill News	3:30—Hill News
3:45—Hill News	3:45—Hill News	3:45—Hill News	3:45—Hill News
4:00—Hill News	4:00—Hill News	4:00—Hill News	4:00—Hill News
4:15—Hill News	4:15—Hill News	4:15—Hill News	4:15—Hill News
4:30—Hill News	4:30—Hill News	4:30—Hill News	4:30—Hill News
4:45—Hill News	4:45—Hill News	4:45—Hill News	4:45—Hill News
5:00—Hill News	5:00—Hill News	5:00—Hill News	5:00—Hill News
5:15—Hill News	5:15—Hill News	5:15—Hill News	5:15—Hill News
5:30—Hill News	5:30—Hill News	5:30—Hill News	5:30—Hill News
5:45—Hill News	5:45—Hill News	5:45—Hill News	5:45—Hill News
6:00—Hill News	6:00—Hill News	6:00—Hill News	6:00—Hill News
6:15—Hill News	6:15—Hill News	6:15—Hill News	6:15—Hill News
6:30—Hill News	6:30—Hill News	6:30—Hill News	6:30—Hill News
6:45—Hill News	6:45—Hill News	6:45—Hill News	6:45—Hill News
7:00—Hill News	7:00—Hill News	7:00—Hill News	7:00—Hill News
7:15—Hill News	7:15—Hill News	7:15—Hill News	7:15—Hill News
7:30—Hill News	7:30—Hill News	7:30—Hill News	7:30—Hill News
7:45—Hill News	7:45—Hill News	7:45—Hill News	7:45—Hill News
8:00—Hill News	8:00—Hill News	8:00—Hill News	8:00—Hill News
8:15—Hill News	8:15—Hill News	8:15—Hill News	8:15—Hill News
8:30—Hill News	8:30—Hill News	8:30—Hill News	8:30—Hill News
8:45—Hill News	8:45—Hill News	8:45—Hill News	8:45—Hill News
9:00—Hill News	9:00—Hill News	9:00—Hill News	9:00—Hill News
9:15—Hill News	9:15—Hill News	9:15—Hill News	9:15—Hill News
9:30—Hill News	9:30—Hill News	9:30—Hill News	9:30—Hill News
9:45—Hill News	9:45—Hill News	9:45—Hill News	9:45—Hill News
10:00—Hill News	10:00—Hill News	10:00—Hill News	10:00—Hill News
10:15—Hill News	10:15—Hill News	10:15—Hill News	10:15—Hill News
10:30—Hill News	10:30—Hill News	10:30—Hill News	10:30—Hill News
10:45—Hill News	10:45—Hill News	10:45—Hill News	10:45—Hill News
11:00—Hill News	11:00—Hill News	11:00—Hill News	11:00—Hill News
11:15—Hill News	11:15—Hill News	11:15—Hill News	11:15—Hill News
11:30—Hill News	11:30—Hill News	11:30—Hill News	11:30—Hill News
11:45—Hill News	11:45—Hill News	11:45—Hill News	11:45—Hill News
12:00—Hill News	12:00—Hill News	12:00—Hill News	12:00—Hill News
12:15—Hill News	12:15—Hill News	12:15—Hill News	12:15—Hill News
12:30—Hill News	12:30—Hill News	12:30—Hill News	12:30—Hill News
12:45—Hill News	12:45—Hill News	12:45—Hill News	12:45—Hill News
1:00—Hill News	1:00—Hill News	1:00—Hill News	1:00—Hill News
1:15—Hill News	1:15—Hill News	1:15—Hill News	1:15—Hill News
1:30—Hill News	1:30—Hill News	1:30—Hill News	1:30—Hill News
1:45—Hill News	1:45—Hill News	1:45—Hill News	1:45—Hill News
2:00—Hill News	2:00—Hill News	2:00—Hill News	2:00—Hill News
2:15—Hill News	2:15—Hill News	2:15—Hill News	2:15—Hill News
2:30—Hill News	2:30—Hill News	2:30—Hill News	2:30—Hill News
2:45—Hill News	2:45—Hill News	2:45—Hill News	2:45—Hill News
3:00—Hill News	3:00—Hill News	3:00—Hill News	3:00—Hill News
3:15—Hill News	3:15—Hill News	3:15—Hill News	3:15—Hill News
3:30—Hill News	3:30—Hill News	3:30—Hill News	3:30—Hill News
3:45—Hill News	3:45—Hill News	3:45—Hill News	3:45—Hill News
4:00—Hill News	4:00—Hill News	4:00—Hill News	4:00—Hill News
4:15—Hill News	4:15—Hill News	4:15—Hill News	4:15—Hill News
4:30—Hill News	4:30—Hill News	4:30—Hill News	4:30—Hill News
4:45—Hill News	4:45—Hill News	4:45—Hill News	4:45—Hill News
5:00—Hill News	5:00—Hill News	5:00—Hill News	5:00—Hill News
5:15—Hill News	5:15—Hill News	5:15—Hill News	5:15—Hill News
5:30—Hill News	5:30—Hill News	5:30—Hill News	5:30—Hill News
5:45—Hill News	5:45—Hill News	5:45—Hill News	5:45—Hill News
6:00—Hill News	6:00—Hill News	6:00—Hill News	6:00—Hill News
6:15—Hill News	6:15—Hill News	6:15—Hill News	6:15—Hill News
6:30—Hill News	6:30—Hill News	6:30—Hill News	6:30—Hill News
6:45—Hill News	6:45—Hill News	6:45—Hill News	6:45—Hill News
7:00—Hill News	7:00—Hill News	7:00—Hill News	7:00—Hill News
7:15—Hill News	7:15—Hill News	7:15—Hill News	7:15—Hill News
7:30—Hill News	7:30—Hill News	7:30—Hill News	7:30—Hill News
7:45—Hill News	7:45—Hill News	7:45—Hill News	7:45—Hill News
8:00—Hill News	8:00—Hill News	8:00—Hill News	8:00—Hill News
8:15—Hill News	8:15—Hill News	8:15—Hill News	8:15—Hill News
8:30—Hill News	8:30—Hill News	8:30—Hill News	8:30—Hill News
8:45—Hill News	8:45—Hill News	8:45—Hill News	8:45—Hill News
9:00—Hill News	9:00—Hill News	9:00—Hill News	9:00—Hill News
9:15—Hill News	9:15—Hill News	9:15—Hill News	9:15—Hill News
9:30—Hill News	9:30—Hill News	9:30—Hill News	9:30—Hill News
9:45—Hill News	9:45—Hill News	9:45—Hill News	9:45—Hill News
10:00—Hill News	10:00—Hill News	10:00—Hill News	10:00—Hill News
10:15—Hill News	10:15—Hill News	10:15—Hill News	10:15—Hill News
10:30—Hill News	10:30—Hill News	10:30—Hill News	10:30—Hill News
10:45—Hill News	10:45—Hill News	10:45—Hill News	10:45—Hill News
11:00—Hill News	11:00—Hill News	11:00—Hill News	11:00—Hill News
11:15—Hill News	11:15—Hill News	11:15—Hill News	11:15—Hill News
11:30—Hill News	11:30—Hill News	11:30—Hill News	11:30—Hill News
11:45—Hill News	11:45—Hill News	11:45—Hill News	11:45—Hill News
12:00—Hill News	12:00—Hill News	12:00—Hill News	12:00—Hill News
12:15—Hill News	12:15—Hill News	12:15—Hill News	12:15—Hill News
12:30—Hill News	12:30—Hill News	12:30—Hill News	12:30—Hill News
12:45—Hill News	12:45—Hill News	12:45—Hill News	12:45—Hill News
1:00—Hill News	1:00—Hill News	1:00—Hill News	1:00—Hill News
1:15—Hill News	1:15—Hill News	1:15—Hill News	1:15—Hill News
1:30—Hill News	1:30—Hill News	1:30—Hill News	1:30—Hill News
1:45—Hill News	1:45—Hill News	1:45—Hill News	1:45—Hill News
2:00—Hill News	2:00—Hill News	2:00—Hill News	2:00—Hill News
2:15—Hill News	2:15—Hill News	2:15—Hill News	2:15—Hill News

DUXIE GAS
The Ideal
GASOLINE
FOR CHANGEABLE
WEATHER
Note the Low
Price
6 Gals.
for \$1 Tax Paid
DEP POWER
MILEAGE
ECONOMY
TRY A TANKFUL TODAY
INDEPENDENT
GAS AND OIL CO.
565 LYELL AVE. JEFFERSON AVE.
Clinton Ave. So. 300 Arnett Bldg.
See Regularly 51 Next to Public Library

Winnig Poster Millions In Pheasants
WHERE TO NOW?
NATIONAL WILDLIFE RESTORATION WEEK
MARCH 20-24 1938
This poster, drawn by Ralph C. Barber, Jr., is the official emblem for Wildlife week.

New York — Pheasants worth \$25,000,000, wholesale prices, have been harvested in South Dakota in the last seven years. Returns from the 1937 shooting season, received by Fred Jordan, director of National Wildlife Restoration Week, show now an original investment of \$20,000 created a major industry in South Dakota. Hunters take 2,000,000 pheasants annually in the state, and the cash value of the birds, set by commercial game breeders, represents a small part of the total annual income from sportsmen hunting the birds on South Dakota farm lands. "Wildlife has three separate values," says Jordan, who is lining up an army of volunteers for National Wildlife Week. "It is valuable as a source of recreation, as an index to the condition of the land and as an immediate source of profit. There are 10,000,000 licensed sportsmen in the United States, according to government figures.

SPORTS
BY JOHN BURNS
All of us are squeezing for better times; for the passing of the recession—or whatever you care to call it—so this seems the proper spot to record one of the most amazing miracles in the modern history of baseball. And it's worth recording because it seems to show that better times have come to an outfit that heretofore has had to count its pennies. Doubtless you read not long ago that the Brooklyn Dodgers had parted with \$80,000 and Eddie Morgan, a combination outfielder and first baseman, for Dolph Camilli, a hard-hitting first sacker, who had been involved in a contract wrangle with the Phillies. Your correspondent has no way of determining what part of the sixty grand was in cash, but the mere mention of the Brooklyn club paying that price for a player means that the Dodgers have turned a new leaf in their method of doing business. It's natural to assume that the Brooklyn gave up a considerable chunk of cash for Camilli, whose hitting habits should make him a natural at Ebbets Field. In fact, Camilli may mean the difference between the first and second divisions of the National League for the Dodgers. If it so happens that Burrell Grimes' club can crash the first four, the Brooklyn front office will get back most, if not all, of Camilli's purchase price. Some place in the Camilli transaction there must be a trace of the touch of Leland Stanford MacPhail, new general manager of the Dodgers. Leland the Red is one of the country's outstanding peepers-uppers and he must be in oldtime form, otherwise he never would have been able to persuade his employers to make a deal involving the sum connected with the acquisition of Camilli. One of baseball's current sayings has it that the Brooklyn never commit themselves to a player purchase, even from the most obscure league, without a meeting of the board of directors. Ownership of the club is split and at times a state of virtual civil war existed. Expenditures for new playing material were not lavish and it is common knowledge that the Dodgers have lost more than one promising young player because of haggling over purchase terms. But the Camilli transaction seems to indicate that the new regime has started on a different route. They are willing to spend money to make money, and Brooklyn is one of the most profitable spots in either major league, provided the owners give Flatbush fans a team worth watching.

New Features For Sportsman's Show

Don Guerin, manager of the Sportsman's Show, scheduled for Edgerton Park, April 22 to May 1, announced yesterday that local woodchoppers will compete with guides from Maine, New Hampshire and Nova Scotia, as a special attraction. Roy Wacenski of Fairport will lead the local contingent, accepting the challenge of the boys from the North woods. Another announcement of interest to local sportsmen is Guerin's statement that prizes of five dollars each will be awarded for the biggest brown trout and the biggest rainbow trout caught with hook and line during the ten-day period of the show. Commercial display space at the show is already at a premium with last-minute exhibitors disputing the few remaining booths. Biggest and most spectacular of all displays will be the Polar exhibit, which will be brought here from the National Sportsman's Show in New York City.

YOU DON'T NEED CASH
QUICK CREDIT Easy Pay PLAN
Buy tires the easy way without fuss or bother. All you need to open a credit account is your license certificate. Then buy all the tires you need and drive away. You make your own credit terms.
• NO RED TAPE
• NO DELAY
Diamond
SUPER SERVICE
TIRES
AS LOW AS **49c** A WEEK
We also budget Auto Radios, Accessories and Repairs.
UNIT PARTS CORPORATION
ROCHESTER 1165-1233 MAIN ST. E. CULVER 250
ROCHESTER'S LARGEST LIQUOR STORE

The Chateau
WE CAN HELP YOU TO MAKE YOUR PARTY OR BANQUET A SUCCESS
NOW FEATURING
8 Cocktail Girls 8
READE & GRAYSON Comedy Team
KENNETH SPENCER Baritone
FLOOR SHOW 8:30 11:30
"MAC" McCOMBER Master of Ceremonies
MONROE AVE. At the Twelve Corners

Wing Hurlers Pile Up Wins
Tarpon Springs—"I'm A Winner. Aren't We All?" might well be the theme song of the Rochester Red Wings hurling stars now undergoing its first week of conditioning at the new Red Wing training base here. And not without real justification. For the composite lifetime record of the twelve pitchers listed on the Rochester roster this spring shows 554 victories and 485 defeats, an average of .533. From Bill Walker, veteran left hander, who started his career in 1921, to Ted Wilks, the young Fulton, N. Y., righthander, who has yet to make his debut in organized baseball, the Red Wing pitchers possess impressive records. Of the twelve pitchers slated to return this spring, six saw service with the Wings last year and compiled a composite record of 47 wins and only 34 defeats to compare with the club's season record of 74 defeats and 80 losses. Nubs Kleinke, Bill Walker and Oscar Judd chalked up 42 of those decisions in sharing the brunt of the piling with Howie Krist, now with the St. Louis Cardinals, and lost only 30 games. Herb Moore, promising young left hander, won three and lost two over the season. Harold Swanson, University of Illinois product, won his only start, and Abe White, lone holdout among the pitchers, won one and lost two games. The six newcomers — Francis Barrett, Joe Sherrill, Ken Raffensberger, Archie Templeton, Franklin Wagner and Ted Wilks, are impressive in their own right, although Wagner and Wilks made their marks in semipro circles. Barrett, Sherrill, Raffensberger, and Templeton chalked up 62 wins against 35 losses last season. Barrett and Raffensberger each copping 18 and Sherrill winning 19. Templeton won seven games. Grouped together, the Red Wings, veterans and rookies, scored 109 wins as against 69 losses last season and Manager Ral Blades is hoping that "once a winner always a winner" will be his pitchers' keynote this year.

Rehabilitation of Jack Sturdy
You can't beat old Mother Nature as a healer of muscular rents and tears, especially when the patient is a young person. A year ago Jack Sturdy, apparently on his way to becoming the International League's outstanding third baseman, came up with a kink in his right arm after some strenuous work on a cold, windswept field at Asheville, N. C. Sturdy's injury seemed trifling at the time, but later developments proved a serious blow for the 1937 Red Wings. Oliver French, head man of the Wings, sent Sturdy to various famous specialists and Jack underwent a long course of treatments, but still he was unable to play. So the high command of the Reds, hopeful of salvaging something from a valuable baseball chattel, shipped Sturdy to the Deep South, where Old Sol replaced daylight as a curative agent. The experiment began to show a profit within a few weeks and by the close of the Southern Association season Sturdy was able to put something on his throw. A winter of rest and prescribed exercise helped strengthen Sturdy's arm and last month he turned up at Branch Rickey's baseball academy in Winter Haven, practically as sound as ever. Second base is Sturdy's new position and he was a sensation at the Rickey Academy. The Kirkwood Kid's arm is strong enough for the shorter throw a second baseman must make and his hitting really was something to write about. Frankie Frisch, manager of the Cardinals, who covets every likely-looking prospect he sees in the lower links of the Cardinal chain, coveted Sturdy openly and loudly, but the hook says that Sturdy is the lad who will have first chance to prove that he is the second sacker needed by the new Red Wings.

Our Buyers Know Their Business

They constantly comb the world's liquor and wine markets for outstanding values. Then they buy in large quantities to get lowest prices. We sell at a small profit. In other words—we buy "right" so we can sell "right."

That's Why It's Always — BERGHASH For BARGAINS!

Only 5 Cases At This Price
Patrick's Own
Fine Old **IRISH WHISKEY**
(10 Years Old)
86 Proof
\$2.50 Fifth
Reg. \$3.19
BIRKEN'S, Irish, Fifth **\$2.79**
Imported FRENCH WINES
99c Fifth
Full 25 oz. Bottle
Gold Cross SLOE GIN
\$1.39 Fifth
25 Oz. Bottle
Made to sell for \$1.95
Imported SCOTCH WHISKEY
All Over 8 Years Old
\$2.39 Reg. Price \$3.29
FREE DELIVERY PHONE Main 786
OFFERED FOR THE FIRST TIME SINCE REPEAL AT THIS LOW PRICE
OLD HERMITAGE
American Bottled in Bond
STRAIGHT RYE WHISKEY
100 Proof. Try a bottle you will like it. Also Pints — \$1.39; Half Pint — 82c.
\$3.00 qt.
Our Famous Cream of Grain STRAIGHT WHISKEY
Full Quart **\$1.29**
4 Quarts for \$5.00
JUNE CLUB DISTILLED DRY GIN
Large 25 Oz. Bottle
\$1.19
Specially reduced! Limited quantity!
52 Proof
Our Regular \$2.50 Per Gallon SPECIAL SALE! 100% PURE CALIFORNIA WINES
These Are The Same Famous Wines We Sell Every Day For \$2.50
\$1.49 GAL.
79c 1/2 Gal.
This is the first time we have ever had a sale of these fine wines. Your choice of sweet or dry wines.
5 Year Old IMPORTED CUBAN BEBIDA RUM
Gold or White 4/5 Pint
\$1.29 Reg. Price \$1.75
Special for this sale only! White! — 90 Proof.
California "Monopole" CHAMPAGNE
Large 26 Oz. Bottle
\$1.58 Reg. \$2.49 Grade A rare domestic champagne with lots of sparkle. A saving of almost half the original price!
BRANDY CORDIALS
80 Proof 12 1/2 Oas.
89c Pint
Hiram Walker's **MANHATTAN COCKTAILS**
\$1.69 Fifth
Large 25 Oz. Bottle Made To Sell For \$2.25
FREE PARKING For Half Hr. Opposite Our Store
3 YEAR OLD MARYLAND RYE
50 PROOF Full Quart
\$2.25
Imported Italian Vermouth **\$1.19** 30 Oz. Bottle
BOTH FOR **\$2.90**
FREE DELIVERY PHONE Main 786
BERGHASH
124 Clinton Ave. South Near Loew's Roch. Theatre

LAKE COAL AND COKE CO.
Better Coal — Lower Prices
Sure Fire HARD COAL Pennsylvania FINEST
Egg Nut **\$9.75** ton
Egg Stove Nut **\$10.25** ton
PEA COAL **\$8.65** ton
BUCK ... \$7.35
RICE \$6.50
COKE \$8.75 ton
Domestic PREMIUM COKE **\$9.00** ton
PROMPT — EFFICIENT SERVICE
255 LYELL AVE. GLENWOOD 339

STANDARD HALF and HALF
A DELICIOUS BLEND OF ALE AND PORTER
The Season's Best Dark Brew
DARK-RICH-CREAMY
Naturally BREWED BY STANDARD BREWING CO.
In Bottles At Your Favorite Store or Tavern
OR CALL GLENWOOD 373

Slipcovers Help Revive Furniture

BY HARRIETTE CROMWELL
Style Consultant with Weis and Fisher

Spring is on its way, with its bright sunshine showing up all the defects of our homes—faded draperies and soiled upholstery. The one nice thing about it is that these defects can be easily remedied.

It used to be that people slipcovered their furniture, "just for the summer," and all three pieces alike. This was primarily to keep the furniture from fading and to keep it clean during the summer months. But those were the days of uninteresting, inexpensive materials and ill fitting slipcovers.

Perhaps you always have wanted gay, light colors in your furniture, but have felt it impractical in upholstery. Slipcovers are the answer to this, as they can be removed and cleaned and some of them even washed. Many of the new materials are Sanforized pre-shrunk, sun-fast and tub-fast, and within the reach of the average person in price.

The smart thing to do is NOT to have your furniture match. Try a large centered figure on the davenport, a stripe on one chair and another chair in plain, with contrasting welt. The trimmings and edgings are more lovely than ever, and do much to give that unholstered look. You might try matching your draperies to one of your slipcovered pieces. This will give the ensemble idea and "tie up" the room.

Even in the inexpensive materials, we note a much-improved quality, not only in construction, but also in the styling of design and color. It seems that practically every manufacturer is trying to give the maximum in quality in every price range, as competition has never been keener.

The "dustie and color-fast" qualities stressed in previous seasons have been greatly extended in all lines, and the emphasis is on pre-shrunk materials, both tub-fast and sun-fast.

The colors this season are mostly "grayed" from the clearer sharper tones of previous years. We also note a marked return to more colorful prints, as against the monotones of the last few years. Grays are prevalent, also dusty corals and turquoise. The wines to browns are also in every line.

We find it much easier to work out ensembles in many different fabrics, for the fabrics themselves need not be identical in weave, as diversified fabrics as well as colors will make a more interesting room.

Jews Celebrate Festival of Purim with Carnival

Purim, the Festival of Lots, is being celebrated today by Jews throughout the world. This festival commemorates the deliverance of the Jews of Persia from the fate of extinction at the hands of Haman, prime minister of King Ahasuerus.

Haman objected to the Jewish faith and its culture. He could not understand a group of people who worshipped an invisible deity which they called God, and who had a way of life, a culture, differing from his. Consequently, he cast lots to see which day should be chosen for slaying all the Jews within the kingdom of Persia.

Fortunately, King Ahasuerus had chosen as queen the beautiful Jewish maiden, Esther. Her uncle persuaded her to go before the king and urge him to rescind the decree. So effective was her plea that the evil was averted, Haman and his fellow conspirators were hanged, and the day which had been chosen for the casting of lots for Israel's destruction became, instead, a day of feasting and gladness.

Since that date, 2300 years ago, the festival has been celebrated every year by reading the "Book of Esther" in synagogues by family feasts and by the beautiful custom of exchanging gifts. The carnival spirit always prevailed, and a special feature was the presentation of Purim plays describing the story

of Esther, Mordecai and Haman, or depicting other Biblical dramas.

CARNIVAL A PALESTINE

In Modern Palestine, this Purim spirit is especially displayed. The city of Tel Aviv holds a huge carnival, much like the Mardi Gras in New Orleans. It begins with the chanting of the story of Esther in the synagogues on Purim eve, which is transmitted through loud speakers to the thousands of Jews from all parts of Palestine, Arabs from nearby towns, and visitors from all countries who have gathered for the occasion.

At the mention of Haman's name, children stamp their feet and light firecrackers to express their feeling of victory. Later the story of Purim is presented on a large, outdoor stage.

The real Mardi Gras takes place Purim morning. More than 100,000 gathered last year to watch the parade of marchers and floats, which depicted in colorful pagentry scenes from Jewish history, from contemporary Jewish life, and from the life and activities of the work of rebuilding Palestine.

Tattle Tales

By The TATTLER

THE BIG shears and paste man of the Rochester Sun is none other than Herbert Armin Orville Allen. He is a master conjurer and gag man—one that clips paper doll figures from a huge book, toys with them a bit and pastes them neatly and geometrically perfect on nice clean white paper. Then, with a crumpling and clanking, the brain whirle, and neat, masterful words—bon mots of genius—appear on paper. Only a few minutes have elapsed—and lo, perfect advertising copy is the result.

He is an extremely popular and valuable man to have lurking about the premises. He has no minor or major vices. Last week, however, Mr. Allen appeared in expansive mood—"It was a boy"—fellow workers extended the open palm to receive the customary cigars—and the proud father, he of the few minor vices, proudly joined his confederates in puffing the weed. Twenty minutes later on the paste and shears man's desk, appeared a terse and shaky note—"If anyone wants Mr. Allen he will be at home—sleeping"—Cigars can be more fatal than fatherhood.

GEORGE CUKOR, Hollywood's big shot director of the high income brackets, is well known here. For many years he and Junie Kondoff put the legitimate theater decidedly on the map, and many a star of today tramped the creaky boards of the old Lyceum under their direction.

Cukor has, as many know, been assigned the task of producing "Gone With The Wind"—and many are the guesses as to who will play Scarlett O'Hara, heroine. He is besieged by queries day after day, and genial George has been nearly a nervous wreck, not only looking for a suitable Scarlett, but answering all Hollywood and New York as to who she will be.

Mr. Cukor has eased the tension somewhat, as he meets his friends and newspaper men, he hands them a card—it says "No, we still don't know who in hell is going to play Scarlett."

THERE is a modern apartment building on the site of the old Kalbfuss School for boys. In the not too distant past the spoiled darlings of the more prosperous Rochester families were consigned to that institution of learning with the hope that the headmaster, Joseph P. (Joey) Kalbfuss, could do a good job of what a great many others had failed to do. Namely, make these lads behave and teach them something.

The discipline was irksome to the boys, but learn they did. Some of the leading junior executives and professional men here today are quick to admit they probably learned more in their stay there than in any other period of their educational program.

Among others who were born with at least Sterling spoons in their mouths, was a youngster who had a penchant for drums and the noisy impediments that go with such things. He could have had a nice soft job today in a large clothing house—wear the best clothes and quit at noon, every day. He chuckled that idea to go his own way—and wound up as a successful band leader—on merit alone.

He seems to be still going along in the public eye and ear—the other night a young man was doing a great descriptive job on a big fight and the latest top pieces as created by a Mr. Adam—in closing the voice said—"This is Bill Stern, etc."

All of which proves, perhaps, that following in papa's footsteps may be a cinch, but you can still get there on your own if you give the old college try. It may even be a lot more fun—anyway it must give a lot more personal satisfaction.

Remington

(Continued from page 1)

opened, old timers say, with great eclat in 1909. It was there, before the World War, that one could have one's aperitif just right and where the hors d'oeuvres were really imported and the wines genuine and the German beers aged six months in the wood... And whatever in the wide world became of Halle Selassie and the Broad Street extension?... St. Patrick's Day, and four days to beginning of spring, which doesn't mean a thing on Lake Ontario... Test of modernity, says County Clerk Roy Bush, is whether one can roll totalitarian off one's tongue, and how often, without hesitation... Guy Fraser, Harrison's military back as he waves baton, Cognoscenti of Powers Hotel lobby changing with city's political tides.

By Way of Mention

Mrs. Robert Tait of Mt. Hope Avenue left last Thursday for Chicago where she will spend a few days before proceeding to California where she will visit for several weeks.

Mr. and Mrs. Albert E. Cope-land of Beckwith Terrace left last week for Mexico City where they will be for some time.

Mr. and Mrs. Oscar C. Kuolt of San Gabriel Drive will entertain at dinner and bridge in their home Saturday.

Miss Meda E. Welcher of Oxford Street and Dr. and Mrs. Lewis H. Gilbert of Hawthorn Street, who have been guests at the Vinoy Hotel in St. Petersburg, Florida, are enroute for Augusta and Forest Hills, Georgia, and Asheville, North Carolina, at Charlottesville, Va.

Mr. Gilbert will leave them, return by train, while Mrs. Gilbert and Mrs. Welcher motor home, arriving about the 20th.

Mr. and Mrs. John S. Livermore of Hollywood Avenue entertained their bridge club for dinner in their home Friday.

Mrs. Allen S. Crocker of East Avenue entertained her duplicate club at luncheon in the Century Club, Monday.

Mr. and Mrs. Alvah G. Strong of East Avenue are remodeling the house of the late Pritchard Strong of East Avenue and will occupy it in the fall.

Mrs. Oscar W. Kuolt of San Gabriel Drive entertained her duplicate bridge club at luncheon on Tuesday in her home.

Mrs. Fred L. Myers, Jr., of Harvard Street entertained the Spruce Twig at luncheon on Friday in her home.

Mrs. Amos H. Cobb of Penfield Road left Tuesday for New York City where she will pass a few days.

Mrs. and Mrs. William F. Stanton of Windemere Road entertained at dinner and bridge on Saturday in their home.

Mr. and Mrs. Jesse H. Horwitz of Grosvenor Road spent the week-end in New York, where their sons, George and Arthur, from Andover, joined them to

pass part of their spring vacation.

Mr. and Mrs. Merle L. Dundon of Sagamore Drive will entertain at dinner and bridge on Saturday in their home.

Mrs. Norman S. Robson of Kent Park will entertain the Current Review Group of Mr. William M. Rebasz of Brunswick Street for tea on Wednesday in her home.

Mrs. Chas. C. McCord of Penfield Road left last week for Miami, Florida, where she will be a guest of friends for two weeks.

Mr. and Mrs. Bruce S. Johnson, of University Avenue, left Friday for a trip to the West Indies.

Mrs. Eugene C. Denton of Brunswick Street, entertained the Sunshine Circle at luncheon Wednesday at the Roosevelt.

Judge and Mrs. George F. Bodine of Southern Parkway entertained at dinner on Sunday at the University Club.

Mrs. Harold D. Bowman of Buffalo Drive will entertain at luncheon and bridge on Friday in her home.

Mrs. Howard L. Prince, of Pelham Road, entertained the Parent Stem Twig at luncheon on Friday in her home.

Miss Margaret Harris of Meigs Street will entertain the Tenth Circle of the Convalescent Hospital at luncheon on Friday at the 240 Dining Room, South Goodman Street.

Mrs. George A. Scoville of Sandringham Road entertained the Magnolia Twig at luncheon on Friday in her home.

Mr. and Mrs. Wilbert A. Naramore of Rutgers Street are passing some time in Pasadena, Cal.

Mrs. Frederick D. Loeey, formerly of Rochester, now of New York City, sailed last week on the S. S. Siboney for Vera Cruz and will pass some time in Mexico City before returning to her home.

Mrs. Mary Seymour of Alexander Street will entertain the Roentgen Twig at luncheon on Friday in her home.

Mrs. William C. Likly of Arnold Park entertained informally at tea on Friday in her home.

Mrs. Richard L. Whalen of Nunda Boulevard will entertain the Wisteria Circle of St. Mary's Hospital at luncheon on Friday in her home.

Mrs. Erasmus I. Guller of Brunswick Street entertained at luncheon and bridge Thursday at Mrs. Bostwick's, in honor of Mrs. James H. Palmer of Pittsburgh and her niece, Miss Day of Cleveland, her house guests.

Miss Bertha McGregor of Grand Avenue left Saturday for Detroit and Saginaw, Michigan, where she will be a guest of friends for a week.

Dr. and Mrs. Leo F. Simpson of Highland Avenue left Tuesday for New York where they will pass some time.

Miss Mildred L. Lewis of South Fitzburgh Street entertained at dinner and bridge on Thursday in her home.

**DRAKE
SECRETARIAL STUDIO**
Day and Evening
SESSIONS
514 Cutler Bldg. Stone 948

STERLING GARAGE
8 Charlotte St.
AUTOMOTIVE
DIAGNOSTICIANS
Phone Stone 1630

RHEUMATISM
To relieve the pains of Rheumatism, Neuritis or Lumbago in a reasonably short time use Yope Wintergreen Compound. Dependable, no opiates or heart depressants. You will be satisfied with this 30-year-old remedy. Get Yope Wintergreen Compound at the Post Drug Company, 17 E. Main St.

**LEADING BRANDS OF
COAL
— AND —
R. G. & E. and SEMET SOLVAY
COKE**
**NO DOWN PAYMENT
REQUIRED**

Don't let lack of cash stop you from ordering fuel now. With Hetzler Bros. Ice Company's BUDGET PLAN you can fill your bins at once—start payments in 30 days. Take up to 1 year to pay.

**CALL
GLEN.
446
NOW**

**PAY
as low as
5.02
A
MONTH**

HETZLER Bros.
801 DRIVING PARK AVE.

**BOAT
FOR SALE**
Ed. Long outboard motor
boat 13 1/2 foot, in excellent
condition, absolutely water
tight, bow and stern light
and cushions.
\$85 Cash
83 BERRY ST.

DAW'S

BARGAIN PRICE DRUG STORES

1. OPPOSITE Temple Theatre
56 Clinton AVE. SO.
2. CORNER AQUEDUCT
31 Main ST. EAST
3. DOOR FROM STILLSON
353 Main ST. EAST
4. CORNER DEWEY
464 Ridge ROAD W.
5. AT THE BULL'S HEAD
880 Main ST. WEST

COUPON
50c Size
**KOLYNOS
TOOTH PASTE**
16c
AT DAW'S

FREE with this Coupon
A lovely, soft velour puff, given absolutely FREE! Only one to a customer... with this coupon.
POWDER PUFF
by Gainsborough
WITH COUPON

COUPON
25c Size Apex
LIVER PILLS
8c
AT DAW'S

ASPIRIN
TABLETS
(Tin of 12)
U.S.P. 5 gr. **1c**

DR. HINKLE
PILLS
25c Size
(bottle of 100) **3c**

LAVENDER
SHAVING
BOWL **33c**
75c Size

FREEZONE
(For Corns)
35c Size **13c**

STYPTIC
PENCILS **2c**
5c Value

DJER KISS
TALC **15c**
25c Size

DE WITT'S
KIDNEY
PILLS **24c**
50c Size

BABY NEEDS
8c ANTI COLIC
NIPPLES 3c
25c PYREX NURSERS 14c
25c BABY GAY 16c
45c Q-TIPS 63c
45c NYLAC 63c
15c BABY FOOD 8c
15c NYLONIA 8c
25c LACTOGEN \$1.89
50c MEADS 39c
15c PABUM 77c
15c SIMILAC 39c
50c ROBINSON'S 39c
BARLEY 36c
75c PITCHER'S CASTORIA, 6-oz.

HAIR PREPARATIONS
50c PACKER'S SHAMPOO 31c
15c FARR'S HAIR RESTORER 87c
50c HARRIS COMPOUND 36c
15c WYETH'S SAGE 83c
4c SULPHUR 38c
SHAMPOO 79c
FOOD, 2 1/2-lb. 26c
50c MARCHAND'S GOLDEN WASH 69c
45c BICORNE SHAMPOO, large 31c
50c ADMIRATION 34c
50c BROWNSTONE HAIR DYE

PILLS & TABLETS
1500 KORTENA TABS. (FOR REDUCING) 59c
85c DIOSOL 43c
125c LEONHARDT'S 77c
REBOLD TABS. 36c
60c ALLMIN 89c
BOTTLE OF 100 21c
25c ASPERGUM (FOR HEADACHES) 36c
50c BUKETS (FOR KIDNEYS) 74c
150c COFFEIN A. & B. CAPS. 29c
50c CARBACET 26c
LAXATIVE 26c
50c T. C. TABS. (HYPERVISCENT)

MISCELLANEOUS
50c BAY RUM 29c
PINT BLENZ 49c
50c D. D. D. ANTISEPTIC 29c
50c BOX STATIONARY 39c
24-SHEETS & ENVELOPES 39c
50c TYRES ANTI-SEPTIC 39c
POWDER 13c
50c PETERMAN'S DISINFECTANT (QUART) 36c
75c WATER SOFTENER 49c
50c VAL. ANTISEPTIC 19c
50c BORIC ACID OINT. 36c
50c CALDIN OINTMENT 21c

CITRATE
of
MAGNESIA
25c Size **7c**

PACKER'S
TAR SOAP **14c**
25c Size

PINE BROS.
COUGH
SYRUP **6c**
10c Size

WOODBURY'S
SOAP **2 for 15c**
Reg. Size

POLIDENT
PLATE
CLEANER **36c**
60c Size

McCOY'S
COD LIVER
OIL TABS **31c**
60c Size

VICK'S
VAPO-
RUB **27c**
35c Size

FREE--FREE
Schaeffer Blade Dispenser
"A NEW BLADE ALWAYS READY"

**10 Super HONED
Schaeffer 49c
BLADES**

1---Blade Dispenser
Automatic--Refillable.
2---Safe Receptacle for
Used Blades.
3---Ingenious Honer on
Bottom.

NOTHING TO TAKE APART
NOTHING TO PUT TOGETHER
NOTHING TO GET OUT OF ORDER
HAZARD WITH SCHAEFFER BLADES

FREE! DELIVERIES Any-
where in the City on
Purchases of \$1.00 or
more. FREE Parking Facilities
at All Stores.

COUPON
\$1.00 Large Size
**BISODOL
POWDER**
49c
AT DAW'S

It's a GIFT!
50c Box
Dorothy Perkins
FACE POWDER
Given at no additional cost
with purchase of regular
75c jar
Dorothy Perkins
CREAM OF ROSES
CLEANSING CREAM
49c Value for 75c
Limited Time Only

**PROCON
TABLETS**
A new remedy for weak bladder... to stop getting up nights. If you suffer with a frequent desire to urinate, lack of urinary control, urine nervousness or sleeplessness, try this new remedy, PROCON TABLETS, at once. Sold on a money-back guarantee. \$1 value for **59c**

COUPON
25c Size
**R 1313
COLD TABLETS**
7c
AT DAW'S

Complete with Bulb and Cord

As Sketched at Left

Therapeutic Lamps \$2.69
Heating Pads \$1.39 up
Electric Clocks \$1.29 up
Curling Irons, 50c value 23c

Right Reserved to Limit Quantities

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

VOL. 1, NO. 23

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

ROCHESTER, N. Y., THURSDAY, APRIL 28, 1938

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

The season of dementia praecox again is with us, and thanks be. The annual baseball delirium, morosis, idiosyncrasy, hallucination, or what you will is here, and how we all enjoy it.

The office boy miraculously assumes the mental stature of his boss and talks with wisdom-weighted words of diamond athletes whom he has never seen and he denies belligerently a friend's assertion that Whoops is a better pitcher than Whatsis and that the American League is superior to the National. And Joe Conner forgets to butter his roll, the while he shakes salt, instead of sugar, into his coffee.

In baseball, as in football, every person is an expert and the only one seemingly disqualified to dictate is the player himself. It is, indeed, a peculiar, topsy-turvy diversion, but would you have it otherwise? Of course not.

In professional baseball, observation leads me to believe, with solid faith, that the abnormal is normal, that the unexpected is expected and that virtues, known as conservatism and common sense in all other fields of endeavor, are casualties of the brain.

Baseball only in its rare lucid moments, as when Sam Bredon sold Dixie-Dean for \$185,000 is a business. The remainder of the time, which is practically all the time, it is a psychosis, a frenzy with which the remaining world is out of step. Once I heard a baseball club owner remark: "It's more fun going broke in this business than making money in any other."

Of course, he was right. It's fun to be crazy.

In the winter season of '27-'28 staid Rochester business men sat at tables in chamber of commerce conference and listened, day after day, to persuasive arguments on why they should buy Rochester's International League franchise, with no park and a lot of debts. They shook their respective gray beaks dubiously, also negatively, and returned to their home marveling at the folly of it all.

Along came Branch Rickey, representing the St. Louis Cardinals, and bought the franchise and its debt which, with a park site and new stands and diamond cost practically \$450,000. Contrasts baseball with conservative business.

Walter Hagen, Rochester's most famous golfer, who tried to buy into Rochester's ball club really belongs in baseball because of his happy unbusinesslike disposition, but even the phlegmatic Sir Walter, unperturbed in a million tense golfing situations in championship tournaments, emerges from his brief, but sultry, baseball experience in a fog of bewilderment. A dead pan faced attorney told him that he had \$25,000 in escrow.

"What's that?" asked Walter of this reporter.

"In your case, a bunker five miles deep," was the uncomfortable reply.

Annually, each succeeding spring, the club owner who has weakened his team with player sales, announces solemnly that his team is strengthened by subtraction, and believe it or not, he believes his assertion. It he didn't, he wouldn't be a real baseball man. The assertion is substantiated by baseball writers, who also get that way by association, for madness in contagious, like measles.

The one regular thing in baseball is irregularity and this is its fascination. The team held to one hit in nine innings declares, for the world to hear, that the pitcher didn't have a thing on the ball, not a thing, and curiously enough, believes, while the world smiles.

"Everybody" as the little girl remarked, "is out of step in the parade but Daddy!"

'HANDS OFF' COMMERCE BUREAU

High School Boys Turn To A.S.U.

Chapter of Union Organized At Madison High

One of the most active movements looking toward the setting up of a Communist dictatorship in the United States is the American Student Union. The Reds have long recognized that to win a country quickly and thoroughly they must concentrate on youth. And that is exactly what is happening in this city.

Several weeks ago a Rochester daily newspaper printed a letter signed by "Cyril Zimmerman, chairman, Wilson Park Chapter, American Student Union," inviting inquiries concerning the Union and contributions toward its support.

In his letter, Mr. Zimmerman states that membership of the Wilson Park Chapter of the ASU is drawn from students at Madison High School.

"This looks like a sample of the youth agitation which has been tried successfully in Russia," said W. Earl Smith, a major in the Army Reserve and a worker against Communism in the United States.

"Officials of the Union are congratulating themselves on the progress they have made in a little more than a year," continued Mr. Smith. "They boast that they have three times the combined membership of the Communist, National Student League and the Socialist Student



W. EARL SMITH

League for Industrial Democracy, whose places they have assumed through consolidation of the two groups into the American Student Union.

"The methods being followed by the American Student Union in its efforts to bore within our colleges and high schools are so familiar to students of subversive movements that they disclose the close working purposes of the leaders of the Union and the agitators working under the direction of Moscow."

NEEDS WATCHING

"The American Student Union will bear watching during the next few months. Wherever and whenever there is a strike or demonstration in a school or college, it is a good guess that the Union's workers will be found in the immediate vicinity."

"Liberalism is proper enough in itself, but it can be carried too far. For instance, a teacher's assembly—made up of public school teachers—was held here last October and the guest speakers were Abba Hillel Silver and G. Bromley Oxnam, both prominently identified with organizations known for their radical tendencies. If teachers go in for that stuff, it's small wonder that high school students gravitate toward the American Student Union."

Rare Bike Models Given to Society

Through the generosity of Fraser B. Towner, five models have been added to the Rochester Historical Society's collection of early American bicycles. The models presented by Mr. Towner include a Columbia High Boy of 1880, a Singer, gentlemen's model, 1881; a lady's Columbia, equipped with a screen to protect skirts stylish in 1882; a Cleveland chainless, 1902, equipped with the first coaster brake; and a Prunet companion bike built in Rochester in 1902.

Rochester on Parade ★★ By W. L. James



Sun Dial on Week's News

Armistice was declared Monday last meridian by striking truck drivers and operators halting a ten-day dispute, marked by a few broken windows and much talk. Both sides agreed to continue 1937 contract for a month, when four new agreements will be negotiated.

Up popped Department of Commerce Commissioner MacFarlin, with a flock of new ideas and one appointment, August Wagner, director of planning, the subway cleaned and patrolled, sought more plane service for city and concluded explanatory dinner speech with department slogan, viz., "Whatever helps Rochester helps its individual citizens."

Two fires thrilled goag chasers. First was \$24,200 blaze at Webster Brothers Small Animal Hospital on Andrews Street, in which thirty-five pets perished. Mrs. Ellen S. Cuihane, mother of Anthony W. Cuihane, mortician, was rescued when flames at 1411 Lake Avenue caused estimated loss of \$60,000.

WPA allotted \$41,410 for Monroe sewing rooms, \$3,271 for installing index system and binding local newspapers and periodicals, announced plans to close Elmwood Avenue, from South Avenue to Goodman Street S., to complete an underpass connecting State Hospital buildings, and listed sewer projects, beginning with tunnel drain in St. Paul Street.

Cash for welfare got scrutiny of city's big shots. City Welfare Commissioner Emmet R. Gahm is studying plan now used in Albany. Idea approved by City Lord Baker, County Chief Clerk Smith and Monroe Welfare director Jesse B. Hannan. Officials argue that cash will enable reliefers to purchase at different stores instead of buying groceries at one spot, as practiced now. "Chiselers" will go back to vouchers — if caught.

Al Skinner, balked of legislation to okay bill, signs up town cops as deputies. Webster weighs plan but, Ironsquit Chief Harold MacFarlin says state allows peace officers to chase suspects in any county, therefore sees no need for deputizing. Sheriff explained added duties for town and village bluecoats won't increase costs.

Water again flowed into the Division prepared to hear claims, May 2 that Rochester's water conduits are exempt from rural taxation.

No "Oh, yeah! You're another" flareup expected as the newly formed CIO Industrial Union Council got its charter from parent John Lewis. Officers stressed fact that organizing

Jail Clean But Needs More Room

Cannot Segregate Repeaters and New Offenders

When a woman comes into the custody of the police and her case is adjourned or she must await sentence, she is taken from the women's detention quarters at police headquarters to the county jail.

Once the iron doors shut behind her and she climbs the three long flights to the women's quarters, only her lawyer or minister is permitted to see her — except through barred doors — until her case has been settled.

She finds herself in quarters which are clean, and certainly not dismal. The dormitories, one for girls from 17 to 21 years of age, the other for women over 21, are kept neat and orderly and beds are changed completely once each week. Girls under 21 have only the one room, but the older ones have a second room in which they spend the day, and here there is not only cleanliness, but a very definite attempt at cheerfulness.

Inmates are required to keep the place clean, to wash dishes and to do their own personal laundry, but aside from those tasks the days are spent in killing time.

Mrs. Gelia M. Donovan and Mrs. Agnes Raffner, matrons, have a right to be proud of the orderliness and quiet of their quarters, and they are doing their utmost to bring into the place a bit of home atmosphere.

There are, however, certain things over which they have no control; things that the public might well consider, with a view to its own welfare.

The women in the county jail arise at 6:30 a. m., have breakfast at 7 a. m., and go to bed at 9 p. m. With the work divided up as it is, it takes only a small portion of the day. True, there are cards and puzzles and games and some reading matter available, but they cannot fill ten or eleven hours a day for a week or seven weeks as the case may be.

Consider if you will then, that from 21 years and on, these women are all in one room, regardless of the crime of which they are accused. The first offense case is housed with the hardened repeater, and if rehabilitation has any place in our penal system, that situation is unfortunate, to say the least.

There is also the physical aspect of the case, which, for many of the women who come in is a real menace to the health of those with whom they are placed, and aside from seeing that only certain beds are used, the dishes kept separate to the best of her ability, the matron's hands are tied.

CROSS-WORD VICTOR



WILLIAM F. DONOGHUE, JR. MISS GEORGIE WATKINS
As a reward for his correct solution of the Tuberculosis Association crossword puzzle, young Donoghue, a junior at Charlotte High School, is shown as he received his award from Miss Georgie Watkins, vice-chairman of the Committee of Judges.

Political Big-Wig Insists on Unit Getting 'Break'

Broderick Determined That New Department Will Have Every Chance To Work Out Plans

Perhaps Harold S. W. MacFarlin, head of the Department of Commerce, doesn't believe in mottoes or slogans; or it may be that there is no room for framed inspirational sayings on the walls of the cramped temporary quarters of the department in the City Hall Annex. But if Commissioner MacFarlin were to go in for such things he probably would have these displayed as prominently as possible: "Rome was not built in a day" and "Preparedness is the best defense."

And the second of these sayings undoubtedly would come first with the Commissioner, because, as he might well say, everyone should know that the purpose of his department cannot be even partly accomplished in a day or even a year.

Kelly Hits Popular Note

The Sun's inquiring reporter went to the right place last night. He was concerned with the problem of the allotment of government funds in the most desirable and popular channels. He went to the Sports Show, now under full sail at Edgerton Park, and there he found Congressman George B. Kelly, the man of the hour. Somehow, Mr. Kelly has a knack of saying the right thing at the right time and there was never a more propitious time to mention the deepening and widening of the outlet at Sea Breeze than when all Rochester is sports minded.

The plan to open up Irondequoit Bay to make it accessible to Lake Ontario craft and to improve water conditions for both sanitary and sporting reasons, has been dear to the hearts of the fishermen and yachtsmen for years. There will be a lot worse places suggested to spend WPA money.

The men of the outdoors take legislative matters concerning them far more seriously than tax laws and are quick to recognize collectively those who have their interest at heart.

WPA projects rise and die, often never getting any farther than the conversational stage. It may be the same with the Irondequoit Bay project.

Kelly has made a timely suggestion and without doubt a wholehearted one, and tucked away in his back pocket about ninety per cent of the votes of Monroe County's thirty thousand licensed sportsmen.

Miss Randall To Wed Donald Kraft at Olean

Miss Caroline Randall, daughter of Mr. and Mrs. Harry Randall of Brighton, will be married Saturday to Donald Kraft of Mt. Jewett, Pennsylvania.

The ceremony will take place in Olean, where Miss Randall has been assistant manager of the Jersey Creamery Company for several years.

FIGHTING DEFICIT

Introduction of high-speed trains within the next fortnight or so is expected to attract more passengers to the subway, but MacFarlin's real hope of getting the system out of the "red" lies in getting more freight business. He figures that handling an additional 150 cars of freight this year would wipe out the operating deficit.

Three years ago the city paid a bill of \$33,229.01 for dredging the lower Genesee River between the New York Central bridge and Genesee Docks. The work was done in 1924.

One of the plans advocated by MacFarlin calls for government dredging of the river and the making of a channel 150 feet wide as far south as Genesee Docks. The Commissioner points out that such an operation would relieve the city of further expense for maintaining navigable water to that point.

Politics Creeps Into County Police Plan

Political friction is believed responsible for the reluctance of Irondequoit and Webster to enter into Sheriff Al Skinner's plan for a county-wide coalition of law enforcement agencies.

Meantime, Brighton, Greece and Ogden have lined up in favor of Skinner's plan.

PROTECT YOUR FURNITURE
Through the summer months with slip covers made of the latest designs, high grade materials. Our slip covers are made by experienced tailors who know how to make them so they will fit. Reasonable prices.
CALL GEN. 796
For FREE Estimates
ELMER D. MANSFIELD
93 RUGBY AVENUE
Home Designer and Decorator

HAIR GONE FOREVER
NO SCARS
NO PAIN
NO REGROWTH
ELECTROLYSIS
1 Hr. Treatment \$3
Blemishes... Warts
Moles Removed with
Single Treatment
HELEN SERINE
ELECTROLYSIS
815-21 Granite Bldg.—Stone 3648
Send for Free Booklet

WINDOW SHADES AND VENETIAN BLINDS
MADE TO ORDER
ALSO
REPAIRED AND REFINISHED
VAN HOESEN'S
41 ST. PAUL STREET CORNER OF MORTIMER

Let Nusbaum
STORE YOUR FURS
All furs stored in genuine frigid vaults. Fully protected against fire, theft and moth damage. Insured to your own valuation.
FUR COATS \$750
STORED CLEANED GLAZED LININGS CLEANED Complete
Nusbaum's 29 North Clinton Main 1202

SAVE 1/2 AND MORE
on These Famous Shoes
We cannot mention the famous name, but you will recognize them as
REGULAR \$12.50 VALUES
We know that when you have seen these shoes you will agree that they are the best shoe value in Rochester. Look for the famous name stamped on the shoe. Other famous makes as usual.
\$4.99
Other makes \$3.99 \$5.99
CLARK'S CANCELLATION
62 So. Clinton Ave. SHOES
Featuring Manufacturers' Close-Out, Job-Lots and Cancellation
OPEN 9 A. M. TO 9 P. M. EVERY DAY

WILLIAM F. SHAFER and S. GEORGE SHAFER
formerly President and Vice President
of **MENG & SHAFER**
And All that Goes with
Ideal FUR Storage
Furs called for and INSURED the moment our Bonded Messenger receives them. Thoroughly inspected and blown free of dust before storing... all at no additional cost to you.
Phone Stone 18 for Bonded Messenger
2 1/2% of Your Own Valuation
Minimum charge of \$1.50 for cloth and \$3.00 for fur coats.
Our experience of over a Half Century is your assurance of utmost satisfaction. Lowest between seasons prices NOW.
FASHION IN FURS SHAFER CO.
27-29 GIBBS STREET

Annual Supper For New Citizens

The forty seventh New Citizen's Supper will be held at the Chamber of Commerce next Thursday evening.

One of the main features of the evening will be singing by the Bellini Chorus. Orchestral music will be furnished by the West High Orchestra, and informal singing by the audience will be led by Miss Olivia Martin.

The Rt. Rev. Bartel H. Reinheimer, Bishop Coadjutor of the Protestant Episcopal Diocese of Rochester, will be the principal speaker. At the close of the program Supreme Court Justice John Van Voorhis and Chamber of Commerce Vice-President William H. Corliss will hold a reception for new citizens.

Arthur H. Larson is chairman of arrangements and is being assisted by Miss Ellen M. Putnam, C. Storrs Barrows, Kenneth G. Stuart, A. H. Sulger, Nicholas Kornet, Fred Barnum, John R. Holmes, Fred J. Rockwell, E. A. Roesser and Byron Zimmer.

Separate Jacket Makes Dress Formal or Informal

By DONNA BIRDSALL
Stylist for E. W. Edwards Store

There's talk of dictators... there's war all round... there are troubles in Washington... and we've turned practical. And the first to lead the new trend is Dame Fashion herself.

You need a formal dress for one special occasion... but the rest of the summer you'll want to be in dinner clothes. How can one dress serve you for all occasions? You've gone Hawaiian in your "sun-back" beach dress, but there will be so many times when you'll want to wear your colorful print on the street. How can this same dress be used for both purposes?

Practical and Smart
These are just two of the endless examples of being practical, now in vogue. And we have the perfect answer—something so smart, so adaptable, so easily cared for that we're delighted with our "find".

And it's so very simple, a separate jacket—either in the short bolero length—or in the longer waist-length type. A variety of styles and fabrics furnishes you a selection of types for any purpose. Bengalline with wide revers, or rows and rows of lace in a tiny bolero or embroidered organza, change your most formal gown into a dinner type fashion.

Double Duty
Shining sharkskin—easily laundered—and with a sash included, or narrow-wale pique with rows and rows of rickrack braid, make a street ensemble of your sun-back "pineapple" print. And it's a joy to the eye to choose from such a variety of snowy whites, dusty pastels, and smart navy or black.



Formal dress for dinner or street wear is a simple matter of adding a jacket, either bolero style or waist-length.

So in planning your summer wardrobe, follow fashion's dictates of being practical—make each costume serve as two—and it's all done with an extra jacket.

By Way of Personal Mention

Dr. and Mrs. E. Earl Elliott of Clover Hills Drive, left by motor Friday for Williamsburg, Virginia, and the Virginia Gardens, then on to Asheville, North Carolina, and Smoky Mountain, Tennessee. They will return to Rochester about May 1.

Mrs. Samuel H. Salisbury of Summit Drive entertained at luncheon and bridge yesterday in her home.

Mrs. David Bellamy of Barrington Street entertained at luncheon in the Chatterbox Club, Monday.

Mr. and Mrs. Harry N. Kenyon of East avenue are on a motor trip through the South. Miss Dorothy Lon Allen, Miss Sheila O'Brien, of Elmwood avenue, Miss Jean Livingston of Kenwood avenue, Miss Catherine Ward of Bushnell's Basin, and Miss Phyllis Probst of Highland avenue, have returned from a trip to New York where they were guests at the Beaux Art Hotel for several days.

Mrs. George H. Clark of Plymouth avenue entertained the Lake Shore Garden Club Tuesday in her summer home at Rock Beach.

Miss Lucy M. Bayley, formerly of Westminster Road, has taken an apartment with Miss Jessie Wood of Meigs Street.

Members of the Board of Managers of the Rochester General Hospital, entertained at tea Friday in honor of the new presidents and the outgoing presidents of the various Twigs.

Mr. and Mrs. Clarence W. McKay of Rutgers Street, and their daughter, Mrs. Herbert Lansdale, Jr., left Sunday for New Rochelle, where they will be guests of their son, Hugh M. McKay, and Mrs. McKay. Mrs. Lansdale later in the week will sail from New York for her home in Salinika, Greece.

Slater Johnson of Portland, Oregon, has been spending a few days in Rochester as the guest of relatives and friends.

Mrs. Leon Lempert of Colorado Springs, who has been a guest at the Hotel Rochester for several weeks, returned this week to her home.

Mrs. John J. Finucane of Clover Road is spending a few days in Northampton, Mass.

Miss Margaret Doane, granddaughter of Mrs. Alice M. Kitchen of Sibley Place, has returned to Miss Masters' School after a trip to Bermuda with her cousin Mrs. Stanley Howe of Englewood, N. J.

Mr. and Mrs. Clarence K. Boucher of Cobbs Hill Drive entertained at dinner Saturday, later taking their guests to the Community Playhouse.

D. Stuart Smith, Jr., son of Mr. and Mrs. Donald Stuart Smith of Windemere Road, returned Monday from New Rochelle where he spent the Easter vacation.

Mr. and Mrs. T. Franklin Preston of Arnold Park have taken an apartment on Beverley Street and will occupy it May 1. Miss Judith Dignin of Magee Avenue left Saturday for Kansas City, where she will attend the Nurse's Convention.

Mrs. John C. Wells of North Goodman Street entertained at dinner in the Chatterbox Club, Saturday.

Miss Jean McCurdy of Oxford Street is visiting in Philadelphia.

Miss Grace Reed of Strong Memorial Hospital, left Saturday night for Kansas City.

Mrs. M. Herbert Eisenhart of East Avenue was hostess on Friday to members of the Pine Needle Twig.

TODAY... FRIDAY... SATURDAY
SALE Treadeasy SHOES
1213 Fair
\$5.95 Values to \$8.85
Special 3-day sale of our famed Treadeasy footwear. New spring styles... broken lots... all sizes, but not in all styles. Come early for best selection.
J. E. Thompson
78 Clinton Ave. South

Teeter Goes A-Shopping

DEAR BETS...

The golf bug has bitten, and the course are crowded these days... even I played eighteen holes the other day and was stiff, and lame and uncomfortable. But not for long, little one... I hid myself to the Friedrichs Silhouette Salon, at 302 Present Building and after an oil pine and reducing bath. I was good as new. And did you know that, healthfully and safely, one may take off from an inch around the hips, (that inch that counts, too), to seventy-three pounds. Clasp this ad, young lady, as I hope everyone else will, for it is good for a dollar on the first treatment at the Friedrichs Salon.

My problems about the living room have been delightfully solved. Stopped by the Mill End Shop, at 71 Clinton Avenue South, and was I offered a bargain! A two-piece slip cover set, all custom tailored... complete for \$15.74, which includes the labor and material, and you may well imagine how perky, spring like an attractive the room looks. Told Mary and Ruth about the Mill End Shop, knowing they would hop right down there, for a look at the selection of THIRTY patterns. Such an inexpensive way to dress up a room.

There are few appealing places in this here-now-town, when it comes to dining out... but one of the most enjoyable is the Edith Ellis Shop at 38 East Avenue. Dinner hour is from 5 until 8:30 p.m. and the food is perfectly delicious. By calling Main 287 one may make reservations in the garden, with its delightful surroundings, receive excellent service, and believe you me, the prices are moderate. On the way out, I suggest to everyone, that they take home some of Edith Ellis' delectable candies.

At this point, the upstairs of the house looks like a barn. Yes, dear, you're right the first time... spring cleaning... and all the drapes and slip covers, as well as my precious bedspreads, have gone to Watts... to be cleaned. Why Watts? Because I value my possessions, and Watts is the very finest cleaning job. I know of. Not cheap, but not so expensive, either, and in the long run, I save money by sending my dresses there, too. Genesee, 614.

Open evenings until nine that means the Ruth and Ann Hat Shop at 86 Adams Street... and there you'll find the young lady who wants to make every penny count, but still look very smart and chic in one of fashion's latest dictates. Fell for another knock-out straw hat, and of course bought it, for it was only \$1.79. They have felt hats too, all of which look like a million dollars. I've gone high-hat with my chapeau, and my pocketbook scarcely knows it.

These warm sunshiny days find more and more proud paps and mamas pushing young

offspring up and down the Avenue... and you'd be surprised how many of them have taken my advice and visited the Pilling Baby Carriage Company at 512 Joseph Avenue. The result is that they now own beautiful English carriages which they couldn't have purchased elsewhere for so little. Also at Pilling's are folding carriages for only \$3.49 and up, (so convenient to take along in the car), and large size cribs with mattresses for as little as \$8.50 and up.

Am I stubborn? Most definitely, my dear, and particularly about wearing a lot of paraphernalia at night, so I may look beautiful in the morning. So, I continue to be a steady customer at Eugene and Jose's at 137 East Avenue, on account of the wave stays in without a lot of fuss and bother, and stray locks comb right back into perfect place. And don't forget, that time counts with men... and Eugene and Jose never keep me waiting. It's a joy to visit their shop, and by the way, how did you like the Germaine Montell cosmetics which are sold exclusively by them?

One of the more frequent complaints, and a just one, is that, it's not the initial expense of buying a new frock, but the additional money for accessories. Not, however, if you know where to go for shoes. Where, says you? ... the Gorham Street Shoe Parlor, at 36 Gorham Street, says I. Neat, new-style shoes, one finds here, for a song... and one whistles while one walks, because they're so comfortable. All the shoes are Rochester made correctives, with simply grand arch supports so now, everyone goes to the Gorham Street Shoe Parlor for the smartest in footwear... for the lowest in cost.

Went stepping last evening... and found something novel and amusing in Rochester. Yes, I



No Appointment Necessary

Don't miss this opportunity to have your portrait made by Mr. Henry Leichter, Rochester's foremost popular priced photographer at such a ridiculously low price. You'll be amazed at the artistic, life-like results.

PHOTO STUDIO
Main Floor
Go first to Neisner's
5 to 11 Stores

mean it! Not only did we find scintillating music for dancing... but amusement no end, at the Odenbach Peacock Room, 19 Clinton Avenue South. What's so unusual? "These Three Guys," namely, Max, Red and Bill, who feature songs and ditties that are different. It's the informal type of entertainment which is attracting everyone to the Peacock Room, and there's nothing dull about an evening spent there. It's fun! They play during the dinner hour, too, 6:30 to 8:30 p.m. as well as from 10 p.m. to 1 a.m.

One more bit of advice, before closing... oh wise one... "If you would like books to fit in with your child's outside interests, go to the Children's Book Shop at 293 Alexander Street, and ask Mrs. Meyers to show you a list called Reading For Fun. It's a list of books containing everything... animals... brave tales... necessary nonsense, music in words, Indians... trains... and lots of other exciting narratives."

In haste... for I'm out to spend more money... on more bargains... and can I find them?
TESTER.

Trinity League To Present Play

"This Night Beware," by Jay Tobies, will be presented by the Trinity League Players, Friday and Saturday at 8:15 p. m. in the Sunday school auditorium.

Included in the cast are Andrew Trost, Violet Blum Martha Boulter, Lawrence Gelth, Helen Oshlager, Edna Boulter, Earl Trost, Gertrude Hennik, Warren Budd, June Budd, William Boulter, and Oscar Klumpp. The play is under the direction of Clarence E. Boulter. Fred G. Blum Jr. is in charge of the stage, and Archibald McLeod property manager.

Mothers Day PHOTO SPECIAL
Beautiful Miniature PORTRAIT
Hand Colored in Oils
Mounted in Gold Finish Frame
COUPON
YOU PAY ONLY **95c** WITH THIS COUPON
GENUINE \$2.95 VALUE

Announcing
Another J. E. Thompson Exclusive!
"PEAK OF THE WEEK" FASHIONS
We present with pride... the famous "Peak of the Week" fashions... superlative styles direct from the design centers of the world... now exclusively at J. E. Thompson in Rochester, if you'd like to receive each month an attractive booklet illustrating in color the newest "Peak of the Week" styles, drop in and give us your name and address.
16.95
Sketched at left is "Our Town", a graceful afternoon frock from the "Peak of the Week" spring-into-summer collection. Of duco-dot Celanese rayon, with frosty white applique details.
Sportswear Success
2-piece "Linette" KNIT SUITS
4.00
Smart... wearable... washable ensembles, knitted of cool, practical cotton-and-linen string to look much more expensive than their modest price. In natural, pink, or blue, with clever little accents of color... Sizes 12 to 44.
J. E. Thompson
78 CLINTON AVE. SOUTH

Gavel Links Historic Days

More than forty years ago a silver-trimmed mahogany gavel called to order each meeting of the newly formed College Women's Club, and for four years, when each president put the gavel down for the last time, her name was engraved on the silver plate. Meetings were held in members' homes in those days, but somewhere along in the fifth year of its life the group began to meet at the Women's City Club.



MRS. ROBERT ROWE

their curiosity never went deep enough to lead a search.

ECHOES OF GAVEL

Last week when Mrs. Robert Rowe called to order the meeting to the American Association of University Women (once the College Women's Club), the peremptory command of the long forgotten gavel echoed through the auditorium of Outler Union. The dust of thirty-five years had been brushed off it that morning, when it was found in the attic of Mrs. William Ellwanger, and the bit of wood and silver, once valued only as a symbol of authority, became, as a result of its long absence, a priceless possession.

There is something about being recovered from an attic after long years, that removes a thing forever from the commonplace. The aura of faded romance, of high deeds of valor and veiled mysteries, combine in the dust that gathers, to tinge permanently everything it touches.

GAVEL FOUND AGAIN
When the once flourishing Women's City Club went into history some ten years ago, Mrs. Ellwanger kindly offered the use of her attic for records and materials which were to be saved. Among the things stored there with hope of doing service again, was the gavel which for years had lain untouched at the City Club.

Mrs. Walter S. Meyers who had kept the scrapbooks for the club, turned them over to the city library and the suggestion was made that there was a place for the minutes as well. Mrs. Leonard Jones Mrs. William Washburn, Miss Katherine Price, Miss Grace Howie and Miss May Bragdon, committee in charge of the records, found the gavel in their search for the minutes of the City Club.

And now the question is, with room for only two more names on the silver plate, how is the long lost gavel going to take care of the many presidents who have followed since the turn of the century?

Pastor Wins Tire Contest

The Rev. H. H. Winkelman of the Evangelical Lutheran Church of Peace at Mt. Vernon and Caroline Streets, returned home Saturday after a motor trip with his family, to be greeted by a letter announcing that he was the winner of the contest sponsored by the Meisel Tire Company, 270 East Avenue and as a result had four new Goodrich Safety Silver-toned tires waiting for him.

The contest covered the whole eastern section of the United States and in Rochester alone more than 10,000 entry blanks were given out. Answers to the question "Why over two million motorists have purchased on the Meisel 12 Pay Plan" were judged in Cleveland. Meisel Tire Company originated this plan.

The Rev. Winkelman who came to Rochester from Brooklyn less than a year ago, was given the tires and tubes, valued at \$110, on Monday, by Michael Chapman, manager of the store.

The Meisel Tire Company has been in business in Rochester for twelve years.

Proper Use of Safety Play Averts Loss of Contract

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

One of the most interesting hands in this year's Bridge Olympics contained a safety play which, it seems, no one who held the hand in our local game recognized.

I have not as yet received the para and analysis of the hands from the Olympic Committee, but in going over the scores which were turned in I discovered that no player succeeded in fulfilling the three no trump contract on the hand which contained the suit in which the safety play could have been made and which, if played correctly, would have guaranteed nine sure tricks.

Interesting Hand

I came across a hand today which is very similar to the Olympic hand in question. It offers the same type of safety play in the club suit. The hand with the bidding follows:

NORTH		EAST	
S 3 10 9	S 8 7 6 5 4	H 8 4	H 5 4
D 7 5 3 2	D 10 9 8 7	C 10 8 6	C 9 10 8 6
C 7			

South was the dealer and neither side vulnerable.

NORTH EAST SOUTH WEST
1 Club Pass 1 N Trump Pass
2 Hearts Pass 2 N Trump Pass
C K 3 4
C K 3 4

In the actual play of the hand west opened the queen of spades and declarer won with the ace in his own hand. He then led a low club and finessed the jack, which lost, of course, to East's queen. East, quite naturally returned a spade and declarer was forced to win with his king in the dummy. Next a low club was led and South's king won. Of course, West showed out on this play and declarer now saw that he had to lose another club trick.

Contract Defeated

It was too late to do anything about the clubs, so he went over to the dummy with the ace of diamonds, and then took the heart finesse. West was in now with the queen of hearts and he cashed two spade tricks and led a diamond. South won with the king and led his nine of clubs overtaking with the ace in the dummy, in order to take a second heart finesse, which again lost. West was in again and took his jack of diamonds and the contract was set two tricks.

South played the hand very badly. Even though he had missed the safety play in clubs, he still could have made his contract if he had finessed the nine instead of playing his king on the second club lead. Of course, this would have been a pure guess at the time, as East might have held the ten, and two club trick would have been lost that way.

Question of Safety
There was, however, no need for declarer to be set on this contract, even though everything lay wrong. It shouldn't be a question of which way to take a finesse in this hand, but rather a question of safety.

When the spade is opened, declarer should count his sure tricks. He can see two spades, two diamonds, one heart and two sure clubs. He needs two more tricks for his contract and the club suit seems to offer the best possibilities. In other words, he needs, four club tricks, which,

If he can get, will eliminate the necessity of guessing on the hearts and diamonds.

There is a Safety Play applicable to this "particular distribution of the club suit, which if made will guarantee the loss of not more than one trick in the suit against any adverse distribution, with the exception of that of all five being bunched in one hand.

The play is to lead low to the dummy and go right up with the ace. Then lead small toward the king, nine and, if East plays low, finesse the nine. If he plays the ten or the queen over with the king. Should, however, the opponents' clubs be reversed, West having four and East the singleton, then when leading the second club from the dummy, East will show out and South must go right up with the king.

Only one club trick can possibly be lost if the suit is handled in this way. There is, though, another point to remember in connection with the playing of this hand. It is a matter of entries. Declarer must be sure to win the first spade trick in his own hand, thus preserving the king of spades in the dummy as an entry to the clubs when they are established.

As a service to bridge players we offer information on questions pertaining to the game. Send your queries to The Sun in care of Virginia Levy and your questions will be answered in this column as promptly as possible. Your initials only will be used in replying, unless otherwise authorized.

YOUR WATCH DESERVES PROPER CARE



Take care of your watch the same as you do your automobile. Have it cleaned and re-oiled at regular intervals.

MAIN SPRING STEM AND CROWN 95c

Bringing your watch to our regular repair department assures you a perfect job at a minimum cost.

Watch Shop—Street Floor



ROCHESTER'S THRIFT CENTRE



Charge Purchases Made Balance Of Month Appear On June Bills

Clearance From Our Better Stocks!

800 Pairs New Fashion Shoes

Regular \$5-\$5.50 and \$6 Values

Proven successes... so light and airy you can wear them way into Summer... so remarkable for the money you'll want to replenish your shoe wardrobe immediately... particularly when you learn that Fashion-Bright colors (ROSEBERRY and PARISIAN BLUE) are included at the same low price.

\$3.87

- ★ Gabardine with Calf Trim
- ★ Gabardine with Black Patent Trim
- ★ Gabardine with Contrasting Trim
- ★ Pumps—Sandals—Instep Ties
- ★ Monk Straps—Oxfords—Peep Toes
- ★ Hi-Riding Gore Pumps
- ★ All Sizes But Not in Every Style



Edwards—Women's and Children's Shoes—Third Floor

Edwards Third Floor

They're Yours

With One Year's
FREE SUPPLEMENT SERVICE
Practically A Gift
TO EDWARDS PATRONS
12 Volume Cumulative
World's Popular Encyclopedia

Don't neglect this amazing opportunity to own—almost as a gift—this truly complete, modern Encyclopedia PLUS a FREE Loose Leaf Supplement designed to keep the work as up-to-date as the day you receive it! Such an offer was never made before—accept it today!

Now at last, you can have... your family can have this foundation-stone of knowledge in your home or office—at your fingertips—ready at all times to share with you its veritable treasure-house of the world's information.

IN TERMS OF TODAY

It brings you, in living, breathing form, all the significant features of human history and activity, in literature, science, history, culture, geography, government, and the arts. It breathes into these subjects the throbbing pulse-beat of life itself.

A SUPERB De Luxe EDITION

The regular edition of the World's Popular Encyclopedia is handsomely and durably bound. But, for those who have that inner appreciation of the finer things, we have prevailed on the publishers to make available a few sets of the De Luxe Edition, bound with an elegance and distinction comparable to the finest, rarest books you've ever seen! Full library size. Rich, heavy genuine Morocco-grained binding, beautifully stamped in red, gold, green and black. Decorated end-papers. Reinforcing head bands! Printed with careful craftsmanship on an exceptional quality of fine, white, non-glare paper. Imagine the richness of this De Luxe binding adorning your bookshelves! You can put them there—easily! For only a few more cents per volume than the regular edition, you can own this specially bound, rare, collector's set. Be sure to select the De Luxe Edition when you redeem your certificate!

with a literary style that makes the facts as easy to read and as up-to-date as your daily newspaper.

But the publishers of the World's Popular Encyclopedia desire to leave no stone unturned to keep your information alive to the daily developments in history, science and the arts. And so they offer—absolutely without charge—a Loose Leaf Supplement Service designed to keep your Encyclopedia tuned to the times.

THE CHANCE OF A LIFETIME!

Think of owning this remarkable Encyclopedia—including a FREE Semi-Annual Supplement which will keep you supplied, for an entire year, with the latest information in every field.

Here is the entire body of the world's knowledge—yours for the taking. Once you own this magnificent Encyclopedia, you will have, at your elbow, the essence of a complete college education. Whatever your business, whatever your social position, these handsome volumes will broaden your mental horizons and extend your fund of knowledge and information. No longer need you sit back silent amidst brilliant conversations. You will lead discussions—for everyone automatically defers to the one who knows!

As the owner of the World's Popular Encyclopedia you will be one who knows! For in these volumes lies a treasure chest of knowledge—entertaining, educational, vital, fascinating knowledge. The FACTS on every subject under the sun—ready for you to read and learn and assimilate—to your everlasting benefit!

And besides—the FREE Loose Leaf Supplement will continue to supply you with new facts, new information! Thus, with this World's Popular Encyclopedia, you will not only be well-informed—you will be kept well-informed... the acknowledged leader of your group... not just because you know—but because you know in terms of today! This is an offer you can't ignore! Never before has such an opportunity been available! Take advantage of it NOW! Clip the valuable certificate below—and redeem it today!

12 MAGNIFICENT VOLUMES • PROFUSELY ILLUSTRATED • FULL LIBRARY SIZE • MORE THAN 3800 PAGES • MORE THAN 3,000,000 WORDS • MORE THAN 40,000 SUBJECTS • FREE SUPPLEMENT SERVICE



39c

A Copy

DE LUXE EDITION

..... 59c

GET YOUR FIRST COPY TODAY
At Official Redemption Headquarters

EDWARDS

Here's all you have to do. Clip the Redemption Certificate below and with it claim your first volume of the 12-volume World's Popular Encyclopedia. With this voucher and only 39c, you are entitled to Volume I. With that volume, you will receive your Redemption Certificate for Volume II which will be ready for you in one week. And, as you claim each volume in turn, you will receive a Redemption Certificate for the next volume in the set. That's all there is to it. It's simple—easy. Don't delay. Clip this certificate now and redeem it at the Official Redemption Headquarters—Edwards.

© 1938, The World Syndicate Publishing Co., Cleveland, O.

Redemption Certificate	
REDEEMABLE AT EDWARDS	
For Volume I, World's Popular Encyclopedia	
This certificate when presented at the Official Redemption Headquarters, with proper gift price, entitles bearer to Volume I of the World's Popular Encyclopedia. (Check binding preferred: □ Regular Edition—59c per vol. □ De Luxe Edition—59c per vol.)	
Name	
Address	
City	State
Rochester	
MAIL ORDERS	
If you wish your volumes mailed to you, add 50c per volume for packing and postage. Send your certificate with remittance to Official Encyclopedia Redemption Headquarters—Edwards—Rochester.	

IT'S EASY TO PAY THE SENECA WAY



AN AMAZING STORY FROM 609 WOMEN IN 48 STATES!

BIGGEST
BARGAIN IN
REFRIGERATORS
TODAY!

For nearly a year . . . right through hottest summer . . . they tested this great new refrigerator before it was announced. These 609 housewives report the LEONARD ELECTRIC is the most economical, yet most powerful and efficient refrigerator a family can own today! For only 2 nickels a day you can own a beautiful 1938 Leonard Electric Refrigerator now . . . with a combination of VALUE features no others offer!

NEW GLACIER SEALED UNIT . . . amazingly economical . . . but has tremendous cold power.
NEW "ICE POPPER" instantly flips cubes out of trays . . . no melting nor messy bother.
NEW "FOOD-FIT" Shelves adjust up or down . . . hold big turkeys, etc.
NEW "ZERO FREEZER" freezes ice, fast . . . at lower cost.

FREON — A SAFE REFRIGERANT

You Can Have A Brand New

LEONARD *Electric*
BIGGEST BARGAIN IN REFRIGERATORS TODAY

Delivered To Your Home Immediately

YOU PAY
ONLY

2

NICKELS
A DAY

BUY THE
SENECA WAY
AND YOUR
FIRST
PAYMENT
IS ALWAYS
A MONTH
AWAY

No Red Tape! No Delay! Many Models to Choose From
We Will Deliver Your Leonard Refrigerator Immediately.
Then Pay Only Two Nickels A Day And Very Shortly
The Refrigerator Is Entirely Yours. What Could Be Simpler!

SENECA'S
SENSATIONAL
PAY PLAN
AVAILABLE
ONLY AT OUR
STORE

Free
Delivery
Anywhere

DON'T BUY ANY REFRIGERATOR UNTIL YOU SEE
THIS BIG LEONARD BARGAIN AT —

Seneca Stores

149 MONROE AVE.

OPEN EVERY EVENING UNTIL 10 P. M.

HANDY
BANK
GIVEN



MAKES IT
EASY TO
SAVE YOUR
2 NICKELS
A DAY

QUALITY DINER
DINNERS Cooked The Way
You Like Them
Regular 25c and 30c Dinners
Best Cup of Coffee in Town
168 Cumberland St.
at St. Paul

Top Prices Paid For
Old Gold—Watches—Diamonds
EXPERT WORKMANSHIP
Watch Repairing \$1.00 up
Diamond Setting—Ring sizing
While You Wait 50c up
ART JEWELRY SHOP
9 FRANKLIN STREET
Opp. Temple Bldg. Look For "Neon"
Sign.

**CLOTHES CLEANED
THE APEX WAY**
With Carbon Tetrachloride
The world's most
famous cleaning
solution. One trial
will convince you.
69c
Cash and Carry
All Minor Repairs Free
Union Dry Cleaning
200 Monroe Ave., Main 826



**PRICES REDUCED ON
SIGHT-SAVING BULBS**
as much as 25%

Price reductions on the sight-saving
sizes of MAZDA lamps effective April
1, 1936, help make better light cost
less than ever before. Study this chart
of sight-saving recipes and then get
the right size lamp to give your
family Better Light for Better Sight.

**FOR TABLE AND
BRIDGE LAMPS**
For smaller single-arm table
and bridge lamps.
75 WATT 20c 15c

**IN I. E. S. BETTER
SIGHT LAMPS**
For I. E. S. table, bridge, and
wall lamps, garage and laundry.
100 WATT 20c 15c

FOR THREE-LIGHT LAMPS
Three light bulbs for three-light
I. E. S. Better Sight lamps and
three-light fixtures.
40-100-100 WATT 45c
100-200-200 WATT 60c

BRIGHTEN YOUR KITCHEN
For kitchen, home workshop,
game room, I. E. S. lamps.
150 WATT 20c 20c

DAYLIGHT LAMPS
For homes, stores, factories and
offices where a whiter light ap-
proximating daylight is desired.
100 WATT 30c 30c
150 WATT 45c 45c
200 WATT 75c 75c
* Inside frosted.

FOR INDIRECT LIGHTING
Silvered bowl lamps—regular
MAZDA lamps coated with
mirror silver on bowl—offer an
easy way to get indirect light-
ing. Inside frosted.
100 WATT 55c 55c
150 WATT 65c 65c
200 WATT 85c 85c

**ROCHESTER GAS &
ELECTRIC CORP.**
89 East Ave. Main 3960

Scissors, Comb and Water Make Straight Hair Curly

This story is not intended for
the skeptical who scoffed at air-
planes, radio, and television,
accepted them reluctantly and
then took the stand that the day
of miracles was over. This is
for those who are always wait-
ing expectantly for something
new under the sun.

It's about a man who, with a
comb, a pair of scissors and a
glass of water, makes straight
hair curly—permanently. It's
the cut that does it—if you
know how.

Sounds like a fairy story, but
the facts are these:
Ten years ago in Parker's
Landing, Pennsylvania, Joe Lo-
gue, the hamlet's football hero,
was injured on the head in an
automobile accident. The doc-
tor wanted the hair off, but Joe
had ideas about the effect on
his appearance and asked Ken-
neth Christy, the barber, to cut
his hair in such a way that the
wound might be at least partial-
ly covered.

Kenneth did his best, which
was very good indeed, for where
he cut the hair became curly.
This was as much of a puzzle to
Kenneth as to anyone else, and
being a person of great curiosity,
he wanted to know the reason

for it, so he went to work on
the problem, and today he has a
government patent on a hair
cutting process which makes
straight hair curly.

Straight hair is hard to find
in the vicinity of Parker's Land-
ing and from all around the
state people have come to be
cut—and to marvel. In New
York City one of the largest
stores is offering the Christy
cut, and it is available here in
Rochester at Edward's Beauty
Salon. Miss Laura Zintz learned
the secret from Christy himself,
and if you don't think it is se-
cret, just try to watch the pro-
cess while your hair is being cut
(and by the way this does not
mean cut short). You will find
the mirrors conspicuously absent
or carefully covered.

It takes about forty minutes
to complete the cut, the finger
wave will dry in ten minutes be-
cause only water is used, and
you can forget about waves for
at least a year when a re-trace
is recommended although not
necessary.

Thanks, Fredericks, and others,
your permanents were grand—
while they lasted.

Tattle Tales

By The TATTLER

A NUMBER of years ago that
powerful gentleman who resides
in feudal fashion at San Simeon
was at a loss for a few headlines
and decided, no doubt, that Ja-
pan, because of its remarkable
progress, might be smeared
across the pages of his dailies in
such a manner as to help his
circulation departments. The
birth of the chatter about the
"Yellow Peril!"

I must confess that after years
of Mr. Hearst's cartoons and
editorials I had at least a sub-
conscious impression which last-
ed until I first put foot on the
soil of Nippon. I expected things
whole lot different than I found
them. First of all, there were
many battle ships in the harbor,
but they looked slightly like
Dewey's fleet at Manila—and
the crews' washing was hanging
from the halyards.

Japan is the original "second
hand Rose." Her railroad system
is a narrow gauge, bought from
Great Britain, second hand. It
is the chief reason for the Brit-
ishers' unpopularity in the
Orient. The Sons of Nippon al-
so borrowed the Chinese charac-
ters as an alphabet, as well as
the celestial costume—the
kimono.

Now the old copy cats are
adopting the European manner
of dress and one of the most
ridiculous sights is a Japanese
gentleman who can't quite make
up his mind—and sports a bow-
ler hat, American made shoes,
and a kimono. We doubt that
the Japanese are capable of
originating anything, but they
do a fairly respectable job of
copying anything.

There are no patent laws in
Nippon and it makes it extreme-
ly unprofitable and unwise for
foreign manufacturers to sell
their products there. In conse-
quence, if the Japanese want to
buy one airplane from a manu-
facturer—he cables back "no!"
—two hundred or not any.

Foreign manufacturers were
quick to learn that the first sale
of any model usually was the
last—as the copy would soon
be turning them out as fast as
they could, without any con-
science. You can't infringe on
copyright laws where there are no
copyright laws.

The classic story along these
lines concerns the British Vic-

ers company and the Japanese
admiralty. It's always the first
story you hear at the American
Club in Tokyo. It seems that in
the past the Vickers company
had constructed a number of
naval vessels for the Japanese
—destroyers, submarines and
gunboats. They always received
just one order for any particular
model—the Japs proceeded to
measure 'em up and build their
own after that. One day the ad-
miralty asked to see plans for
two battle cruisers and in due
time they were received in Tokyo.
About six months later the were
returned to Britain with an
apologetic note that stated that
the budget would not warrant
the expenditure.

During the course of the
months that followed any Vic-
kers man could have observed a
battle cruiser taking form in
the government ship yards that
looked suspiciously like the
plans. In two years it was ready
for launching—and now there
wasn't much doubt—it was
the Vickers cruiser, made direct-
ly from the copied plans.

The day of the launching
came—the high ranking mili-
tary and naval officers were
there from all Japan. The cruiser
sledd gracefully down the ways
—the band played, the Rising
Sun fluttered in the breeze and
the kimonos populace cried
"Banzai!" The cruiser hit the
deep water of the bay staggered
drunkenly for a moment grace-
fully—bottom side up!

Now when the Japanese Navy
wants ships they let the plan-
ners build them. Meanwhile, a
certain group of naval architects
in London laugh up their sleeves
—and incidentally, a certain
sales manager received a nice
bonus for demanding that the
original plans be just amite ir-
regular in order to teach the sons
of Nippon a little business les-
son.

The Yellow Peril is a myth.

Funds To Aid Volunteers

The annual meeting of the
Volunteer Motor Service will be
Combined this spring with a ben-
efit tea to be held at the home
of Mrs. Delaney Bentley of
Allen's Creek Road, Wednesday,
May 11 at 3 p. m.

Mrs. David Wollin is in charge
of invitations, assisted by Miss
Louie A. Hall, Mrs. David H.
Atwater and Miss Emily King-
ston.

Besides contributing members
and friends, the invitation list
includes members of the Roch-
ester Female Charitable Associa-
tion whose financial support
makes possible the existence of
this agency, the volunteer
drivers, and the advisory com-
mittee of Mrs. Ruth Bennett of
Strong Memorial Hospital, Miss
Madge Lorange, General Hos-
pital, Miss Mary Rogers, Genesee
Hospital, Miss Cora Warrant of
the Public Health Nursing Asso-
ciation and John P. Sanderson
of the Family Welfare Society.

Mrs. E. Earl Elliott, president
of the board of directors, will
preside at the business meeting
preceding the tea. Reports will
be made by Miss Kingston,
treasurer, Miss Hall, chairman
of membership Mrs. Herbert
Ward, driver of the car owned
and maintained by the organi-
zation and Mrs. Elizabeth Sand-
ers, Richards, office secretary.

200
MAIN
E.

Go first
to

Neisner's
5c to \$1.00 Stores

SALE
STARTS
TOMORROW
AT 9 A. M.

SPORT SANDALS
WOMEN'S—GIRLS'
STREET—BEACH—HOUSE
WEAR



**MAY BARGAIN
Carnival**
of SHOE VALUES
THRILLING SUMMER STYLE HITS

FELT-ZAPON
HOUSE SLIPPERS SOFT
PADDED
SOLES



**THE NEWEST CREATIONS--WHY PAY MORE
EVERY PAIR A VALUE**
WHITES-BLUES-TANS-2-TONES
OUR MAY SALE SPECIAL!
SALE PRICE **\$1.44** VALUES TO \$2.50
SIZES 4 TO 8

HERE'S REAL VALUE!
SATIN MILITARY
HEEL SLIPPERS
WITH LEATHER
OR PADDED
SOLES



Town or Country Wear
NEW SPORT SHOE SENSATION!
Saddle OXFORDS
for WOMEN and GIRLS
\$1.44
SIZES 3 TO 9
We Have the Styles!
You can wear these
youthful oxfords with
most any sport en-
semble.
Select Yours Now!

COLLEGE SANDALS
FOR WOMEN—GIRLS
IDEAL FOR TENNIS
BEACH—SPORT
WEAR
87c
Crepe Soles
Leather Soles



**BUY NOW!
SAVE!
DURING
THIS GREAT
SALE**

SANDALS
BOYS' GIRLS'
CHILD'S
INFANTS'
69c
PAIR
MAY
CARNIVAL
SALE
PRICE!
LONG
WEAR
SOLE

APPROVED!
Professional ARCH-TYPE
Nurses OXFORDS
EASY TO WORK IN!
OUR LOW PRICE!
\$1.55
BUILT IN ARCH
Fine kidskin uppers
springy rubber heels
recommended by ANY
doctor, who must be
on his feet constantly.

**MEN'S GOOD SOLID COMP. SOLES
WORK SHOE**
\$1.27
SALE PRICE
SIZES
6 TO 11

**MEN'S COMFORTABLE
VENTILATED OXFORDS**
\$1.19
SALE PRICE
SIZES
ALL
BLACK
BROWN
TANS
COME EARLY!

**MISSSES'—CHILD'S'—INFANTS'
STRAP SLIPPERS**
WHITE or
PATENT LEATHER
87c
SALE
ALL SIZES

BOYS' SPORT OXFORDS
CREPE SOLE
\$1.65
SIZES TO
BIG 6
WHITE or
TAN
UPPERS

WHITE SPORT OXFORDS
For High School Girls
Sport Soles
\$1.33
Sale
ALL SIZES
REMOVABLE KILTIE

**COOL SUMMER
Whites for MEN!**
WING TIP PARKWAY ESCUQUE
Sport Shoes \$1.98
In just the styles you want! Plenty
of Whites or Browns and White
Combinations. Good Wearing
Composition Soles. Dressy shoes
that look twice their price!

**SAVE ON
PAINT**
GET OUR PRICES

MIXED PAINT	Complete Color Chart	\$1.15 Gal.
OUTSIDE House Paint	Lead & Zinc Paint	\$2.95 Gal.
WALL PAPER	INTERIOR GLOSS	\$1.85
Newest Patterns—A large assortment, 3c yd. and up roll	ENAMEL 65c qt.	YARNISH \$1.35 Gal.
Paper Plastic 9c	BEST GRADE INTERIOR GLOSS OR FLAT PAINT	\$2.65
Sold With Borders Only Roll	FLOOR ENAMEL	\$1.85
Others 12c to 25c		
CRACKED ICE CEILING 3c roll		

KOVERALL
PAINT AND WALLPAPER STORE
19 South Ave. (We Deliver) Main 6054

OLUX GAS
Quality
Far Above
The
Price
TRY A TANKFUL
6 Gals. \$1
For
INDEPENDENT
GAS AND OIL CO.
585 LYELL AVE. JEFFERSON AVE.
Opp. Barlow's St. Cor. Brennan Ave.
Clinton Ave. So. 300 Arnett Blvd.
Cor. Alexander St. Next To Public Library

THE SPORTSMAN
By CURT GERLING
It's about the time of the year for the fish yarn to burgeon forth. Somehow the warm days and the first of the season's fishing have a tendency to revive the imagination of the fishing gentry who have been compelled to read the sporting journals and while away the winter playing pinochle and 44.
Just the other day we encountered an old fishing companion in Maxie Bernstein's De Luxe Grille. He was dividing his time between a special steak sandwich and an amusing, if somewhat exaggerated, account of the stupidity of the backwoods. My friend's name is Jack. I sat down to listen while he punctuated and emphasized parts of the story with gesticulations. It was unfortunate that he forgot to put his fork down each time and once or twice he narrowly

45,000 See Sports Show
Since its opening last Friday evening, crowds at the Sportsman's Show at Edgerton Park have been increasing steadily in both number and enthusiasm. By Wednesday night more than 45,000 persons had gone through the gates.
The Sportsman's Show will continue from 1 to 11 p. m. daily through Sunday. On Friday night a special visit will be made by State Conservation Commissioner Lithgow Osborne. Friday has been designated "Commissioner's Day" in his honor.
The most popular feature of the show is the daily canoe-fishing event. For sheer rough-and-tumble pugnacity it's hard to beat these guides from the Northwoods. Every day at about 4:15 in the evening they stage battles which give every evidence of being matters of life and death. So far no major injuries have occurred, but Joe King, of Maine, and Jesse Scott of New Hampshire are not to "get" each other before the week is over.
Next Sunday a group of local woodchoppers will again compete with the guides from the Northwoods. The guides emerged victorious from last Sunday's contests, but the local boys, headed by Roy Wacenski of Fairport, will be out to settle the score Sunday.
Another thrilling act is that of George Keyes, champion pistol marksman. Keyes shoots with either hand, using a .38-caliber officer's model Colt automatic. He picks off small balloons attached to the body of his partner, Mae Ross, holding his guns at all angles, including upside down.
Sunday will be "Prize Day" at the show when victors in the various contests will receive their awards.

SPORTS
By JOHN BURNS
There are two sides to every story and today we'll tell both sides of certain happenings during that first game between the Red Wings and Baltimore last Saturday at Oriole Park, the considerably restricted playground in which the Orioles put on their home games.
That first game of Saturday's double header was unusual in many ways. You baseball fans already know that the Orioles made only three hits off Red Barrett and that all three — each a home run — were made by Signor George Creonte Puccinelli, formerly a member of the Red Wings.
But statistics are only a small part of the story behind such figures as appeared in the box score of that game. In the first place, it might be well to recall that Barrett, whom this writer believes can win in double A competition, was making his first start in the International League. The Red Head had pitched for a little while in the opening game as a relief man, but that Saturday start was the first time he had been given a ball and left out there to stand or fall on his pitching.
After his disastrous experience in the season's opening game, when he threatened to walk every one in a Baltimore uniform before Ray Blades could get him out of there, you wouldn't have rated Barrett's pitching ability highly. But that collection of passes was not the true tip-off on Barrett. He started in about the same manner last season with Mobile and wound up as one of the leading hurlers in the Southern Association.
It was a different story, however, on Saturday. Barrett and all the rest of the Red Wings knew that John Ogden, general manager of the Orioles, has insisted on a double header because Ogden believed that the Rochester pitching could not stand the strain.
This Barrett boy owns plenty of what ball players call guts and he was there to show the Orioles that he didn't give a hoot for a club that has been built to order for the short fences in the Baltimore ball yard. And if you don't think the Orioles were assembled with the idea of hitting long fly balls over the nearby ramparts take a peek at this section of the Baltimore lineup which shows Frank McGowan, Puccinelli, Phil Weintraub and Ab Wright facing a pitcher in that order. Any one of the quartet is capable of lofting a ball out of the lot, and it's my guess that the current Baltimore combination will set a new home run record this season.
Barrett did right well for himself until he ran across Pooch in the batting order. The McGowans, Weintraubs and Wrights didn't trouble him, but the big San Francisco Italian was hot, red hot, that day and there wasn't a thing Barrett could do about it.
Puccinelli led off in the second inning by slapping Barrett's first pitch over left field fence. That was an honest homer in any International League park, a well-hit ball that traveled like a bullet. When Pooch ambled to the plate in the fourth frame, McGowan, who had drawn one of the three passes issued by Barrett, was on first base. Big George waited one over the low fence in right center, and that ball would have been caught in the Norton Street Stadium.
The heart-breaker for Barrett happened in the sixth inning. Remember, please, that all the Orioles, save Puccinelli, had had exactly no success in getting to Barrett for hits and when Pooch came up in the sixth it looked as if the Red Head finally had found a way to stop his nemesis. But it only seemed that way. Barrett pitched carefully; there was nothing very good in the stuff he wheeled up for Puccinelli's inspection and eventually the count worked to three and two. Then, WHAM! The ball sailed over center field fence on a line and Pooch had walloped three home runs in as many times at bat.
The trick had been done twice before at Oriole Park. Jack Bentley did it in 1921 against George Stallings' Rochester club and Buzz Arlett did it several seasons back.
Several hours after the ball game you ran across Pooch in a downtown Baltimore spot that is internationally famous for its sea food and you asked him about that third homer, meantime being careful not to reveal that Barrett had gone to the Rochester clubhouse and cried his heart out because of what he considered his pitching mistake.
"Nice pitching, George," you said to Pooch.
"Well, it's only the beginning of a season you know," said the big outfielder with a broad smile. "I'm hoping to go along at an even gait this year and I'm not foolish enough to believe that one can hit three homers every game."
"What was that three and two pitch you belted out of the park?" you asked.
"That was a curve ball and a good one, too," answered Pooch. "That kid was on the spot, but he wasn't going to pass me while there was a chance to get me on that curve."
And, if it's any consolation for Mister Red Barrett, he might as well know that many another pitcher—old and young—will make "mistakes" in pitching to George Creonte Puccinelli at Baltimore, where the world's largest score board is a feature of the world's smallest ball yard.

Welcome Fete For Red Wings
Traveling by airplane, Thomas H. Richardson, president of the Eastern Baseball League, who is to be the principal speaker at the annual baseball dinner of the Monroe County American Legion, is expected to arrive in Rochester Wednesday, May 4. The dinner, given in honor of the Red Wings, will be held that evening in the school hall of St. Margaret Mary Church, Irondequoit.
According to George B. McAvoy, chairman of the committee, there are no more reservations obtainable and the dinner is expected to be the largest ever given by the Legion. The dinner will start promptly at 6:30 P. M.
In addition to all players of the Red Wings and Baltimore Orioles, there will be oodles of other baseball talent on hand. Among those who will attend are Rogers (Rajah) Hornsby, now coach for the Orioles; Steve O'Rourke, scout of the Detroit Tigers; Manager Ray Blades of the Red Wings; Oscar Roettger, ex-first basemen, who now coaches the Red Wings; Joseph Miller, president of the Elmira club; "Bucky" Crouse, manager of the Orioles; President Oliver French, of the Red Wings and Jack Ogden, the Baltimore general manager.
Others who will attend are: Past State Legion Commander George M. Clancy, State Treasurer John T. Osowski, Seventh District Commander Clement G. Lann, County Commander Francis T. Toomey, Chief de Gare of Forty and Eight, William T. Chavannah, County Chaplain, the Rev. Charles J. Bruton and the Rev. Ernest E. Davies.
Mayor Lester B. Rapp, Republican County Leader Thomas H. Broderick and Democratic County Leader Donald Culler, John P. Boylan, president of the Rochester Telephone Company; T. Carl Nixon, attorney; Former Senator Fred J. Slater, and Joe Connor, Rochester's No. 1 baseball fan.
The proceedings of the dinner will be broadcast over WHEC and WHAM, and Baltimore sports writers will be guests of local newspapermen.

FILL YOUR BINS NOW!
with the finest coal at the lowest Price obtainable in town.
Sure Fire HARD COAL \$9.70 Ton
EGG - NUT - STOVE
Pennsylvania Finest HARD COAL \$10 Ton
EGG - NUT - STOVE
PEA COAL \$8.25 Ton
Above Prices CASH Shortling Oil
2% OFF ON ALL ORDERS OF 5 TON OR MORE
Domestic Premium COKE \$8.50 Ton
BUCK \$7.45 Ton
RICE \$6.55 Ton
LAKE COAL AND COKE CO.
255 LYELL AVE. GLEN. 339

WE WANT YOUR CAR CHEVROLETS PLYMOUTH FORDS
We will make you an unusually attractive offer toward a beautiful new 1938 Chevrolet, all models now in stock. For instance: If you now own a '34 Chevrolet town sedan you can exchange it for a new 1938 town sedan with NO DOWN PAYMENT and low monthly payments.
Our used car stock is low, that is why we can make you a better deal now. Come in today or call us and we will have a representative come to your home. Monroe 2340.
You Get More For Your Money At
COOL CHEVROLET CORPORATION
Your Oldest CHEVROLET Dealer
360 CULVER ROAD MON. 2340

Greater LIQUOR WAREHOUSE
Shop in Person — Take Advantage of
BARGAINS BARGAINS BARGAINS
FOR THIS WEEK-END
Don't Miss Our Offerings of WINES-LIQUORS-GINS
1/2 Hour FREE PARKING Opposite Our Store
OVER 100 SPECIALS TO CHOOSE FROM, THURSDAY TO SATURDAY
Open Every Evening Until Midnight
BERGHASH
124 Clinton Ave. South Next To Loew's Roch. Theatre

Hobby, Pet Show Features Bazaar
A pet show and hobby display will feature the bazaar to be held tomorrow afternoon and evening by members of St. Paul's church school.
In addition to the pet show and hobby exhibit there will be the always popular fish-pond and games of all varieties.
In charge of the pet show are the classes of Hiran Sibley 2nd and Miss Jane Sibley and Miss Mabel Harris class will be in charge of flowers.
Classes of Mrs. Walter Cook and Mrs. Norman Vande Carr are in charge of the fish pond. Peter Farr is arranging the hobby show and Alston Brown will direct the games.
Delta Gamma Girls Will Lunch Saturday
Mrs. Edward Forman is in charge of arrangements for the luncheon meeting Saturday at Oak Hill Country Club of members of Delta Gamma, national college women's sorority.
The affair will be attended by members from Buffalo, Syracuse, Thaca and Rochester. Mrs. Nicholas Albertson is president of the local group.
A successful cast from the Brown street bridge and by means of a windlass they were reeling in an endless stream of "tapes" — in two hours more than eight tons had been landed and dumped into the waiting aprons of the city's culinary experts.
At four o'clock, two miles of the fish had been hauled from the Erie's fast receding waters. Then it happened — some say at the sharp bend at Main Street, others at the aqueduct near Court — in any event one of the "tapes", swimming with difficulty under the strain of his followers' weight, while negotiating the sharp turn of the bend, snapped, broke cleanly in two — the sudden release of tension caused the windlass at Brown Street to whirl and recoil, scattering fish for two miles in all directions.
It was finally estimated that the break caused the loss of eight miles of fish — the windlass — the destruction of adjacent property and the decaying fish, the successful emptying of the entire city. Thereafter "tape" fishing forbidden — and the "taper", now supplanted by the subway, has passed into its fishy paradise.

Now Open OLYMPIC GOLF and TENNIS COURTS
Day and Night
Scottsville Rd. Opp. Airport

DANCING!
EVERY FRIDAY AND SATURDAY—8-PIECE ORCHESTRA
Real Italian spaghetti and meat balls. All legal wines, liquors, beers.
CARL'S CAFE
1259 CLIFFORD AVE.
One Block East of Portland Ave.

Vines, Perry To play Here
The world's best tennis talent —hard-hitting Elsworth Vines of California and the brilliant Fred Perry of England — will eddy Rochester net fans tomorrow night when they appear at the Main Street Armory.
Perry, who played a thriller here last year with the aging Bill Tilden, will be making his first Rochester appearance against Vines, who so far is leading the bound Britain in their cross-country tour.
PERRY VS. VINES
Rounding out the show are Berkeley Bell, the little spitfire, who, as an amateur dominated the intercollegiate tennis world, and big Walter Senior.
Senior, one of the finest shot-makers in the business, will team with Bines as an all-California team against Perry and Bell in a doubles match. The doubles will close out the program, which will open with Bell opposing Senior, Perry and Vines.
Vines take the court immediately afterward in the feature. According to local promoters, the ticket sale has been sound and indicates a gate of around 2,500 to 3,000 at the spacious Big Acre. A new seating arrangement will give everybody in the house an excellent view of the athletes, promoters said.
PLAYING FOR KEEPS
Vines and Perry, in the midst of their second barnstorming tour, are in earnest this year — as contrasted to last winter's tour, when by an alleged "coincidence" they wound up all even after nearly 100 matches across the country. The idea this time is that only the winner "of the entire series" will continue to reap a financial harvest next winter. Donald Budge will turn professional for the '39 season, and will meet only Vines or Perry — not both.
Bill Toporcer, former Rochester city tennis champion, will umpire the show, with several of the city's leading tennis players handling the line-calling. Shortly before the opening match, Vines and Perry will present to a promising young local player a year's junior membership in a Rochester tennis club.

BUY DIRECT FROM FACTORY
ROCHESTER-MADE SUITS and TOPCOATS NOW **13.75 AND 17.50**
—AT—
HOLSWORTH
MANUFACTURING CO.
150 ST. PAUL ST. cor. Andrews
SIMPLIFIED Quicker CREDIT
SET YOUR OWN TERMS
WITH THE LIFETIME GUARANTEE
New Diamond BLOW-OUT PROTECTED SUPERLUX
★
RADIOS • BATTERIES ACCESSORIES
NEW ACCOUNTS OPENED IN 5 MINUTES
UNIT PARTS, Corp.
1185-1223 Main St. E. CULVER 250
Private — Home LAUNDRY SERVICE
All work neatly done, silk beautifully finished.
Free Call and Delivery Service
PHONE MON. 3494-W
ETHEL BODENBURG Astrologer
Will help you with your material problems in alternate method horoscope drawn from date of birth. Astrological readings. Let me advise you.
12 Grove Pl. Stone 3598-B

No Better Coal Value In Town — AT ANY PRICE —
BLACK MAGIC \$10.40 PER TON
A SUPERIOR HARD COAL EGG-STOVE-NUT
SEMET SOLVAY COKE \$9.00 TON CASH
CALL GEN. 586 PAYNE & DUNHAM ESTABLISHED OVER 25 YEARS

BICYCLES (boys or girls model)
SAVE \$15.00 on a 1938 **\$28.95**
SHELBY Airflow...
Build In Tank — Horn — Lamp — Mirror — Kick
Year of FREE SERVICE and Year Guarantee
FREE! — One Year Theft Insurance
3 Leaders — Iver Johnson — Packard — Shelby
GIBAUD'S
500 EAST MAIN STREET
Open Every Evening — Free Parking

IDEAL FOR FRAMING! RICH FULL COLOR PHOTOS
Your Favorite Screen Stars in the
5c SUNDAY NEWS 5c
NEW YORK'S PICTURE NEWSPAPER

Don't Miss the Fun at THE TRIAL OF MINNIE THE MOOCHER
With an All-Star Cast
Rose "Cyclone" Morgan
Comedienne
• "Bill" Geder's Swing Band
• Peggy Harris — Snake Dance
• Kay Wright — Tap Dancer
• Ruby Logan — Singer
COTTON CLUB
222 JOSEPH AVE.

Knights of St. John Will Honor Bishop

Most Rev. James E. Kearney will be honored at a testimonial dinner to be given this evening at 7 in the Powers Hotel by the Knights of St. John and Ladies' Auxiliaries.

Frank H. Biel and Mrs. Teresa Ganster, presidents of the two organizations, are in charge of arrangements.

SPECIAL
Friday-Saturday-Sunday
WHOLE
CASH
25c
WES

AT THE
ROCHESTER
NUT
SHOP
OUR ONLY STORE
550 WEST MAIN ST.
MAIN 8100

Police Plan Communion Breakfast

The newly organized policemen's Holy Name Society will have its first communion breakfast Sunday in the Powers Hotel.

At the speakers table will be the Most Rev. James E. Kearney, bishop of the Roman Catholic Diocese of Rochester, Warden Joseph Brophy of Auburn Prison and Public Safety Commissioner Thomas C. Woods. Police Chief Henry T. Copenhagen and other officials will be guests.

Preceding the breakfast, members of the new society will attend mass at 7:45 a. m. in St. Patrick's Church, Plymouth avenue North. They will march in a body to the hotel following the service.

Formed with approval of Bishop Kearney, the new society has 150 members to date. Officers will be elected at the business meeting following the breakfast, the Rev. John S. Randall, moderator, announced. The society's only formal function will be the annual Communion breakfast.

Arranging for the affair are Captain William McLaughlin, Lieut. Edward Collins, Detective Robert Heaney, Policemen Jacob Osterman, Leo Davis, Mark Houlihan, James Dougherty.

HAPPY BREAKFAST FOR YOU!



No wonder the youngster in this picture is smiling. You'd smile, too, if you were submerged by an avalanche of Kellogg's Krumbles. These packages are

only a small part of the 40,000 samples of Krumbles that are being distributed in Rochester this week and next by the W. K. Kellogg Company.

America's Finest Butter
FROM THE LAND O' LAKES



Wegmans ROCHESTER'S HOME OWNED MARKETS



You can fit the extra luxuries of high living into your budget when you shop at Webber's. You can serve the choicest cuts of tender, juicy meats . . . crisp, garden-fresh vegetables . . . the finest groceries, for our low prices keep quality within your budget.

HOME DRESSED MILK-FED SHOULDER ROAST

VEAL.. 15c

VEAL BREAST lb. 12½c | LEGS or RUMPS, lb. 19c | VEAL CHOPS . lb. 19c

Genuine "1938" Spring

LEG-O-LAMB 29c lb.

CHOPS! Shoulder lb. 25c; Ribs lb. 29c; Loins lb. 39c; Breasts lb. 10c

GROCERIES

Kraft Salad Dressing
MIRACLE WHIP qt. 33c
Blue Label Black Tea 39c
5 Lb. Sack Head Miller
PASTRY FLOUR 15c
Kraft Velveta or
CHATEAU CHEESE 15c
Heinz Cooked
SPAGHETTI 11c
3 Lb. Sack Flour
GOLD MEDAL 25c

VEGETABLES

10. BCH. HEAVY GREEN STALKS
ASPARAGUS . . . 23c
Home Grown Potatoes . . pk. 15c
SELECTED GREEN HOUSE
TOMATOES . . lb. 19c
Fresh Green Beans . . lb. 10c
WEBBER'S FAMOUS HEARTS
CELERY . Lg. Bdl. 15c
Home Grown Rhubarb, 2 bch. 9c
EXTRA LARGE FLORIDA
ORANGES 23c DOZEN

WEBBER'S

894-898 WEST MAIN AT BULL'S HEAD



THE WAY TO A MAN'S HEART

BY IRENE MUNTZ

It's not too early to think about the canning season. In fact, with plenty of rhubarb on the market there is no time to be lost. The oven method of canning is most successful and probably easier than any other method.

For a successful job of canning, no matter what method is used, there are general directions to be followed. Jars should be tested, washed in hot soapy water and filled with hot water to stand until needed.

Wash rhubarb and cut into 1 inch pieces. Use favorite syrup, thin medium or thick. Allow one and one-half cups of syrup for each quart of fruit. Fill jars with rhubarb, shaking well. Fill jars to within one inch of the top with the syrup, place on rubbers and caps and seal half way.

Preheat oven to 275 degrees F. and as each jar is filled place on rack. Take time of processing from when last jar is in oven and allow 50 minutes (or until syrup is bubbling) for cooking. Remove jars from oven and complete seal. Do not open jars to add more syrup.

There are several rhubarb jam recipes that are delicious. RHEUBARB AND PINEAPPLE JAM 2 lbs. rhubarb 2 lbs. sugar Juice and grated rind of 2 lemons 1 c pineapple cut into pieces Combine all ingredients and cook mixture until thick and clear. Put into hot sterilized jars and seal.

There is a new recipe for strawberry jam that has a delightful color and flavor. STRAWBERRY JAM 2 qts. strawberries 5 c tart apple juice or sauce 5 c sugar Wash, hull and drain the berries, add the apple juice and sugar and bring quickly to the boiling point. Boil hard until mixture sheets from spoon (about 35 minutes). Pour into hot sterilized jelly glasses and seal with paraffin.

There are so many delicious recipes for preserves for spring fruits that a new one or two should be added to your favorite collection.

P.T.A. To Talk Program Plan

The annual program planning meeting of the Rochester Parent Teacher Council, will be held May 3 at 2 p. m. in the William H. Seward School, 465 Seward Street.

Mrs. Floyd Alden, chairman of the program service, will be in charge.

Different phases of the program will be discussed by Mrs. Arthur Kohl, Mrs. Alfred Reed, Mrs. Henry Vogel, Mrs. D. C. Lawrentz, Mrs. Benjamin Burt, Mrs. Fred Barels.

A PREMIUM COAL at STANDARD PRICES



You'll LIKE this "flexible fuel" THE COAL FOR ALL WEATHER

Avon Dale Anthracite is a "blend" of red ash and silver ash anthracite . . . It "starts" quicker, burns slower, heats better. You'll enjoy the almost "in" heating comfort when you use Avon Dale Anthracite. It's more economical, too.

PHONE Gen. 7501

AVONDALE
Anthracite
A. B. C. FUEL CO.
495 CHILI AVENUE
Convenient Budget Plan

ADDITIONAL
FOOD
ADVERTISING
ON PAGE 8

It Takes More Than Price To Make a Bargain

Shoulder Cut
VEAL ROAST
19c lb.
It's the quality back of our low prices that makes Schudt's bargains genuine.
East Side Delivery Service, Stone 290.

SCHUDT

511 Main St. E. Market, Inc. Stone 290

Wegmans Annual Spring

FOOD SALE!

Wegmans welcome springtime with bargains! Every department in these big home-owned markets contributes . . . providing the biggest bargains of the season on Wegmans fine foods.

Take Advantage of Sale Savings and Stock-Up!

15 Varieties College Inn ASSORTED SOUPS
4 Cans for 25c

24½ Pound Sack DAISY FLOUR
55c

26-oz. College Inn TOMATO COCKTAIL
2 Jars for 25c

Van Camp's Borden EVAP. MILK
4 Cans for 25c

Crisp Ontario CLUB CRACKERS
15c pkg.

No. 2 Size Sanford GRAPE-FRUIT
9c

6 Delicious Flavors NEW JELL-O
2 pkgs. for 9c

FREE
2-lb. Box Gran. Sugar with Each 2-lbs. Kilburn Hall

COFFEE
2 lb. for 42c
Our very best coffee . . . with 2-lbs. sugar FREE with each 2-lbs. of coffee.

WEGMANS, HOME-OWNED MARKETS

Wegman Quality Tender
PRIME STEER
Beef

SHOULDER ROAST
18c lb.

Here's the place de resistance for your Sunday dinner! A tender, juicy Wegman beef roast . . . as economical as it is delicious. Hundreds of cuts to choose from.

TENDER YOUNG LEGS OF
LAMB
23c

Tasty, mild flavored young lamb . . . serve it with green peas and mint jelly. Lb.

MILD CURE LEAN SMOKED
HAMS
22c

Extra tender, extra flavorful . . . whole ham or shank half, for only, pound . . .

TENDER HOME DRESSED
FOWL
27c

Plump, meaty golden fowl . . . the kind that sell by the hundreds every week-end Lb.

Home Dressed Broilers lb. 31c

FANCY FRESH STRINGLESS
Gr. Beans
2 19c lbs.

Tender, tasty and garden-fresh.

EXTRA LARGE JUICY FLA.
Oranges
25c

Real juice oranges . . . these golden ripe Floridas. An extra-special value. Doz.

FANCY FIRM RIPE FRESH
Tomatoes
2 19c lbs.

Smooth red ripe fruit for slicing or for salads.

Mammoth Size Fresh
ANGEL FOOD
25c

The biggest cake value in all Rochester! Each

PAGE EIGHT

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, APRIL 28, 1938

TRUTHFUL ADVERTISING

RADIO HIGHLIGHTS
Thursday, April 28th
P. M.
7:00—Rudy Vallee's Variety, WHEN
8:00—Kate Smith's Hour, WHEC
8:30—March of Time, WHAM
9:00—Good News of 1938, WHEN
9:30—Crosby and Burns, WHEN
Friday, April 29th
P. M.
7:00—Crosby and Burns, WHEN
8:00—Hollywood Hotel, Preview, WHEC
Saturday, April 30th
P. M.
8:00—Great Dramas, WHEN
8:30—Professor Quill's Quiz, WHEC
9:00—Your Hit Parade, WHEC
9:30—NBC Symphony Orch., WHEN
Sunday, May 1st
P. M.
1:00—Magic Key of R.C.A., WHAM
2:00—Baseball, Wings-Chiefs, WHEC
(Continued in Column 5)

LINCOLN'S
Photo Studio—Main Floor
PHOTO SPECIAL
3 BEAUTIFUL
8x10
PORTRAITS \$2.00
AND A LOVELY
OIL COLORED
MINIATURE
Choice of Proofs
Our expert photographer guar-
antees artistic, life-like por-
traits.
Present this coupon before
May 7th.
Reg. \$4 Value
No Appointment Necessary
LINCOLN'S

FOOD VALUES
Milk Fatted
ROASTING
CHICKENS
29c
4 to 6 Lb. Average
Tender Delicious
BEEF ROAST
19c
Cut From U.S. Inspected
Branded Young
Steers
Milk Fatted
FOWLS
19c
For Fricassee or Salads
3 Lb. Average
Fresh Creamery
BUTTER
27c
1 lb. Pound Print
Kaufman's Spring
LEG O' LAMB
23c
1 lb.
Strictly Fresh
Large Grade "A"
EGGS
25c
doz.
Fancy Northwestern
Young Tom
TURKEYS
33c
1 lb.
Fancy Fresh Dres-
sed Long Island
DUCKLINGS
21c
1 lb.
CLARK'S
MARKETS
CHAS. S. CLARK
600 Jefferson Ave.
GEN. 1417
HARRY W. DOLAN
906 N. Goodman St.
CUL. 4870

HARVEY'S
Rochester's Greatest Grocers
3 CARLOADS
SALE
The Biggest Orange Value You Ever Bought!
Extra Large—Jumbo Size—The Finest Florida
Fruit! A Glassful of Juice!
ASPARAGUS
Tender Fresh
Large Family
2 1/2 lb. Bundle
19c
NEW POTATOES
RED
BLISS
MEATY
3 lbs.
10c
TOMATOES
Solid Firm
Red Ripe
12 1/2c
lb.
PEAS
Fresh Green
Garden, 1 lb.
8c
SPINACH
Home
Grown
1 lb.
5c
CUCUMBERS
Household Salad
Long
Green
Each
5c
Arpeko Finest White
LARD
lb.
10c
New Fancy Pack Medium
SHRIMP
can
13c
Pure Fresh Churned Creamery
BUTTER
lb.
29c
Strictly Fresh Large White
EGGS
Grade
A
doz.
28c
PRUNES
Sweet
Meaty
lb.
6c
CORN
Blue Label—Whole
Kernel—No. 3 Can
10c
OLD DUTCH SALAD
DRESSING
Pint
Jar
14c
CALIFORNIA SLICED OR HALVES
PEACHES
Tall
Can
12 1/2c

(Programs in E. S. T. Are Subject To Change Without Notice)

THURSDAY, APRIL 28th	FRIDAY, APRIL 29th	SATURDAY, APRIL 30th
WHAM-1120 KC P. M. 4:30—Jenny City 4:45—va. Rochester 4:50—Singing Lady 4:55—Variety Program 5:00—Rakov's Orch. 5:15—RadioGrams: News 5:20—Tune Twisters 5:35—Lowell Thomas 6:00—Easy Aces, Drama 6:15—Lost Person 6:30—News, Music 6:45—P. Silva, Sports 7:00—March of Time 7:15—March of Time 7:30—Troopers, Drama 7:45—Troopers, Drama 8:00—To Be Ann'd 8:15—To Be Ann'd 8:30—To Be Ann'd 8:45—To Be Ann'd 9:00—Meeting of the Air 9:15—To Be Ann'd 9:30—Eastman Festival 9:45—Eastman Festival 10:00—Le Baron's Orch. 10:15—Movie Gossip 10:30—Madriguera's Or. 10:45—Madriguera's Or. 11:00—News, Air Masters 11:15—Owen's Orchestra 11:30—Dance Orchestra 11:45—Dance Orchestra MIDNITE—GOOD NITE GOOD NIGHT	WHAM-1120 KC P. M. 4:30—Jenny City 4:45—va. Rochester 4:50—Singing Lady 4:55—Variety Program 5:00—Rakov's Orch. 5:15—RadioGrams: News 5:20—Tune Twisters 5:35—Lowell Thomas 6:00—Easy Aces, Drama 6:15—Lost Person 6:30—News, Music 6:45—P. Silva, Sports 7:00—March of Time 7:15—March of Time 7:30—Troopers, Drama 7:45—Troopers, Drama 8:00—To Be Ann'd 8:15—To Be Ann'd 8:30—To Be Ann'd 8:45—To Be Ann'd 9:00—Meeting of the Air 9:15—To Be Ann'd 9:30—Eastman Festival 9:45—Eastman Festival 10:00—Le Baron's Orch. 10:15—Movie Gossip 10:30—Madriguera's Or. 10:45—Madriguera's Or. 11:00—News, Air Masters 11:15—Owen's Orchestra 11:30—Dance Orchestra 11:45—Dance Orchestra MIDNITE—GOOD NITE GOOD NIGHT	WHAM-1120 KC P. M. 4:30—Jenny City 4:45—va. Rochester 4:50—Singing Lady 4:55—Variety Program 5:00—Rakov's Orch. 5:15—RadioGrams: News 5:20—Tune Twisters 5:35—Lowell Thomas 6:00—Easy Aces, Drama 6:15—Lost Person 6:30—News, Music 6:45—P. Silva, Sports 7:00—March of Time 7:15—March of Time 7:30—Troopers, Drama 7:45—Troopers, Drama 8:00—To Be Ann'd 8:15—To Be Ann'd 8:30—To Be Ann'd 8:45—To Be Ann'd 9:00—Meeting of the Air 9:15—To Be Ann'd 9:30—Eastman Festival 9:45—Eastman Festival 10:00—Le Baron's Orch. 10:15—Movie Gossip 10:30—Madriguera's Or. 10:45—Madriguera's Or. 11:00—News, Air Masters 11:15—Owen's Orchestra 11:30—Dance Orchestra 11:45—Dance Orchestra MIDNITE—GOOD NITE GOOD NIGHT

WHAM-1120 KC	WHAM-1120 KC	WHAM-1120 KC	WHAM-1120 KC
11:20—Farm and Home 11:45—Farm and Home NOON—Hit of Day, News 12:15—Four-H Club 12:30—Melville's Orch. 12:45—McIntire's Orch. 1:00—Jean Ellington 1:15—Toy Band Concert 1:30—Kremer's Orch. 1:45—Kremer's Orch. 2:00—International 2:15—Baseball 2:30—Baseball 2:45—Red Wings 3:00—Red Wings 3:15—Red Wings 3:30—Red Wings 3:45—Red Wings 4:00—Rakov's Orch. 4:15—Rakov's Orch. 4:30—Rakov's Orch. 4:45—Rakov's Orch. 5:00—Tune Twisters 5:15—To Be Ann'd 5:30—Webb's Orchestra 5:45—Webb's Orchestra 6:00—Israel's Message 6:15—Israel's Message 6:30—Israel's Message 6:45—P. Silva, Sports 7:00—Hank and Herb 7:15—Hank and Herb 7:30—Hank and Herb 7:45—Hank and Herb 8:00—WLS Barn Dance 8:15—Lulu Belle 8:30—Lulu Belle 8:45—Lulu Belle 9:00—Design for Music 9:15—Design for Music 9:30—Design for Music 9:45—Design for Music 10:00—Dance Orchestra 10:15—Dance Orchestra 10:30—Dance Orchestra 10:45—Dance Orchestra 11:00—News, Air Masters 11:15—Owen's Orchestra 11:30—Dance Orchestra 11:45—Dance Orchestra MIDNITE—GOOD NITE GOOD NIGHT	11:20—Farm and Home 11:45—Farm and Home NOON—Hit of Day, News 12:15—Four-H Club 12:30—Melville's Orch. 12:45—McIntire's Orch. 1:00—Jean Ellington 1:15—Toy Band Concert 1:30—Kremer's Orch. 1:45—Kremer's Orch. 2:00—International 2:15—Baseball 2:30—Baseball 2:45—Red Wings 3:00—Red Wings 3:15—Red Wings 3:30—Red Wings 3:45—Red Wings 4:00—Rakov's Orch. 4:15—Rakov's Orch. 4:30—Rakov's Orch. 4:45—Rakov's Orch. 5:00—Tune Twisters 5:15—To Be Ann'd 5:30—Webb's Orchestra 5:45—Webb's Orchestra 6:00—Israel's Message 6:15—Israel's Message 6:30—Israel's Message 6:45—P. Silva, Sports 7:00—Hank and Herb 7:15—Hank and Herb 7:30—Hank and Herb 7:45—Hank and Herb 8:00—WLS Barn Dance 8:15—Lulu Belle 8:30—Lulu Belle 8:45—Lulu Belle 9:00—Design for Music 9:15—Design for Music 9:30—Design for Music 9:45—Design for Music 10:00—Dance Orchestra 10:15—Dance Orchestra 10:30—Dance Orchestra 10:45—Dance Orchestra 11:00—News, Air Masters 11:15—Owen's Orchestra 11:30—Dance Orchestra 11:45—Dance Orchestra MIDNITE—GOOD NITE GOOD NIGHT	11:20—Farm and Home 11:45—Farm and Home NOON—Hit of Day, News 12:15—Four-H Club 12:30—Melville's Orch. 12:45—McIntire's Orch. 1:00—Jean Ellington 1:15—Toy Band Concert 1:30—Kremer's Orch. 1:45—Kremer's Orch. 2:00—International 2:15—Baseball 2:30—Baseball 2:45—Red Wings 3:00—Red Wings 3:15—Red Wings 3:30—Red Wings 3:45—Red Wings 4:00—Rakov's Orch. 4:15—Rakov's Orch. 4:30—Rakov's Orch. 4:45—Rakov's Orch. 5:00—Tune Twisters 5:15—To Be Ann'd 5:30—Webb's Orchestra 5:45—Webb's Orchestra 6:00—Israel's Message 6:15—Israel's Message 6:30—Israel's Message 6:45—P. Silva, Sports 7:00—Hank and Herb 7:15—Hank and Herb 7:30—Hank and Herb 7:45—Hank and Herb 8:00—WLS Barn Dance 8:15—Lulu Belle 8:30—Lulu Belle 8:45—Lulu Belle 9:00—Design for Music 9:15—Design for Music 9:30—Design for Music 9:45—Design for Music 10:00—Dance Orchestra 10:15—Dance Orchestra 10:30—Dance Orchestra 10:45—Dance Orchestra 11:00—News, Air Masters 11:15—Owen's Orchestra 11:30—Dance Orchestra 11:45—Dance Orchestra MIDNITE—GOOD NITE GOOD NIGHT	11:20—Farm and Home 11:45—Farm and Home NOON—Hit of Day, News 12:15—Four-H Club 12:30—Melville's Orch. 12:45—McIntire's Orch. 1:00—Jean Ellington 1:15—Toy Band Concert 1:30—Kremer's Orch. 1:45—Kremer's Orch. 2:00—International 2:15—Baseball 2:30—Baseball 2:45—Red Wings 3:00—Red Wings 3:15—Red Wings 3:30—Red Wings 3:45—Red Wings 4:00—Rakov's Orch. 4:15—Rakov's Orch. 4:30—Rakov's Orch. 4:45—Rakov's Orch. 5:00—Tune Twisters 5:15—To Be Ann'd 5:30—Webb's Orchestra 5:45—Webb's Orchestra 6:00—Israel's Message 6:15—Israel's Message 6:30—Israel's Message 6:45—P. Silva, Sports 7:00—Hank and Herb 7:15—Hank and Herb 7:30—Hank and Herb 7:45—Hank and Herb 8:00—WLS Barn Dance 8:15—Lulu Belle 8:30—Lulu Belle 8:45—Lulu Belle 9:00—Design for Music 9:15—Design for Music 9:30—Design for Music 9:45—Design for Music 10:00—Dance Orchestra 10:15—Dance Orchestra 10:30—Dance Orchestra 10:45—Dance Orchestra 11:00—News, Air Masters 11:15—Owen's Orchestra 11:30—Dance Orchestra 11:45—Dance Orchestra MIDNITE—GOOD NITE GOOD NIGHT

RADIO HIGHLIGHTS
(Continued from Column 2)
4:00—Fr. Chas. E. Coughlin, WSAW
4:15—Joe Pennington, WHEC
4:30—Jack Benny, Comedy, WHEC
4:45—Phil Baker, Comedy, WHEC
5:00—Ford Sunday Concert, WHEC
5:15—Grand Central Station, WHEC
Monday, May 2nd
P. M.
3:00—Baseball, Wings-Chiefs, WHEC
3:15—Eddie Cantor's Caravan, WHEC
3:30—Joe Burns, Grace Allen, WHEN
3:45—Lux Radio Theater, WHEC
Tuesday, May 3rd
P. M.
7:00—Edward G. Robinson, WHEC
7:15—Al Jolson and Martha Raye, WHEC
7:30—Held's Brigadiers, WHAM
7:45—Camel Music Caravan, WHEC
8:00—Lux Radio Theater, WHEC
Wednesday, May 4th
P. M.
7:00—Cavalade of America, WHEC
7:15—Ben Bernie and Lads, WHEC
7:30—Fred Allen's Town Hall, WHEN
7:45—Boston "Pop" Concert, WHAM
Thursday, May 5th
P. M.
7:00—Rudy Vallee's Variety, WHEN
7:15—Kate Smith's Hour, WHEC
7:30—March of Time, WHAM
7:45—Good News of 1938, WHEN
8:00—Bing Crosby, Bob Burns, WHEN

RUMMAGE SALE
Rochester Chapter of OES,
which sponsored a rummage sale
today at 126 W. Main Street, will
**FOR ALL WHO LOVE
THE BEAUTY OF
GORGEOUS FLOWERS**
Roses
5c each One Doz.
10c each 3 For 25c
75c a dozen
All With Long Stems
ROSE BUSHES—5 for 85c
Sweet Peas, Carnations,
Snap Dragons. Choice
Spring Flowers at Reason-
able Prices.
EAST AVE.
Florists
34 EAST AVE. AT STILLSON ST.
We Deliver Stone 4436

**For BONDED
FUR
STORAGE**
Call
STONE 480
**Remodel Your Last Year's
FUR COAT..Now!**
AT LOW SUMMER PRICES
Fashioned to the New
1938 Styles
Your Coat will be
Cleaned and Glazed
Additional Skins Extra
Workmanship by Ex-
perienced Furriers
H.L. HUNTER CO.
One of America's Finest Furriers
11 CLINTON AVE. SOUTH

ACT NOW! SAVE MONEY ON THESE
NEW LOW PRICES
Miller's Special
High-Grade, Long-Burning
Anthracite (Hard)
\$10.25
PER
TON
For STOVE, EGG or NUT
(Prepaid or Cash ONLY Shoveled Off)
EVERY TON GUARANTEED
EASY PAYMENT CONTRACT PLAN
**10% DOWN
A MONTH**
Available For 50c A Ton, Extra On
Jeddo Coal, Monitor Coal and R. G.
& E. Dustless Coke Only. Cash prices
will prevail if prepaid or paid at time
of delivery. Also, if paid within 10
days.
PHONE GEN. 20
Modern Trucks, Courteous Drivers
Quality And Finest Service Since 1912
ARDEAN R. MILLER
CUT THIS COUPON
OFF AND MAIL TO
ARDEAN R. MILLER, Inc.
500 West Avenue
Rochester, N. Y.
I am interested in placing my order for next winter's supply of coal
or coke. Have one of your representatives call on me as indicated.
Date to Call Hour
Name
Address

Facts 'n' Fiction
Stories and Articles in
New Magazines
Whether you're for or 'agin'
'em, you must, yes simply must
(so the in-the-knows assert)
read "A Roosevelt in Love," in
the current issue of Love and
Romance. It's romantic story of
the President's youngest son.
Joe Biben's "Champs," a ma-
gazine devoted exclusively to
sports, is crum full of pictures
of, as if you didn't know,
champs, both past, present and
future. You'll be kayoed by the
stirring action photos and you'll
okay the reading matter which
covers fights in the manner
expert.
Ask any agent, "What Is Life
Insurance For?" — and you'll be
handed a policy—pronto. Well,
"anyhow," as Grace Allen usta
say, what's life insurance mean
to women? You'll never know 'til
you turn to Page 44, Good House-
keeping, May issue. Course,
there are fiction, special features,
studio notes, beauty clinic, fash-
ions and kindred topics of in-
terest to women.
"I Want Peace—I Am Not a
Dictator!" (Look who's talkin'!)
One Benito Mussolini, however
"fills all" to Fulton Oursler,
editor of Liberty. Whatever one
thinks of Il Duce, one will get an
insight into the man by reading
it in this week's Liberty. Too,
there's "Max Baer and the Lust
To Kill," (what say you, Dan
Parker?), and yet another inside
story on "What Happened To
Ellis Parker — Great Detective
Who Faced Prison."
Perennially the "we-must-
have-a-collection-party" story
bobs up, "this year's no excep-
tion. Comes Arthur H. Vanden-
berg, whom you may remember
— or do you? — is senator from
Michigan. He jumps into the
fray with his views in this week's
issue of the Saturday Evening
Post. Nordhoff and Hall, those
gentle who dashed off "Mutiny
on the Bounty" and other such
masterpieces, get going on "The
Dark River," in the same issue.
Catholics will be interested in
the serial article, "Within the
Vatican," now being published in
the Sunday Mirror. Thomas B.
Morgan, Vatican reporter since
1921, writes objectively from the
viewpoint of the Vatican as a
focus of world news.
In this day of dictators and
dictaphones, it's the height of

FRIDAY, APRIL 29th
2:00 P. M.
Rochester At Jersey City
Baseball game described by Har-
ry McTigue.
6:00 P. M.
Hobart Glee Club
7:30 P. M.
Death Valley Days
Another story of the old West
from the memory of the Old
Hanger.
8:00 P. M.
Royal Crown Revue
With Tim and Irene, George
Olson's Music, Golden Gate
Quartet and Graham McNamee.
8:30 P. M.
NBC Spelling Bee
SATURDAY, APRIL 30th
2:00 P. M.
Rochester At Jersey City
Play-by-play description by Harry
McTigue.
7:00 P. M.
Hank and Herb
The old boys from Slocum pay
another visit to the studios of
WHAM in company with the Old
Time's Orchestra.
8:00 P. M.
National Barn Dance
SUNDAY, MAY 1st
1:00 P. M.
The Magic Key of RCA
David Sarnoff, president of RCA,
will officially open the 15th an-
nual celebration of National
Music Week.
2:00 P. M.
Rochester At Newark
Harry McTigue gives a play-by-
play description of the clash
between the Red Wings and the
Beas.
5:30 P. M.
Ozzie Nelson's Orchestra
Featuring Peg Murray, Harriet
Hillard and famous movie play-
ers as guest stars.
8:00 P. M.
Hollywood Playhouse
8:30 P. M.
Walter Winchell
News of the great and near great.
9:30 P. M.
Academy Theatre of the Air
MONDAY, MAY 2nd
2:00 P. M.
Rochester At Newark
Baseball game described by Harry
McTigue.
4:30 P. M.
The Singing Lady
Irene Wicker, the famous Sing-
ing Lady, is heard over WHAM
Monday through Thursday.
5:30 P. M.
Rakov's Magic Rhythm
5:45 P. M.
Lowell Thomas
6:00 P. M.
Musical Moments Revue
Featuring Vic Arden's Orchestra.
6:45 P. M.
Frank Silva's Sportcast
8:00 P. M.
Rochester Community Choir
Presented by First Federal.
TUESDAY, MAY 3rd
2:00 P. M.
Rochester At Newark
Another play-by-play description
by Harry McTigue, WHAM's ace
baseball commentator.
6:30 P. M.
People In The News
For the last time this season
Dorothy Thompson comments on
events and people of current in-
terest.
7:30 P. M.
It May Have Happened
Stories that might have changed
the history of the entire world.
8:00 P. M.
Horace Heidt's Brigadiers
9:00 P. M.
NBC Jamboree
WEDNESDAY, MAY 4th
5:15 P. M.
Easy Aces—Mr. Keen
A half hour of fun and en-
tertainment featuring two of radio's
finest programs.
7:30 P. M.
Hollywood Gossip
News of the film world presented
by Harriet Parsons.
8:00 P. M.
German Hour
Music from the pens of Ger-
many's greatest musical masters
presented by Charles Silversson's
Orchestra.
8:30 P. M.
Boston "Pop" Concert
9:30 P. M.
NBC Minstrel Show
THURSDAY, MAY 5th
3:00 P. M.
Baltimore at Rochester
Baseball Game
Described play-by-play by Harry
McTigue.
4:45 P. M.
Washington Calls
A top notch variety show from
the nation's capital.
7:00 P. M.
The March of Time
7:30 P. M.
True Stories of the New
York State Police
8:00 P. M.
U. of R. Spring Week
10:30 P. M.
Madriguera's Orchestra

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

VOL. 1. NO. 24

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

ROCHESTER, N. Y., THURSDAY, MAY 5, 1938

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Age, invariably meaning conservatism, views with alarm. Youth exultingly exclaims, "Let's go!"

Big business men of tomorrow, at whom political orators of 1938 will be pointing with alarm, reside at this moment in Brookside Drive, between Elmwood Avenue and Allen's Creek Road. Persons who know these youngsters harbor no apprehensions that they will seek welfare aid in adulthood. They not only think for themselves, but act quickly upon their own good suggestions.

Boys in Brookside Drive will wash and polish your bicycle for five cents. Last winter they shoveled snow for from 25 cents to a dollar an hour. Laws are weed-ed for one cent each weed. Flowers and lemonade are sold from curb and yard stands to earn money for candy and kites.

At Easter time one of the children sold Easter eggs in a variety of colors at three cents each. The net profit on a dozen eggs was 36 cents, as the cost of doing business was nothing. Raw material was donated by the child's mother.



Cray Remington

The other day, Alfred Wickenden, nine, and Tom Poukies, eight, went into the business of repairing toys. They drew up handbills, with pencil and scraps of paper, and deposited them in all the mail boxes in Brookside Drive. They did not know that they were committing a grave offense against Uncle Sam and, of course, did not worry. As previously observed, youth doesn't view with alarm.

The amateur advertising read: "Wickenden & Poukies, 960 Allen's Creek Road. We fix toys. If you have any we will fix them for you."

The handbill was folded and carefully marked, "Look inside." It was sealed in an alms envelope of one of the leading city churches.

Rochesterians: Local baseball broadcasts are confusing to those honest and sincere souls who're trying to do the right thing by everybody. One announcer pleads for you to consume a breakfast concoction made from corn; another entreats you to eat a preparation made from wheat, and one assumes, after listening, that if one would keep both feet from an early grave one should follow the admonitions of both. And whatever in the world became of the old-fashioned tough guy who used to hop out of bed at early dawn, bolt a cup of hot coffee and a couple doughnuts, and go to work?

Hither and yon: Residents in Ridge road, West adjacent to and near the Kodak Plant, make fair incomes at parking Kodak workers' motorcars in both front and backyards. Add to modern tables, "Once upon a time clock in automobile dash kept correct time." Augustus (Gus) Merz, Brighton Dairy milk tycoon, another chap who started from scratch, meaning with two hands, good brain, ambition and no money. Bread which Miss Callie Colvin, elowship League, distributes free early mornings is kindly donated by Bond and Wonder bakeries. A mere \$15,000, exclusive of playing fields, will be needed to introduce local high school football and, you guessed correctly the first time, it will be paid for, eventually, if not now, by forgotten, back-broken really taxpayer, who, like the woman in the melodrama, always pays and pays.

Not forgetting, either, that Jacob Bernstein won his campaign to install drinking fountain in Runder Memorial Building and that Skeeter Palmer's good band will leave Hotel Seneca next month after record run, since last November.

And this thought: Vice-President Garner, like a good friend, wears well doesn't he?

WAIVER FEUD CRUCIFYING WINGS

Volunteer Service Aids Needy

Group Announces Benefit Tea On May 11

The benefit tea of the Volunteer Motor Service, one of Rochester's outstanding philanthropic organizations, will be held Wednesday at 3 o'clock at the home of Mrs. Delancey Bentley in Allen's Creek Road.

Mrs. George B. Leach heads the committee on reservations, and aiding her in the sale of tickets are Miss Mary Nelson Thomas, Mrs. Brackett Clark, Mrs. Leo Simpson, Mrs. Henry Hays, and Mrs. Charles Challice, Jr. Members and friends of the organization are invited to attend.

COMMITTEE MEMBERS
Mrs. E. Earl Elliott, president of the board, has appointed Mrs. William J. Baker general chairman of the affair. Mrs. Charles B. F. Gibbs is in charge of the tea, aided by Mrs. Leach, Mrs. Horace Thomas, Mrs. Roy Barlow, Mrs. Challice, Jr., Mrs. Thomas, Mrs. Simpson, Mrs. Irving Beale and Mrs. Vilas M. Swan, who is also publicity director.

Chairman of the hostess committee is Mrs. F. Ward Marcellus, vice-president of the board, and her committee includes Mrs. Bernard Held, Mrs. Lawrence T. Hall, Mrs. Irving Walker, Mrs. John Pike and Mrs. S. E. Sheppard.

In 1919, the Junior Health (Continued on page two)

Club Chief



Leon Fries Photo

Mrs. E. Earl Elliott is president of the board of directors of the Volunteer Motor Service which will have a benefit tea Wednesday at the home of Mrs. Delancey Bentley of Allen's Creek Road.

Rochester on Parade ★★ By W. L. James



County Okays 2-Way Road

By unanimous vote, the Board of Supervisors Tuesday acquired by options these properties as the first step toward construction of the county's first mail-divided highway.

Margaret Dehmler, \$3400; Elsie S. Hill, \$900; John and Mary Miller, \$450 and Clare C. Woolston, \$65.

The state highway will replace the existing curve east of Bushnell's Basin. It will be built in two sections for east and west-bound traffic, with a dividing section between.

The solons also approved these prices for properties needed for widening the Rochester-West Henrietta road: Genevieve A. Furlong, \$2500; Gladys N. Keys, \$550; August J. and Elizabeth E. Knight, \$500; Elizabeth A. Bailey, \$133; Albert Woodhead, \$1250; Frank H. Quirk, \$150 and Hilda Gas & Oil Corporation, \$200.

Assemblymen To Speak At Union League Club

The regular meeting of the Union League Club will be held Tuesday, May 10, at the Club quarters in Gregory Street at 8 p. m.

Republican Assemblymen Walter Wickens, Pat Provanzano, Abraham Schulman and Frank J. Sellmeyer, Jr. will be guests of honor and will speak on legislative matters considered at the recent session.

Charles O. E. Doerr, head of the Club, will preside. Refreshments will be served.

Too, taxes which affect the Citizens Tax League like blessed events react on Winchell, echoed statement of James Knopf, league overlord, who endorsed New Deal's plan to make government and state officials pay

state and federal income taxes, and remove exemption from U. S. bonds.

Cash for relievers got blessings when City Lord Baker and County Chieftain Smith's investigation committee approved plan. City Public Welfare Committee will hear details this week.

Political plums were awarded James L. Wiley, who immediately resigned his Rush supervisor's post to accept clerkship of Monroe Solons. William Stell will deputy for Sheriff Al Skinner (Stell succeeded John A. Skinner who in turn gets superintendency of Hemlock Watershed) and William I. Dean, MD, became city's fire and police surgeon, succeeding Dr. William Hartigan.

Post Mortem: Six Democrats, Edward Ryan, Carlton Roule, Joseph Fisher, Harlan Spiegel, George Varney and Stanley Edick gave up their deputy sheriff badges.

Democrats battled as County Clerk Roy D. Bush made a bid for Donald A. Dalley's leadership. Primaries indicate the much overworked political phrase: "a heated fight."

Hiram E. Bryan, city engineering staff, and Red Cross estimated only 11,000 persons could find safety if flood, fire or pestilence struck city, urged accommodations for at least 192,000. (Continued on Page 6)

Sun Dial on Week's News

To spend or not to spend was the gist of a free-for-all confab of county's solons—as Board of Supervisors discussed merits of FDR's pump priming. New WPA projects in county wall decision. Petition for creation of training quarters for volunteer firemen was received, along with charges by Democrats that truck owners had to see GOP-ers before they could get WPA hauls. Board also gave hope to real estate men, okaying sale of 137 lots approved by county tax delinquency committee.

Bernard Street School No. 26 will be abandoned next term. Junior vocational school plans were outlined, and Board of Education also heard about "deplorable condition" of Meigs Street School No. 24 playground.

Stentch delay again overcame the reorganization of the State Railways, Rochester times, hereinafter known — when, as, and if reorganization becomes effective June 1 — as the Rochester Transit Corporation.

Pity for the poor property owner again bobbed up as John D. Tighe, of local realtors, urged adoption of sales levy, thus relieving home owners of too much taxation.

Too, taxes which affect the Citizens Tax League like blessed events react on Winchell, echoed statement of James Knopf, league overlord, who endorsed New Deal's plan to make government and state officials pay

state and federal income taxes, and remove exemption from U. S. bonds.

Cash for relievers got blessings when City Lord Baker and County Chieftain Smith's investigation committee approved plan. City Public Welfare Committee will hear details this week.

Political plums were awarded James L. Wiley, who immediately resigned his Rush supervisor's post to accept clerkship of Monroe Solons. William Stell will deputy for Sheriff Al Skinner (Stell succeeded John A. Skinner who in turn gets superintendency of Hemlock Watershed) and William I. Dean, MD, became city's fire and police surgeon, succeeding Dr. William Hartigan.

Post Mortem: Six Democrats, Edward Ryan, Carlton Roule, Joseph Fisher, Harlan Spiegel, George Varney and Stanley Edick gave up their deputy sheriff badges.

Democrats battled as County Clerk Roy D. Bush made a bid for Donald A. Dalley's leadership. Primaries indicate the much overworked political phrase: "a heated fight."

Hiram E. Bryan, city engineering staff, and Red Cross estimated only 11,000 persons could find safety if flood, fire or pestilence struck city, urged accommodations for at least 192,000. (Continued on Page 6)

Aliens Find Friend In Chamber

Immigration Chief Reunites Families, Plagued by Laws

Six hundred and fifty invitations were sent out to new citizens for the banquet to be given in their honor at the Chamber of Commerce, this evening, and if average mean anything there will be at least 400 in attendance.

No one is more interested in this semi-annual affair than James A. Tipping, who is in charge of the immigration division of the Chamber's Council of Better Citizens. Six days of every week he wrestles with the problems of the alien who has run into obstacles in obtaining his papers.

Immigration authorities have neither the time nor the help to trace apparently hopeless clues, but Tipping is a very stubborn man, and once convinced of the truthfulness of the applicant, he usually gets the proof needed.

PATIENCE BRINGS RESULTS
One man whose interest lay in the old age pension, could not prove his residence here previously to 1906, and weeks of writing letters and running down clues brought no results. Almost reconciled to failure, Tipping suggested the man empty his pockets, proving that hunches are worth following for a tattered old wallet disgorged a yellowed receipt for a bicycle purchased in 1903.

Another knew only that during 1903 he had worked on a railroad being built in Wyoming. By patient study and endless correspondence with railroads, the payroll which this man had been particularly interested, was located.

BROKEN LEG IS CLUE
A broken leg helped still another. He had been working in a coal mine in Virginia in 1906, but what the name of the mine was or where it was located, he had completely forgotten. It looked hopeless, but by prodding the man's memory for clues, a leg broken in the mine, with consequent hospitalization, narrowed the hunt down to hospitals in mining regions, and the story ended happily.

It looked like the full fee to a woman who could not offer the necessary proof. However, a search among her treasured possessions brought forth a post card mailed to her on board a liner sailing for America, previous to 1906 and signed by one of America's well known actresses.

Right now Tipping's desk is being visited by men and women anxious to bring their persecuted relatives from Europe. Last week, a woman who seeks to bring over her brother whom she has never seen, and his family, brought with her letters from her brother, a Vienna Jew. The English in them was not only perfect but eloquent.

Terry and Rickey Engaged in Battle That Hurts Reds

Stubborn Major Leaguers Hold Up Players Expected by Rochester Link of Cardinal Chain

As the Red Wings start their second decade in Rochester under the physical and financial sponsorship of the Cardinals one cannot help wondering what the baseball fans have in store for fans of this city. True, the Wings came home as occupants of a lowly position in the yet young race, but it's well to remember that they still must play something like 140 games before the last chip goes down, and plenty can happen over such a stretch.

State Scores County Jail

Citizens of Monroe County are under fire for tolerating existing conditions at the jail and for their refusal to vote funds for a new penitentiary.

This criticism came from James McShilling, senior inspector of the State Commission of Correction, who based his complaint in part on conditions prevalent in the jail "pit," which the inspector declared herds all types of offenders from the seasoned criminal to the "rather decent violator" into a small space "with nothing to occupy their minds or hands except the playing of cards or reading newspapers and magazines."

"It is apparent," said Shilling, "that a man placed in this environment comes out more of a liability to society than when he entered. How much longer the citizenry of Monroe County will insist on continuance of conditions described in its center is problematical."

"At the last general election the electorate defeated a proposition to appropriate funds for erection of a new penitentiary, and doubtless they feel the same toward a decent jail. It is the least satisfactory of any of the large jails in the state and consideration should be given to replacing it with a modern structure."

TERRY'S ROLE
It seems that Bill Terry, manager of the Giants, in the course of his desperate efforts to strengthen the Giants' farm club at Jersey City, is refusing to waive on any major league player he considers suitable for the Jerseys. Terry can't be blamed for trying to bolster the Jerseyans, because he realizes that, given a contenting club, the No. 1 farm of the Giants' chain would make more money than all save a few major league units.

So Terry's efforts to snare players for the Jersey Giants have involved Branch Rickey, who also has undertaken a campaign of waiver-refusing. While Terry and Rickey continue these tactics—and they're a couple of stubborn guys—the Red Wings' chances of getting help are slim. But even stubborn guys have been known to give in when they find that they're burning their own fingers, so the impending finish of this Terry-Rickey embargo should mean player aid for the Reds.

Pinnacle Unit To End Rallies

The final meeting of the year for the Parent Teacher Association of Pinnacle School No. 35, will be held Tuesday at 8 p. m. in the auditorium of the school.

Installation of officers will follow a short business meeting. Mrs. Harry Schlosburg and Mrs. Harry Warren will report on the Cornell Institute.

Classrooms will be open for inspection.

PAPER PRICES RISE
Two more of the nation's newspapers, The Philadelphia Inquirer and the Berkshire (Mass.) Eagle, upped prices, Inquirer adding three cents, and the Eagle adding three cents to cost of home delivery.

New York Times and Tribune boosted to three cents last week.

OLD AND NEW, MOSTLY NEW, RED WINGS ARE HOME TODAY



HOWARD KRIST
Three newcomers and a returning favorite comprise this quarter of Red Wings, home for their opener with Baltimore. Howard Krist, just returned by the Cardinals, is figured to bolster the Rochester mound staff. Brusie Ogradowski, first-string catcher; Bernie Cobb, first baseman, and Cardin Gillenwater, outfielder, are newcomers.

14th Ward G.O.P. Women Will Meet on Tuesday

Members of the 14th Ward Women's Republican Club will meet at the Erie Social Club Rooms, South Clinton at Meigs, Tuesday at 8 p. m.

Mrs. Max C. Welch, president, announces that the school of politics directed by Mrs. Jessica Wels, Republican county vice chairman, will be held again in the Hotel Powers May 16.

FEDERATION MEETING

The annual dinner meeting of the Federation of Churches will be held next Thursday at the Central Presbyterian Church at 6:30 p. m. Dr. Worth M. Tippy will be the principal speaker.

Try It FREE At

Weis & Fisher's

80 Clinton Ave. South

Simmons

BEAUTYREST HEALTH TEST

ONE MONTH'S TRIAL
IN YOUR OWN HOME

Here's Weis & Fisher's Offer:

We deliver a Beautyrest to your home. You sleep on it for one month. If you have not enjoyed better sleep, and if you do not feel better as a result, you may return the mattress and there will be no charge. This is a Health Test for you . . . and you have only to visit Weis & Fisher's to make it!

Church Women Pick Leaders

Mrs. Frank M. Weston has been elected president of the Council of Church Women for the third term. The following are to serve with her: Mrs. Clarence E. Hedges, vice-president; Mrs. Martha Kujawsky, recording secretary; Mrs. George Black, corresponding secretary; Mrs. Ralph Wilson, treasurer; Mrs. Charles E. Lloyd, assistant treasurer.

New department heads are Mrs. George E. Hedges, missions; Mrs. Thomas S. Goddard, marriage and home; Mrs. Charles Vallance, international relations; Mrs. Arthur B. Hughston, spiritual life.

Re-elected to head the same departments were Mrs. Irving L. Walker, Christian social relations; Mrs. James A. Small, Christian citizenship; Mrs. Jack Vanden Bout, finance.

New denominational vice presidents were: Disciples of Christ, Mrs. Violet Spring; Presbyterian, Mrs. F. Gosnell; Protestant Episcopal, Mrs. Leon Sprague and Universalist, Mrs. Norman Barth.

Denominational vice presidents re-elected were: Baptist, Mrs. Edgar N. Suttles; Congregational, Mrs. Robert W. Smith; Evangelical, Mrs. Harry L. Davis; Evangelical and Reformed, Mrs. Frederick H. Diehm; Lutheran, Mrs. Eugene Stowell; Methodist, Mrs. J. Russell Roe; Reformed in America, Mrs. Vanderlinde; Unitarian, Mrs. Emma Law; United Presbyterian, Mrs. L. J. Kelly and Unity, Mrs. William Mestler.

Asbury First Church Plans Rummage Sale

Contributions of clothing, shoes, hats and other items, are requested by the Woman's Home and Foreign Missionary Societies of Asbury First Church, for a rummage sale which is to be held May 19 and 20.

BEACH SEASON CALLS



Rubber Swim Suit Is Chic

By DONNA BIRDSALL
Stylist for E. W. Edwards Store

There's a holiday ahead—and every Rochester girl is planning a beach ensemble. There are always so many things for the lounge to wear that will make her most attractive as she lolls in the sun, but for the one who really enjoys swimming, it's always a problem as to the proper choice of clothes so that she will be as smartly and attractively dressed when she emerges from a battle with the surf, as her less ambitious rival who reclines 'neath her sunshade.

Some smart soul found the answer to the problem by using rubber for the swim suit. At first the "find" was impractical in wearing ability, unsightly to look at, and uncomfortable to wear. However, after much experimenting the ideal in active swimming suits was achieved, a skirted rubber suit of such pliable fabric that it offers no resistance to the swimmer.

The color combinations, and styling of these suits are so smart that they can compete in being fashion-right with any lounging ensemble. The nature of the perfected material guarantees long wearing, and best of all, this suit is as attractive emerging from the surf, as it is before that first plunge!

And then to add that dash that we all need, there are numerous "must have" accessories. Your beach shoes with cork soles, and string mesh bodies, can match the color in your suit. Your coat can be a snowy terry cloth, that wraps and fits like a true princess gown, and then serves as your blanket on the sand. Your

Pretty as her picture, this charming miss shows you how attractive and practical a rubber bathing suit can be.

pineapple straw hat must be crownless but boasts a multi-colored streamer. A huge multi-colored homespun bag holds your make-up, your sun glasses, lexicon cards and cigarettes. So we all cheer for week-end holidays of 1938, and those of us who swim can be sure that we can hold our own in the beach fashion parade.

Teeter Goes A-Shopping

Dear Bels . . .
And its Heigh-ho . . . come to the fair, for I'm to be queen of the May! Or so you'd thing could you but see all my new clothes. My first hop about the May-pole, found me at Irma Frankenstein's, 293 Alexander Street . . . where every frock I donned was so trim, so chic, that it was difficult not to buy everything in sight. New cottons and silks . . . intriguing new summer dresses have just arrived, priced from \$3.95 up . . . and it's THE place to shop, for the woman who prefers, simple, well-made smart clothes.

Early, though it may be in this summer season, we've already enjoyed warm days, when a light hat would be most serviceable, so I solved that situation most neatly by a repeat visit to the Ruth and Ann Hat Shop at 86 Adams Street. And what flattering white . . . as well as pastel hats I found . . . in straw and felt . . . just newly arrived . . . but the same old . . . and tempting price . . . of \$1.75. You're right . . . I purchased two . . . for the price of one . . . really, for they're so inexpensive, though they look like Paris creations. Ruth and Ann stay open evenings till nine . . . or did I tell you that before?

Everybody's doing it . . . don't what? . . . NOT the turkey trot, my dear . . . but they're doing most of their dancing at the Odenbach Peacock Room these evenings. Delightful spot . . . and the music and entertainment of "Those Three Guys" is TOPS. While there, the other evening I had a real inspiration. Wouldn't it be a grand idea for son or daughter to really provide a treat on Mother's Day, and take her to the Peacock Room for Sunday dinner. No cares . . . no worries . . . just good food and enjoyable surroundings. And what's wrong with the suggestion of a box of Odenbach's delectable candy as a remembrance?

STOP!!! READ WELL!!! And clip this ad if you're a believer in economy as well as quality. Teeter has been given permission to use this space as a "Spec-

cial Get Acquainted Offer" from the H. L. Hunter Company, at 1 Clinton Avenue South. Regular storage prices that prevail are 2 1/2% of a minimum \$100 valuation, and in most cases a minimum price of \$3 for a fur coat, and \$1.50 minimum for cloth coats. With presentation of this ad . . . Hunters will give you a special price of minimum \$1.50 for fur coats, and \$1. minimum for cloth coats. A most special price, fair lady . . . and the very best of cold storage for your winter garments.

Eugene and Jose, hairdressers, at 137 East Avenue . . . are certainly receiving praise on every side. Women who patronize this firm can't seem to say enough in their favor. Ruth said the other day it was the one place she went, that she left feeling rested . . . and through . . . that you leave in a practical panic. Not so at Eugene and Jose's . . . you are courteously treated . . . never have to wait about . . . and when you're all through . . . you KNOW your hair is perfectly coiffed . . . and that it will stay that way.

Even the clothes closets at the houses are taking on a light fantastic air . . . as winter apparel is being put away . . . and our summer things are being hung in their place. What did I do with Pop's overcoats and winter suits . . . and OUR too? I found the answer to that problem with the greatest of ease. My favorite cleaner, or course . . . Watts . . . than whom there is none better . . . and who does such lovely work . . . that clothes look better . . . and last longer. And now, Watts are offering a special service . . . cleaning winter things . . . and returning them to you all packed in a moth bag which they supply. Grand idea, don't you think? So did I, so I called them at General and now I know our things will be in perfect shape when wanted next fall.

New merchandise is arriving on every hand . . . in all of my pet shopping places . . . and when I say pet . . . I mean because they offer quality at the

Volunteers Aid Needy

(Continued from page one)

Workers were organized to provide transportation for the Public Health Nursing Association, and their work was supplemented by the Red Cross Ambulance. The work of transporting nurses to homes and patients to clinics proved so valuable that in 1922 an interested board member of the Public Health Nursing Association made available a new car with a full-time woman driver.

VOLUNTEER DRIVERS

In 1922, a friend of the Association supplied a car primarily for this purpose. A Volunteer Motor Service Committee was organized with representatives from several interested groups, and the Council of Church Women offered to recruit drivers, or two years the car was driven by volunteers, and the Gyro Club provided funds for maintenance.

The program was again expanded in 1927, when the Chatterbox Club raised money for a new car. The Female Charitable Society, which for over a century had sponsored projects for the sick and needy, made possible the services of a secretary and driver. Headquarters were supplied by the Public Health Nursing Association.

It's Marvelous!

That's what thousands of Rochesterians say about Old Spain food. Shoppers make their luncheon headquarters here and a great many business people eat here day after day.

The LUNCHEON

A complete meal that gives you a wide choice of lots and lots of delicious dishes for every course—the flavor is exactly right and the service most pleasing.

55c

The DINNER

An outstanding meal in every respect and at a reasonable price. Replete with dishes of delicious food that will please the appetite of the most critical gourmet.

75c

SPECIAL CHILDREN'S MENUS . . . 25c up

Call Stone 3418
Old Spain
ELEVEN EAST AVE.

J. E. Thompson

Something New in

SUITS

— Acetate & Wool
NON-CRUSHABLE FABRIC

10⁹⁵

2 piece suits in the man-tailored manner . . . advance-style beautifully finished down to the last little detail of workmanship. And they'll hold their sleek, crisp lines, for the new wool-and acetate material from which they're fashioned is NON-CRUSHABLE. Suits that will see you through cool days all summer long . . . and give you a smart tailored ensemble with which to start the fall season. Choose one in slenderizing stripes, or a monotone in white, beige, postman's blue, navy, or brown. Sizes 12 to 20.

Frills "Follow Suit" In

Blouses

3⁰⁰

Hand made voile blouses, embroidered in cheery, Hungarian peasant fashion. Others in batiste, sheers, linen, and pique. White and colors.

5⁹⁵

Dainty sheer blouses in snowy white, delicate pink, or powder blue. Many with exquisite touches of Val lace. Sizes 32 to 44.

Quaker Hosiery

3 2²⁵

Pairs for

The most thoughtful, useful gift of all . . . 3 pairs of fine Quaker Hosiery, attractively boxed as a Mother's Day present.

J. E. Thompson

78 Clinton Ave. South

AVON

132 SHOP
E. MAIN ST.

SALE

OUR GREATEST SAVINGS EVENT OF THE YEAR
FRIDAY — SATURDAY

Just 216 Gorgeous, New Spring

COATS

REG. \$9.99 to \$14.99

REEFERS
CASUALS
TOPPERS
SWAGGERS
In Fashionable
BLACK
NAVY
PARIS SAND
Values You'll
Rave About

These coats are NOT a special purchase! They're right from our Easter stock. Brand-new, lovely spring styles that can be worn all summer. We're going to sell every one of them . . . and you're going to SAVE at our expense! Get here early to be sure of the coat you want.

AVON

132 SHOP
E. MAIN ST.

Charity Ball Aides Named

Six companies of women of the Monroe County Auxiliary, County American Legion, comprising the ticket division, have taken up the work of selling tickets for the poppy fund charity ball of that organization, to be held in the State Armory Saturday evening May 21.

Mrs. Elmer O. Schmanke has been named general chairman by County Chairman Mrs. Grace McCarthy. Headquarters of the committees has been established in Seneca Hotel. Heading the ticket division is Mrs. Marvin Winter and the companies under her, with their captains, are:

Company A—Mrs. Evelyn Stuewa, captain; Mrs. Christine Lizio, Mrs. Mildred Malone, Mrs. Rachael Blase, Mrs. Anna McDonald, Mrs. Alma Dirksen.

Company B—Mrs. Isobel Powers, captain; Mrs. Beulah Eckert, Mrs. Mildred Wackeman, Mrs. Gladys Smith, Mrs. Clara Mauer, Mrs. Nellie Griffiths.

Company C—Mrs. Mary Stutchbury, captain; Mrs. Catherine Koch, Mrs. Bess Noonan, Mrs. Billings, Mrs. Madge Kohler.

Company D—Mrs. Flora Hamilton, captain; Mrs. Ann Weller, Mrs. Lorraine Boer, Mrs. Carrie Sobieski, Gertrude Trott, Mrs. Eva Comstock.

Company E—Mrs. Mabel Padelford, captain; Mrs. Ruth Siles, Mrs. Elizabeth Wolff, Mrs. Anna Delano, Mrs. Edna Turner, Mrs. Carrie Murdock.

Company F—Mrs. Mayme Indovina, captain; Mrs. Mary Marzio, Mrs. Irene Varney, Mrs. Betty Studley, Mrs. Helen Bennett, Mrs. Myrtle Meek, Mrs. Emma Hall.

The country auxiliary has decided there will be no street sales of the "Flowers of Flanders" to aid disabled veterans in Rochester this year. Instead a semi-military ball and review will be given in an effort to dispose of 25,000 poppies, Monroe County's quota this year.

With each ticket sold will go a coupon which entitles the purchaser to two poppies to be worn on the night of the ball, and for one week before Memorial Day.

Ladies' Civic Band Seeks Musicians

Women musicians who have a penchant for playing the piccolo, tooting the tuba or clarifying notes on the clarinet, will get a big hand from the Ladies' Civic Band, Edward A. Carroll, leader, says he can use a few players of these particular instruments.

Applications for membership may be made at Columbus Civic Center, Tuesday night, or by phoning Mrs. Dorothy Dehl, Genesee 3706. Rehearsals are held every Tuesday at the Center. Players receive no compensation, neither are they asked to pay dues.

LODGE WILL MEET

Germana Rebekah Lodge, No. 83 will meet Wednesday at 7:30 p. m. in the I. O. O. F. 11 Clinton Avenue North. Officers will wear white and will meet at 6:30 p. m. to drill for initiation.

Magicians' Club To Put on Show

The world of magic will occupy the stage of Greece Central School's auditorium tomorrow evening. The Rochester Magicians' Club, one of the hobby groups sponsored by the Rochester Museum of Arts and Sciences, will offer ten acts, with the following magicians taking part: Ken Punnett, Erwin Sloane, B. Gilbert Vitale, Norman Sehm and Bob Brethen.

The program is sponsored by the Scribes' Club of the school to finance the final edition of "The Central News," which is to be dedicated to the interests of the graduating class.

For adults the price of admission will be twenty-five cents, for children, ten cents.

Fidac Study Club To Meet Friday Night

The FIDAC Study Club will meet tomorrow evening at the home of Mrs. Mary Indovina, 103 Weld Street. There will be reviews on Poland, Yugoslavia and Portugal and also a discussion of French art.

The memorial program will consist of a talk on John McCrea, author of "In Flanders Field."

Hostesses, who will serve food typical of the countries studied, are Mrs. Indovina, Mrs. Frances Hinds and Miss Gertrude Trett.

AUXILIARY TO ELECT

The auxiliary of the Major Joseph E. Hurley Post, County American Legion, will meet May 19 to elect officers. Recently chosen to serve on the executive board were Mrs. Mary Dean, Mrs. Ethel Kelly and Mrs. Irene Tyler.

WATCH YOUR WATCH



Its wear and accuracy depend on the care you give it. Remember—it runs 4000 miles per year.

Main Spring 95¢
Stem & Crown

Bring your watch or jewelry repairs to our modern department.

Watch Shop—Street Floor



A Gift For Mother!

White ALL ELECTRIC
SEWING MACHINE

Reg. \$80 Value
Special At **49⁵⁰**

Cut mother's sewing time in half and add to her joy of living with one of these superb walnut cabinet machines that has practically everything... air cooled motor, knee control and a complete set of attachments. And it's "sew" easy to pay for!

Phone for Free Home Demonstration
Edwards, Second Floor



MODESS
50 IN A BOX
72^c BOX
2 BOXES
OF 50 EACH
1.39

Edwards, Street Floor

A Most Exciting Value!
CARLOAD SALE
GENERAL ELECTRIC

REFRIGERATORS

\$179.⁵⁰

Regularly Much Higher Priced

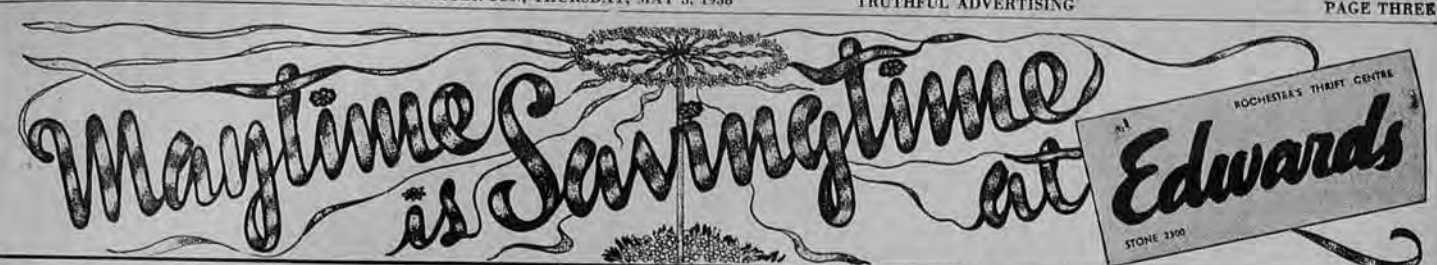
New beauty, new convenience, new economy! Years of carefree, dependable service at savings never before even approached! This aristocrat of refrigerators—the Monitor Top, is now in 15,000 Rochester homes. Its sealed in steel mechanism is the most limited of all cold-producing units. It's noiseless, it's inexpensive and easy to buy and to operate. See for yourself today!

Read These Monitor Top Features:

- ★ Hermetically Sealed Thrift Unit
- ★ Super Freezer
- ★ All Steel Construction
- ★ Automatic Interior Light
- ★ Temperature Control
- ★ Adjustable Sliding Shelves
- ★ Exclusive Force-Feed Lubrication
- ★ Large Vegetable Storage Bin
- ★ Economy Zone Indicator

MONITOR TOP—THE "TOPPER" OF THEM ALL WITH 15,000 USERS IN ROCHESTER
Edwards, Sixth Floor

FIVE YEAR GUARANTEE
Full Family Size, with Full Width Shelves
Generous 6 cu. ft. Capacity
Small Down Payment, Balance Monthly



SAVE in Edwards May Lingerie SALE

Buy them for yourself and gifts for Mother!

Genuine

Seamprufe

SLIPS
1.98

Your Choice
of Short and
Medium Lengths

Hollywood V Front Cocktail Slip

Bias cut of luxurious satin La Rue... lavished top and bottom with imported flowery lace. Sizes 32 to 40.

Zipper Tailored "Seamprufe" Slip

Has neat zip-uplift "bra" top and sleek "2 Seyme" bias cut. Of satin La Rue. Sizes 32 to 38.

4 Gore Crepe La Rue "Seamprufe"

Lacy or tailored with shadow panel. Cut so it won't ride up when you sit down. Sizes 38 to 44.

"2 Seyme" "Seamprufe" Slip

Hollywood V-front and back style with dainty Val lace and embroidery trim. Of crepe La Rue. Sizes 32 to 44.

Double V-Front "Seamprufe" Slip

La Rue satin or crepe true bias cut to accent every curve. Lacy or tailored! Short, medium or long. Sizes 32 to 44.

Edwards, Second Floor



Tearose
White

Last 2 Days FRIDAY and SATURDAY ANNUAL SALE "No-Mend" SILK HOSIERY

"NOMEND" 4-Thread Ringless Chiffons
Regular and Short Lengths
Semi-Service Weight "NO MEND"
Regular and Short Lengths

Reg. \$1.

85^c

"NOMEND" Long Ringless Chiffons
Long Semi-Service Weight "NOMEND"
"NOMEND" 3-Thread Crepe Chiffons
Regular and Short Lengths

Reg. \$1.15

95^c

"NOMEND" "Giveable Top" Chiffons
"NOMEND" Semi-Service "Giveables"
"NOMEND" Long 3-Thread Crepes

Reg. \$1.25

1.05

"NOMEND" Extra Fine 3-Thread Crepe Chiffons

Reg. \$1.35

1.15

Edwards, Street Floor

SAVE in Edwards MAY White SALE



WEST POINT GUEST TOWELS
5 FOR 88^c

Look again at the price, then make a beeline for Edwards' second floor! By the famed maker of Martex towels, with close under weave for extra absorbency and wear. White, with borders of coral, blue, green, rose, black, orchid and beige. Extraordinary values at this low May Sale Price!

West Point Towels ea. **29^c**

But for slight imperfections, they'd be priced 45c each. Extra heavy, extra thirsty. With assorted colored borders. Sizes 20x40.

Martex Dry-Me-Dry **1**
Towels 6 for **1**

In colorful, tub-text prints. Attractive as they are practical. Very soft, very bright.

Regular 10c Fine Quality Wash Cloths 3 for **25^c**
Good size. Well made of first quality material. White, with colored borders. Try several at this very low price!

Cannon Towels 6 for **85^c**

Hemmed and ready to use. Ideal for hand or dish use. Colorful stripes, strongly woven. Wrapped in cellophane. Reg. \$1 Value!

Imported Linen 6 for **1**
Crash Toweling yds. **1**

First quality. Just what you want for dishes, glasses or to dry hands. Lovely borders of red, blue, green or gold.



FRUIT OF THE LOOM "ROBIN HOOD" SHEETS and CASES

Size 81x90

Reg. \$1.29

Famous the four y over for their quality, their durability, their soft, closely woven weave. Well cut, well made. You'll recognize them instantly as being worth much more than their modest MAY SALE PRICE—84c each!

84^c

Reg. 35c Pillow Cases, Sizes 45 x 26, 26 x 26. "Fruit of the Loom" Pillow Tubing 42" and 45" wide. 29c yd.

Edwards, Second Floor

Epiphany Church To Sponsor Dance

The parish house of Epiphany Church will be transformed into a dance hall for the benefit of the Young People's Fellowship on Friday, May 13.

dancing to suit all tastes and cards for those who prefer to enjoy their evening sitting down.

The committee in charge includes Kenneth Ford, Arthur Grabb, Evelyn Kingston, Marjorie Hall, Charles Kinkelholz, Jean Shakholt and Elsie Herbert.

Sacred Heart To Mark Date

Sacred Heart Ladies' Auxiliary, Knights of St. John will celebrate its twenty-fifth anniversary Sunday, with solemn high mass at 11 A. M. in Sacred Heart Pro-Cathedral.

Officiating at the mass will be the Rt. Rev. Msgr. George V. Burns, celebrant, the Rev. John P. O'Beirne, deacon, the Rev. Earl E. Ritz, sub-deacon, the Rev. Leo E. Hastings, master of ceremonies and the Rev. Albert Simonetti.

Members will assemble in the school hall at 10:30 A. M. and will be escorted to the church by Sacred Heart Commandery and the Knights of St. John Ladies' District Auxiliary Drill Team.

After services, an exhibition drill will be presented by the group.

A banquet in honor of the occasion will be held Thursday at 6:30 P. M. May 12, at Hotel Rochester.

Miss Zita E. Flanagan, president is honorary chairman; Mrs. Mayme Uhl is general chairman of the program and Mrs. John Gambaty is co-chairman.

Guests of honor besides the officiating clergymen will be Supreme President, Mrs. Teresa Ganster, chapter president, Mrs. Joseph J. Keller, deputy, Mrs. Edward Fromm, Mrs. Mayme Uhl, Mrs. Peter Feeney, Miss Rose Carbone and Mrs. John Gambaty.

Assisting the chairman are the following committee aides; historian, Miss Rose Carbone; entertainment, Miss Amber Bailey; decorations, Mrs. Paul Bailey and Miss Alice Rendland; finance, Mrs. Robert Kellman and Miss Rose Carbone; reservations, Mrs. Joseph Shay and publicity, Mrs. Raymond Jeffery.

Club To Hear Dr. Halperin

The active season of the Rochester Section, National Council of Jewish Women, will close Wednesday with a luncheon meeting at the Hotel Seneca.

Guest speaker at this meeting will be Dr. Herman Halperin of Pittsburgh.

Dr. Halperin, who has had a special study of intellectual relations between Jews and Christians in Europe, is rabbi of the Tree of Life Congregation, Pittsburgh. He is professor of Jewish history at a Dukes University, a director of the Jewish studies of the Isaac Seder Educational Center and also of the Hebrew Institute, Pittsburgh.

Mrs. Julius A. Goldberger, president of the council will preside at the meeting, and Mrs. Henry Samuelson, chairman of the nominating committee, will present the slate of officers for next year.

Slip By Defense Permits Declarer To Make Contract

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

A hand was played the other day at a home duplicate of just two tables in which a ridiculously simple defensive play was missed both times.

Aids Bank Show



FRANCES O. FITCH
She will assist the committee of Rochester Chapter, American Institute of Banking, which group will sponsor a luncheon and fashion revue.

Bank Women Plan Party

The Women's Committee of Rochester Chapter, American Institute of Banking, will bring to a close a year of social activities under the leadership of Miss Anita P. Ringwood of Union Trust Company with spring luncheon and fashion show at the Hotel Seneca on Saturday afternoon, May 7.

Highlighting this final party will be the fashion show, in which attractive young members of the banking group will act as models for the display of exclusive fashions from Projansky's.

Mrs. Helen L. Arend of Rochester Savings Bank, vice-chairman of the Women's Committee, has been working in co-operation with Miss Ringwood and they are being assisted by the following committee:

Miss Elizabeth J. Dunn, Miss Adelaide D. Walker, Miss Marie Kelly, Miss Anna A. Casey and Miss Lucy M. Berne of Union Trust Company; Mrs. Dorothy M. Anger, Mrs. Rosemary Schaefer and Miss Rose M. Tachler of Lincoln-Alliance Bank and Trust Company; Miss Helen A. Grahman and Miss Marion R. Payne of Rochester Savings Bank; Miss Lucile W. Farnham of Genesee Valley Trust Company; Mrs. Esther H. Trautman of Mechanics Savings Bank; Miss Mary R. Davis of Rochester Trust and Safe Deposit Company; Miss Marie M. Keating and Miss Margaret T. Crowder of Monroe County Savings Bank; Miss Madelyn H. Sullivan of East Side Savings Bank; Miss Frances O. Field of Central Trust Company; Miss Gladys Engert of Security Trust Company; Mrs. Louise K. LePine of Donohoe and Company and Mrs. Catherine P. Larkin of Grahman and Company.

The hand was played in a slightly different way at each table, but in each case the defense allowed the declarer to make a contract of four spades which could be set by correct play.

NORTH
S Q J 4
H J 8 7
C K 8 4 3
D A K 7 6 5 4 3

WEST
S K 7
H Q 10 9 8 7
C A 10 9 8 7
D K 10 9 8 7

EAST
S 10 9 8 7
H K J 6 5 4 3
C Q J 2
D Q 10 9 8 7

SOUTH
S A K 10 9 8 7
H A Q J
C A 10 9 8 7
D J 10 9 8 7

South was the dealer, with the bidding the same at both tables.

At my table I was South and got as an opening lead the king of diamonds, East dropping the nine. West seeing the queen in the dummy and not wishing to set that card up discontinued leading that suit and switched to a club, which I won in my own hand with the Ace.

TROUBLESOME CARD

Three rounds of trumps followed, the last one being won in my own hand. I knew that if the heart finesse failed I was down one, unless I could get rid of the losing club in my hand. As it was certain that West had the diamond Ace, it was a very simple matter to eliminate the club loser.

All I had to do was to lead my last diamond and if West took it with the Ace, dummy's queen was set up for the club discard, and if West failed to take the Ace I would, of course, lose the club, but in that case I would make an extra diamond trick. Naturally, with the defense I had, my contract was made.

At the other table the king of diamonds was also opened, East dropping the nine as before, but instead of switching to another suit, this player continued with the Ace and then led clubs. Dummy's queen was set up now and all declarer had to do was draw trumps, discard the losing club and the contract was made.

CORRECT DEFENSE

The correct defense on this hand is extremely simple. It is almost unbelievable that fairly good players should make the defensive errors this hand offers.

Against proper defense four spades should never be made. The king of diamonds must be opened and when East drops the nine and declarer the Jack or the ten, it should become evident to West that his partner is starting an echo. Therefore the diamond Ace must be led next and now, both East and South follow, the diamonds are all accounted for.

West's next lead is the deciding play of the hand. If he switches now to any other suit the contract is in. He must realize that if his partner has a trump, now is the time to force declarer to play dummy's queen, as his partner will ruff and if South wants the trick he must overruff. This prevents declarer from getting a club discard on the diamond queen.

SHOT FOR TRUMP

This hand is by no means an unusual one. Hands of this type are dealt in almost every game. The usual alibi the defensive player who makes an error didn't want to force his partner to use a trump when he was certain it was going to be overtrumped by the declarer.

If you are one of those players who is afraid of forcing your partner to use his trumps, remember this: When declarer gets in he will draw trumps anyway, and it may be that the only good your partner's little trumps can ever do will be to use them when they will embarrass the declarer by forcing him to overruff when he would much rather have discarded a loser.

As a service to bridge players, we offer information on questions pertaining to the game. Send your queries to The Sun in care of Virginia Levy and your questions will be answered in this column as promptly as possible. Your initials only will be used in replying, unless otherwise authorized.

Tattle Tales

By The TATTLER

WE THE PEOPLE are asked to celebrate and observe so many different weeks and days that it's getting increasingly difficult for John Q. Public to save an extra quarter or to get an afternoon off for a fast round of cricket. This week is taking its bows as National Clean-up Week, National Baby Week and to begin next week is Mother's Day.

If you will give a minute's thought to it—you will remember a host of weeks that come and go every year, including Fire Prevention Week, Cheese Week, Eat a "Baldy" Clark Apple Week, and ad infinitum.

If you have some one in your home that reads the papers it darn near ruins your home-life. This clean-up week will bring on a barrage of complaints about lumbago, but a whole lot of garages will be cleaned up in spite of it. It's getting a lot tougher, as many of us know, to lay aside a dime for the new golf clubs—and National Baby Week may just be a dandy idea for Mr. Pilling's baby carriage sales and the boys at Daws and Walgreens to sell a lot more fancy babywares, but it does put the new brassica out of the running for another week or two.

We sincerely hope that some time soon "Do Nothing At All Week" will find a proper sponsor.

THIS AND THAT: Mike Torrel, the Kellogg man, looks enough like George Raft to make you suspicious. Mike, however, would probably whip out a package of Krumbles, instead of a rod. Rollo Fisher, the gas and oil baron, is known in his balliwick as the unofficial mayor of Brighton... Abe Levinson of the Hart stores, can not only amaze the public with sleight of hand card tricks and the rabbit-out-of-the-hat number, but warbles a throaty ditty or two that lays 'em in the aisles... Maury Gerkes, buyer for Wegmans, does the melody in vocal duets and always finishes even with his partner. Not bad either. Mac McCarthy of the Seneca broke out in another full set of scenery. Brown is the new "must," we believe... Things will soon come to a very pretty pass at city hall if current rumors are to be given credence... The Cotton Club down Joseph Ave. way continues to pack 'em in. All of which proves that the Harlem idea in song and terpsichore still leads the national field... George Kondolf, one-time associate producer with George Cukor and Walter Folmer in Lyceum Theater stock productions is now directing twenty odd theaters in New York City. Junie is assistant to the national director of W. P. A. theaters... Spike Wilson has a two buck bet on the Orioles to win the opener. The traitor!... There could be an awful odor raised on the assignment racket that would embarrass the Rochester bar no end if somebody really wanted to investigate it... Liney Wels has his rock garden again this year, complete with fountain, but no goldfish... The Clinton Ave. stay-out-laters are too apt to go fishing in the late evening...

Scout Auxiliary Meets Monday

The regular meeting of the Mothers' Auxiliary of the Lone Star Division, Boy Scouts of America, will be held Monday evening in the Parsells Avenue Baptist Church. Mrs. William J. Grayton, president will be in charge.

Mothers Auxiliary of Troop 121 will be guests, and following the meeting there will be a social hour with refreshments. Hostesses will be Mrs. Robert L. Gentner, Mrs. Beulah Hipp and Mrs. Joe D. Hindon.

In charge of the spring luncheon to be held this month will be Mrs. Beulah Hipp, Mrs. Charles H. Leopold and Mrs. Herman G. Koch.

P.T.A. of School 13 To Inspect Classrooms

The Parent Teacher Association of School No. 13 will meet Tuesday evening, and in connection with "Know Your School" week, will be given the opportunity of inspecting classrooms from 7:30 to 9 p. m.

A short business meeting will follow the visit to classrooms, and plans for Summer School will be discussed.

St. Thomas Auxiliary To Give Silver Tea

Women's Auxiliary of St. Thomas Episcopal Church has planned a silver tea and book review for May 6 at 2 p. m. in the parish house.

Mrs. Oakley W. Norton will review "The Yearlings" by Marjorie Rawlings, former Rochester reporter. General chairman of the affair is Mrs. Stuart C. Dew with Mrs. Leroy C. Percy assisting.

CLOTHES CLEANED
THE APEX WAY
With Carbon Tetrachloride
The world's most famous cleaning solution. One trial will convince you.
69c
Cash and Carry
ALL MINOR REPAIRS FREE!
Union Dry Cleaning
200 Monroe Ave. Main 826

MAIN 1994 or STONE 6450
Store Your
Furs
in
Good Company
Standard **2 1/2%** Rates
E. Kelsey Scott
44 East Ave.

HELPFUL SERVICE
Especially Developed For
Individuals And Businesses
We invite you to consult with our officers in order that our complete banking services may be utilized for the advancement of sound business in our community.
GENESEE VALLEY TRUST CO.
"The Bank of Personal Service"
EXCHANGE AND BROAD (Times Square)
Member Of Federal Deposit Insurance Corporation

MOTHER'S DAY
NEXT
SUNDAY
MAY 8
Give Her The Most Appropriate Gift
FLOWERS
ROSES medium stem, dozen \$1.00
ROSES extra long stem, doz. \$1.50
CARNATIONS dozen \$1.50
SWEET PEAS bunch 50c
POTTED PLANTS \$1.00 up
CORSEAGES at \$1.00 up
ASSORTED MIXED BOUQUETS of SPRING FLOWERS NOVELTIES AND TROPICAL GARDENS 35c to \$1.50
Special cards for Mother's Day and other cards for all occasions.
EAST AVE. FLORISTS
36 EAST AVE. at Stillson St. Stone 5236

GET READY FOR
SUMMER at **FIELD'S**
We have everything you need for comfort and pleasure for the home or camping trip—Come to the...
HEADQUARTERS FOR...
PORCH and LAWN FURNITURE
AWNINGS, TENTS and CAMPING EQUIPMENT
BASEBALL, TENNIS and BADMINTON EQUIPMENT
SPECIAL Small Stock of BEACH and LAWN CHAIRS at **1/2 OFF**
CROQUET SETS . . . \$1.95 up
LAWN SWINGS . . . \$5.95 up
OUTDOOR GYM SETS . \$5.95 up
BEACH UMBRELLAS . . \$3.95 up
FREE PARKING
at Golden Bell Parking Station Stillson Street
JAMES E. FIELD CORP.
338 MAIN ST., EAST
TAYLOR BUILDING—Just above East Avenue

Better Vision Is The First Aim
of **GLASSES**
BUT STYLE IS ALSO IMPORTANT
That's why we urge you to come to Smalls' and consult our registered optometrist, W. E. Reel. He assures of glasses that are individually vision - right and style - right.
Rausch & Lomb and Shur-on Lenses and Frames exclusively.
Smalls
37 Main Street East
Open Saturday Evenings Until 9 O'Clock

USED FURNITURE
Lauer's have traded in hundreds of pieces of used furniture. They have been reconditioned in their own store and are now being sold at extremely low prices in Lauer's Bargain Basement to make room for our large summer stock.
PAY CASH OR USE LAUER'S BUDGET TERMS

Three piece large walnut bedroom suite \$44... Three piece velour living room suite \$39... Large odd davenport \$19... Boudoir chair \$3... Two piece living room suite velour cover, \$24... Bird's-eye maple dresser \$8... Eight piece solid oak dining room suite \$15... Solid oak library table \$4... Solid oak china cabinet \$4... Pottery base table lamp \$1... Metal beds, all sizes \$2.50... Metal springs, all sizes, \$3... Bone white floor sample cocktail table \$5... Ivory colored baby crib \$3... Modern walnut dining room suite \$39... Fully insulated and porcelain interior 75 pound ice refrigerator \$12... Occasional chair \$5... Cane back and seat rocker \$2.50... Royal English lounge chair. Can hardly be told from new, \$19.50... Odd comfortable lounge chairs \$6... Wood range with water reservoir \$22.50
Living room table \$3.50... Three piece living room suite \$34... Two piece solid oak bedroom suite, including spring, \$20... Solid oak buffet with attached oblong mirror \$5... And many other such items, to numerous to mention.

LAUER'S BARGAIN BASEMENT 50 State St.

BURKE'S SMART SHOES
At a Dramatic Saving!
ALL THIS SEASON PATTERNS!
REGULARLY UP TO \$6.50
Broken Sizes! Chic Models In Gabardine Kidskin and Calf
\$4.95
In Blue, Brown, Gray and Black
About 400 Pairs—Broken Sizes And Discontinued Styles
Enna Jetticks \$4.45
REGULARLY \$5 TO \$6
Oxfords, straps, ties and other wanted styles... in gabardine and calf. Navy, black, brown, 3 1/2 to 10, AAA to C.
BURKE'S 17 Clinton Ave. North
Directly Opposite Sibley's

Drapes Need Vivid Colors

BY HARRIETTE CROMWELL

With all the spring color and sunny sunshine outdoors, our houses will look cheated without some attention inside. If you are not one of the lucky ones to go away for the warmer months, don't despair.

Bright summery colors — a few changes here and there — will help make your home less stuffy. If you have heavy formal draperies perhaps they are soiled. Send them to the cleaners and pack them away for the summer. Try draperies in a less formal manner — perhaps of printed linen chintz or sailcloth. There are lovely ones that are sunfast and tubfast. Be sure they are in light summery colors — perhaps cool blues or greens — or sunny yellow accented with one of the cool colors.

If your walls are in one of the deeper tones which have been so much in vogue — perhaps in a blue-green — then try plain pure white chintz drapes with a contrasting color.

Slip-cover all your furniture — your davenport in a lovely yellow and green stripe — one chair in yellow edged in white — and for accent another chair in coral with large white dahlia pattern. (This pattern is sunfast, tubfast and Sanforized and very reasonable in price.)

There are many lovely color schemes which will work wonders for your disposition when it gets "too hot to breathe." And best of all it need not cost you a great deal of money.

Play To Benefit Nazareth Funds

The Nazareth College Building Fund will be augmented with the proceeds from the production of "Quality Street" to be given in the auditorium of Nazareth Academy, May 11.

The Rochester Sun
Published every Thursday afternoon by the Rochester Sun Corporation, 5 St. Paul Street, Rochester, N. Y.
G. Curtis Gerling, president; Frank Bradshaw Kelly, vice-president; William A. Pfaff, secretary; William G. Bromley, treasurer; Eugene Davis, advertising director; John Burns, managing editor; Olga N. Crowell, women's editor.

Save on MEATS WITH THESE!

AT CLARK'S QUALITY MARKETS
Fancy Fresh-Dressed Long Island
DUCKLINGS, lb. 19c

Milk Fatter
FOWLS, 3 lb. aver. 19c
For Fricassee or Salad

Fresh Creamery
BUTTER, lb. Prints 27c

Tender Delicious Best Cut
BEEF ROAST 19c
Cut From U.S.-Inspected
Branded Young Steers

CHICKENS

Buy what you need of the cuts
you prefer.
Breasts lb. 23c
Legs lb. 27c
Wings lb. 20c
Giblets lb. 15c
Backs and Necks lb. 15c

CLARK'S MARKETS

CHAS. S. CLARK
906 N. Goodman St.
GEN. 1417
FREE
PARKING
At Both Stores
HARRY W. DOLAN
600 Jefferson Ave.
CUL. 4876

Fancy Golden Milk Fatted
Squab Broasted
FOWLS
21c lb.

Cushion Shoulder Spring
Lamb Roast
17c lb.
With
Neck And
Breast
Off

VITAMINS IN GELATIN



Now that warmer days are here, the salad the jellied salad is both time saving and also comes into its own. For the busy housewife tractive.

J. W. CLUB PLANS TEA
A mothers, and daughters' tea has been planned by Le Bon Ton Club of the JYWA for Sunday, May 8.

Salad Season Welcomed

Now that warmer days are here, the salad comes into its own once more and is the highlight of the menu. For the busy housewife the jellied salad is ideal, for it may be prepared early in the morning or even the day before, and always looks cool and inviting. Here is a vegetable salad the family will enjoy.

VEGETABLE JELL
Dissolve one-half package of gelatin in one cup of water, melt and add to one pint cold water. Add three tablespoons vinegar. Mix with one cup chopped tomatoes, and one each of chopped or grated cucumbers, cabbage, radishes, carrots, and peppers. Congee and serve. One-half cup of chopped onion may be added if desired. Chill until firm. Serves twelve.

TINSMAN CHAPTER MEETING
The May meeting of the Tinsman Chapter of the YWCA will be a luncheon at the home of Mrs. Robert Forrester of Oakdale Drive on Wednesday, May 4. Mrs. Fred Anibal of Hollywood Drive will be co-hostess.



THE WAY TO A MAN'S HEART

BY IRENE MUNTZ
Busy days ahead for every one, with gardens and spring housecleaning waiting for every extra minute. Besides which appetites are apt to be a bit finicky. New recipes help to dress up the spring table and can so easily be made up that no extra effort is required.
If strawberry shortcake has become an old story, why not try a delicious strawberry chiffon pie, and for a main dish there is nothing better than barbecued sausages. The prune sandwich cookies make a grand dessert by themselves and are also perfect for the picnic basket.

STRAWBERRY CHIFFON PIE
1 c cold water
1 c hot water
1 c sugar
1 c crushed strawberries
1 t salt
1-3 c heavy cream
1 egg whites
1 c sugar
Baked pie shell
Soak gelatin in cold water and dissolve in hot water. Add sugar, strawberries and salt. Combine thoroughly and chill. When mixture begins to thicken, fold in the thickly beaten cream. Beat egg whites until stiff add the 1-3 cup sugar and fold into the strawberry mixture. Pour into a baked pie shell and chill. Decorate with whole berries.

BARBECUED SAUSAGES
Temperature 400 degrees F.
Time: 30 minutes
18 small link sausages
1 t drippings
1 onion chopped
1 t dry mustard
1 t celery salt
1 t cayenne
1 c catsup
1 c water
1 t vinegar
Use small link sausages, small pork or steamer. Arrange in a buttered casserole dish. Melt drippings and add onion and cook until transparent. Add rest of ingredients and pour over sausages. Cover and bake in a preheated oven.

PRUNE SANDWICH COOKIES
Temperature: 325 degrees F.
Time: 12-15 minutes
1 c shortening
1 c brown sugar
1 t soda
1 c water
2 1/2 c quick-cooking oatmeal
1 1/2 c whole wheat flour
1 c all-purpose flour
1 t salt
Cream the shortening, add sugar gradually and the soda dissolved in the water. Add the oatmeal, flour, and salt. Roll in a sheet 1/4 inch thick and cut with a large cutter. Put a spoonful of prune filling in center of each cookie and fold over, pressing edges together. Place on a cookie sheet and bake in a preheated oven.

PRUNE FILLING
1 c prune pulp
1 c water
1 c sugar
1 t lemon juice
Cook the prune pulp, water, and sugar until thick. Add the lemon juice.

Senator Doyle To Speak Before Democratic Club

State Senator Emmett L. Doyle will be the speaker at the regular meeting of the Monroe County Democratic Club this evening in the Hotel Seneca. Reports of the membership drive will be made by Mrs. John E. Lyons and Mrs. John F. Rouse.

ADDITIONAL
FOOD
ADVERTISING
ON PAGE 6

Friday and Saturday Features At

Wegman Quality
Prime Shoulder Roast

BEEF
19c
Dolens of cuts from which to choose... all cut from tender prime - steer beef! Pound...

Every Wegman Roast Is Guaranteed!



7 BIG FOOD MARKETS

Every price the same in every store... and every price a saving! Shop at Wegman's for everything you need in way of food and watch your food dollars a-t-r-a-t-c-h!

PLUMP HOME DRESSED FRESH

FOWL
23c
Freshly dressed by our own poultrymen. Tender, meaty, and an extra value at this new low price!

WEEK-END SPECIALS

In Wegman's Big Self-Serve Groceries

Tender, Sweet, Green
GIANT PEAS
2 cans for 29c

Kraft's Complete Macaroni
DINNERS
FREE Glass with 2 pkgs. for 25c

Kellogg's Whole Wheat
KRUMBLES
pkg. 12c

Baby Week Features
Clapp's Strained Pure
BABY FOODS
6 cans for 45c

Tall Size Can Pet
EVAP. MILK
4 cans for 25c

Large Size Bars, Pure
IVORY SOAP
3 bars for 25c

Tender, White Meat Leg Of
Veal Roast
19c
Freshly dressed... as tender and flavorful as the white meat of chicken. Pound.

Tender, Garden Fresh, New
Green Peas
3 lbs. 20c
The perfect Springtime vegetable specially priced for this week-end.

Crisp, Fresh, Fancy, Stringless
Gr. Beans
3 lbs. 15c
Fresh from the garden these tender, crisp fresh green beans.

Large Size Ripe Cuban
Pineapples
15c
Here's the treat you have been waiting for. There's nothing more tasty than a juicy ripe fresh pineapple. Each.

Juicy Healthful California
Lemons
12 1/2c
Ripe, yellow lemons... all ready for warm-day lemonade or iced tea. Dozen.

THIS COUPON IS WORTH 5c

TOWARD THE PURCHASE OF ANY OF THESE WEGMAN'S FRESH COFFEES

To acquaint you with the extra-freshness of Wegman coffees, this coupon is worth 5c on ONE pound of any of the brands listed below. This offer for Friday and Saturday only.

Favorite Blend 15c lb. Pay only 10c With the Coupon
Kilbourne Hall 21c lb. Pay only 15c With the Coupon
Special Blend 25c lb. Pay only 20c With the Coupon



Mammoth Size Fluffy Fresh Made

ANGEL FOOD
25c ea.

The biggest cake value you've ever seen!... this mammoth size Angel food, for only 25c! At all Wegman stores this week-end.

Home-Owned Food Markets

A Combination SPECIAL!



Kellogg's WHOLE WHEAT KRUMBLES and BANANAS

Hail the perfect breakfast—
It makes your family sing!
Krumbles and bananas
Give you a taste of spring!

YOUR grocer has a happy thought for tomorrow's breakfast. Luscious golden bananas, fresh from the tropics—and crisp Kellogg's Whole Wheat Krumbles. With milk or cream this is a flavor combination you can't resist!

Kellogg's Whole Wheat Krumbles are shredded, deliciously flavored—and ready-krumbled for you. Easy to eat and easy to digest! They give you all the vital nourishment and energy provided by whole wheat, including the natural vitamin B₁ of wheat.

Take advantage of your grocer's special on Kellogg's Whole Wheat Krumbles and bananas. A taste-treat for your family and an economy-treat for your budget. Krumbles are made by Kellogg in Battle Creek.



THE BREAKFAST OF ENERGY

Rip Banan

WHAM—1150 KC	WHEC—1430 KC	WSAY—1210 KC	WHEN—900 KC
8:30—Seyland Scotty	Sat'day Serenade	Thursday	To Be Announced

PEANUT
COOKIES, ea. 1c

Beef Hash can | $\frac{1}{2}$ ^c

Immediately after completing his work at the Eastman School, Spencer will leave for Stockholm, Sweden, where for another year his wife has been with him in Rochester. Previously she had remained in San Francisco.

89 East Ave. Main 3960

Toronto Promenade Concert
10:00 P. M.
Under Western Skies
Drama of the old west.

Biggest Bargain Of 1938 - Now at Seneca

5 Year Warranty



YOU PAY
ONLY

2

NICKELS
A DAY

IMMEDIATE DELIVERY

KELVINATOR

Actual Photo - 1938 Model K4

Compare **BEAUTY**
Compare **FEATURES**
Compare **Operation Costs**
**THEN COMPARE
PRICE**

**HANDY
BANK
FREE!**



Makes It Easy To
Save Your 2
Nickels a Day

YOUR FIRST PAYMENT IS
A MONTH AWAY

SENECA STORES

Sensational Offer Available
Only At Our Store

149 MONROE AVE.

OPEN EVERY EVENING UNTIL 10 P. M.

20th Ward Club To Play Cards

The 20th Ward Ladies Republican Club will sponsor a card party Tuesday evening at 30 Whitney Street.

There will be both table and door prizes according to Mrs. May Wellesinger, general chairman. Her assisting committee includes Mrs. Elizabeth Yauch, Mrs. Katherine Freund, Mrs. Margaret Fischer, Mrs. Anna May, Mrs. Grace Weirich and Mrs. Florence Kari.

OLIXIR GAS
WORTH
A TRIAL
6 Gals. \$1
For
A Tankful

INDEPENDENT GAS AND OIL CO.
585 LYELL AVE. JEFFERSON AVE.
Clinton Ave. So. 300 Amett Blvd.
Call 3-2222

SIMPLIFIED
Quicker
CREDIT

SET YOUR OWN TERMS

Diamond
BLOW-OUT PROTECTED
SUPERLUX

RADIOS - BATTERIES - ACCESSORIES
NEW ACCOUNTS OPENED
IN 5 MINUTES

UNIT PARTS, Corp.
1185-1223 Main St. E.
CULVER 250

Ogden Holds League Mark

John Mahlon Ogden, general manager of the Baltimore Orioles, opponents of the Red Wings in the opening home series of the season, holds an International League record that probably will endure indefinitely.

Ogden's pitching days are behind him, but his lifetime record for victories in the International—213 games—is something at which the throwers will be pegging for a long time.

Most of the victories included in Ogden's record were achieved while John was one of the aces of the mound staff which helped bring seven successive championships to Baltimore during the regime of the late Jack Dunn.

Since turning to the front office side of baseball, Ogden has had a successful career with his old club. This season he has assembled a team of sluggers and Baltimore fans already are envisioning a return to the days when the Orioles were rulers of the International League roost.

18th Ward Democrats Bar Talks At Party

18th Ward Men's Democratic Club will bar speeches, but will encourage card games and dancing at a get-together in the Elks Club, Saturday night.

Following these festivities, a six-act floor show will be presented.

Leonard Cross, president, assisted by Mrs. Francis Connelly and Mrs. James Wilmond, presidents of the Women's Senior and Junior Clubs, have appointed the following committees:

General chairman, Fred Schulman; vice chairman, Dan Casey; tickets, George Wigg; Joseph Gaffney, Mrs. Francis Connelly, Mrs. James Wilmond; reception, Milton E. Gibbs, Senator Emmett Doyle, Leonard Cross, John Lyons, Paul Noonan, Joseph Gaffney, Fred Burke, John Henner, Edward Vanderlinde, Joseph Oca, Dan Casey, and James Wilmond.

Music, John Haffey, Delores Kelly, Henry Kaul; prices, Thomas Dunn, Mrs. Lola Gibbs and Jane Winter; reservations, Mrs. Adalie Morgan, Mrs. John Lyons, Mrs. Leonard Cross, Mrs. John Henner, Mrs. Vilma Ruedenouer, Mrs. Frank Perkins, and Mrs. Paul Noonan.

Sales Drive To Open Schenley Week Here

Observance of "Schenley Week" began today in Rochester with the publication of an advertisement for Schenley products in The Sun.

During the continuance of this co-operative campaign, in which manufacturer, state and local sales forces, jobbers and retail distributors of Schenley products will unite in a sales drive, special window displays will be placed in retail stores handling Schenley brands.

Daw's Bosses Bang Bales Bundles



Everybody works at the Daw's offices. When M. Panfil, laboratory and warehouse director, has a heavy shipment to care for he calls all hands, including M. PANFIL, FRANK WEINBERG, GEORGE MILLER.

General Motors Chief To Speak Here May 12

William S. Knudsen, president of General Motors, will be in Rochester next Thursday to address members of the Chamber of Commerce at the noon luncheon, and in the evening will address students and guests of the University of Rochester on "Economic Opportunities in a Changing World."

His speech at noon will be of special interest to business men.

Sigma Kappa Lambda Set "Spring Fever Dance"

Sigma Kappa Lambda will hold its "spring fever dance" Friday, 9 p. m. at Irondequoit Masonic Temple. Bobby Lyons, Dixie swing stylist and his band will play. Dick Kidder will sing.

Bill Walker, Norm Rogers, Bill Thygeson, Jack Wilson, George Giles, Art Herbst, Frank Nyhan, Bill Donalds and Howie Palmer, are on the committee.

Duplicate Bridge Game Listed at Oak Hill

Tomorrow afternoon the first in a series of duplicate bridge sessions will be held at Oak Hill Country Club under the direction of Mrs. Bradford Noyes, Jr.

Play will continue each Friday during May, and prizes will be given not only for each day's high score, but there will be a grand prize at the conclusion of the tournament.

SPORTS

By JOHN BURNS

There's something about a baseball opening day that quickens the pulse of every fan, old or young. Your pet team may not look red hot at this early stage of the race—do I hear mutterings about the present position of those Red Wings—but Mister Fan is an optimist and, on opening day at least, he holds a firm belief that his team is destined for a high place in the race.

It's axiomatic that only one team in each league can hope to win a championship. But show me the loyal fan who doesn't entertain at least a sliver of suspicion that his home town nine will head the parade when they pay off next September.

Baseball is unlike any other sport, chiefly because of its uncertainties, and it's those very uncertainties which enable this game to retain its place in popular favor year after year. The history of baseball is generously sprinkled with tales of remarkable achievements and one has only to go back to 1914, when George Stallings' Boston Braves literally lifted themselves by their bootstraps from last place in July to a National League championship at the close of that campaign.

History isn't likely to give us another instance of a club making a surge such as was accomplished by those famous Braves, but optimistic Mister Fan goes on hoping that HIS team will find ways and means of performing another baseball miracle.

And that's why as many of us as can conveniently get there will be out to see the Red Wings in their opener with Baltimore. The average fan may be an avid follower of newspaper and radio accounts of baseball games, but he trusts his own judgment in preference to that of writers and announcers. And you can't blame him, because every man gets a different impression of the happenings on the ball field. Besides, it's the inalienable right of Mister Fan to rear back and impart his views of players, managers and umpires to all within hearing distance. And how is a fellow going to do that when he is acting on some one else's say-so?

This town of ours has one unique distinction in connection with its annual baseball opening, and that is the parade which precedes the inaugural game each spring. True, other places, notably Cincinnati, go in for opening day parades, but none has a parade marshal who can match the record of Frank Rutz, Rochester's perennial leader of baseball processions, who started this phase of his career considerably more than thirty years ago.

Tally-ho and trucks were the favorite conveyance for the "bunches" which made up the first parade of which Rutz was marshal. That was back in the days when the Rochester Bronchos played at Culver Field, now the site of the Gleason Works, and every rig of any size had its keg or two of beer.

In those far away days, participants in an opening day parade were driven inside the park and their conveyances made a solid ring around the playing field. It was day on which fans forgot their cares; a big holiday for many whose baseball going for the season began and ended with the opener.

Nowadays, paraders ride in motor cars and the cavalcade whisks from downtown to the Stadium in less time than was required to move from the Four Corners to East Avenue in the old days. Perhaps that's as it should be. The paraders have more time to watch the athletes and, besides, they're in better shape to note what's going on.

Some seasons back—it was during the early years of Cardinal ownership in Rochester, when Billy Southworth and Company brought four successive championships to our town—the Red Wings of that date, like their successors of today, had not done too well on their first road trip. It was Cray Remington, I believe, who suggested that the boys might do better after they had a chance to settle down to home cooking.

Believe it or not! Those early Red Wings started to improve and wound up as pennant winners. It's not for me to say what part home cooking had in their transformation—probably it was the ability of the players who comprised that club.

But, if home cooking will help the current collection of Wings, by all means give it to them. Meantime, however, a shipment of pitchers and a few baseknocks in the clutches would be more to the point.

Rochester Radio Salesman Wins Stromberg Contest

In a recent national sales campaign conducted by the Stromberg-Carlson Company, John Larkin of the Hickson Electric Company was awarded grand prize for the eastern division.

The award, a button tuning Stromberg radio inscribed with a bronze plate, was awarded to Larkin for the highest amount of business turned in by any dealer salesman during the three-month period of January through March. Stanley H. Manson is the Stromberg representative for this district.

A A U Study Group Heads To Meet

Study group chairmen of the American Association of University Women will meet this evening at 6:15 in the Fireplace Room of Cutler Union.

Mrs. C. Edwin Blake, general chairman of study groups, will give a summary of the work accomplished during the last year.

Torge Noses Out Larry Piccirilli

It took the old master, Elmer Torge, onetime national trap-shooting champion, to wrest top honors from Larry Piccirilli at the second meeting of the Finger Lakes Association. Torge broke 99, Larry, who is this locality's leading skeet scorer, is rapidly pushing his way to the front in the regulation department as his score of 98x100 indicates. Ed Reed and Dick Murphy were the only other two Rochester contenders to get in the ninety brackets. Rochester scores: Piccirilli, 98; Reed, 93; Murphy, 90; Heaney, 89; Rehholz, 88; Watson, 88; Brotsch, Jr., 83; Slade, 81; De Koker, 81; Hogan, 80.

CARNATION SALE SET

The annual carnation sale of the Monroe Chapter American War Mothers, will be held tomorrow and Saturday under the direction of Mrs. Elizabeth Huntton.

DELICIOUS LUNCHEONS
For The Particular BUSINESS MAN
Tasty Cold Plates, Broiled Steaks and Chops, Dinners Cooked and Served With The Utmost Care To Insure Satisfaction.
FOR A SNACK AFTER THE THEATRE THE
DE LUXE GRILLE
110 SO. CLINTON AVE.
IN THE PLAZA PARKING STATION

FILL YOUR BINS NOW
HARD COAL \$10.00 PER TON
Pea \$8.25
Buck \$7.45
Rice \$6.55
EGG-STOVE-NUT
DOMESTIC COKE \$8.50 TON
PREMIUM COKE
CALL **GLEN 339** LAKE COAL CO. 255 Lyell Ave.

BERGHASH'S WINE & LIQUOR
"BUYS" FOR THIS WEEK-END
The ability to buy in large quantities for quick turnover enables us to offer you the many bargains that you are always sure to find at Berghash's!

2 Nationally Known BLENDED WHISKIES
Made to sell for \$2.25 and \$2.40 a quart.
MOORE & MOORE
Special For This Sale **\$1.69** Full Quart
Blended and bottled by Hunter Baltimore Rye Distillery, Inc.

2 YEAR OLD WHISKEY Cream O' Grain \$1.29
4 FULL QUARTS, \$5.00

A COCKTAIL MIXTURE FOR SUMMER
Suitable For 12 People
1/5 Sloe Gin
1 Pint Orange Juice
1 Pint Pineapple Juice
1 Pint Grapefruit Juice
1 Pint Ginger Ale
Add Sugar to Suit Taste.

"GOLD CROSS" SLOE GIN \$1.39
Fifth

A Refreshing Summer Drink WINE and SODA
100% PURE CALIFORNIA WINE!
Sherry, Port, Tokay, Muscatel, Angelica, Madeira, White Port
Gallon **\$1.29**
1/2 Gallon **75c**
Fifth **39c**

BRANDY
85 Proof
Made To Sell For \$3.25
Fifth 25 oz.
\$1.69
A MELLOW SMOOTH BRANDY
3 YEARS OLD

BEBIDA RUM
Product of Cuba
Made To Sell For \$3.25
Fifth—25 oz.
5 Years Old
4.5 Pint **\$1.25**
GOLD or WHITE
One of the finest Rum ever imported.

GIN
FULL QUARTS
Distilled From Grain
\$1.19 Full Quart

BERGHASH
124 Clinton Ave. South Next To Loew's Roch. Theatre

FREE DELIVERY MAIN 786
Mail and phone orders filled on \$1 or more.

YOUR FAVORITE ALE NOW IN CANS!

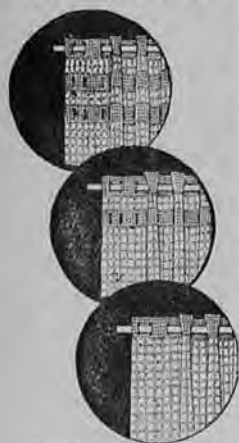
Old Topper Snappy Ale

Whether in the new can, in the regular 12-oz. bottles, in 12-oz. stubbies or on tap, Old Topper is still the snappy-flavored fully satisfying ale favorite. To please guests, serve Old Topper at home; away from home, order this excellent ale for yourself. At your dealer's or call . . .

ROCHESTER BREWING CO., INC., GLENWOOD 270
Old Topper Ale

"The Kleptomaniac", a one act comedy, is to be presented by the Girls' Friendly Society of St. Luke's Church, May 6 at 8:15 P. M. Dancing will follow.

WHETHER YOUR WINDOWS ARE HIGH OR LOW



THESE LACE NET CURTAINS WILL FIT J-U-S-T-S-O!

Use the top row of slots for your curtain and if your windows are tall. Use the middle row if they're average and the bottom row if they're short. And any one of the three gives your curtain a pretty self-heading without causing you worry or work! Look at the new lace net curtains today. See how many other attractive features they have.

An Especially Fine Selection **\$1.98**
Others from \$1.00 to \$4.98

See AMERICAN-MADE LACE
NET CURTAINS First!

PAUL'S CURTAIN SHOP

49 CLINTON AVE. S.

After June 1st we will be located across the street at 76 Clinton Ave. S. (4 Doors South of Forman's).

Minstrels At Turn Verein

Black faced comedians and singers will hold the boards at the Rochester Turn Verein, 1550 Clinton Avenue North, when that group presents its annual minstrel show Monday, Tuesday and Wednesday evenings.

Sharing the work of putting on this show are William Rogers, honorary chairman; George Mann, chairman; Mrs. William Peters, vice chairman; Mrs. Ames McCormick, patroness; Clayton Handy, patrons; Laurence Bonger and Mrs. William Herpich, program, and Edward L. Mastine, publicity.

Fred D. Stoll, Edward G. Masline, Jr., and Milford Sanders have charge of the stage. Mrs. Alma Fredmore is director, Miss Arnes Fox and Oscar Muenster will be interlocutors and Mrs. J. A. Seedack is in charge of ushers.

Ends will be Miss Mildred Vahle, Miss Helen Froelicker, Mrs. P. A. Leverenz, Thomas O'Grady and George Boetzel.

Tri Delts Plan Garden Party

One of the early spring's garden parties will be that of the Rochester Alliance of Delta Delta Delta, international college women's fraternity, Friday afternoon May 20, at the home of Mrs. Vilas M. Swan in New-castle Road. The bridge playing will begin at two and is to be followed by a garden tea at 4:30 (weather permitting).

Mrs. Roland C. Harris of Monroe Avenue, president of the local group, has appointed Mrs. Raymond Harley of Tracy Street general chairman. Mrs. Harley will also head the tea committee.

Mrs. Leonard Booth is in charge of reservations, which will be limited to twenty tables. Mrs. E. K. Haas will assist Mrs. Swan with the arrangements.

Prizes are to be awarded at each table, and are to be chosen by Mrs. Ernest Greppin.

Crippled Childs Guild Sponsors Style Show

Something smart and attractive to wear on every occasion which may arise during the summer months, will be shown at the fashion show to be sponsored May 18 by members of the Junior Crippled Children's Guild.

Really and Truly

"ONLY 300 YARDS?—
HAND ME MY PUTTER!"



Dear Jane,
Above is the three piece golf outfit that Peg wore in our first game of the season.

Shorts and skirts are blue striped grey alpaca, shirt is blue silk. The Nubs, eh?

What fun! I was using my iron on an approach to the 7th green. With a perfect stance, head down, toes up, etc. I swung 'n took up a divot one size smaller than a scatter rug.

Really 'n truly! Through a combination of hockey and Lacrosse we managed to reach the 9th hole. Peg had a putt from the edge of the green. Taking a cut at the ball she lifted it about ten feet in the air and GLEEPS! It went in the cup with a 'whump!'—like somebody closing a door on a Rolls Royce.

Love n' stuff,
Babe

Women Voters To See Sketch

Mrs. Harold Gleason whose presentation of "Dramatic Sketches From Early American Plays" won such favorable comment several weeks ago, will repeat the program Tuesday at 8:30 p. m. Mrs. Alfred Hart of East Avenue will open her home for the affair, sponsors by the League of Women Voters.

Tickets may be purchased by calling Mrs. Thorwald Malmgren, Glenwood 2117, or the officers of the League of Women Voters.

The annual luncheon meeting of the League will be held at the Century Club, May 14. A business meeting and election of officers will precede luncheon.

At 2 p. m. there will be a discussion of "Some Aspects of the Housing Problem". Speakers will be Leroy Snyder, chairman, Dr. William A. Sawyer, W. A. Kruesi and Conway Todd.

Regular Army Recruiting Resumed at Office Here

Regular Army recruiting has been resumed for the Panama Canal Zone Department, subject to allotted quotas. It was announced yesterday by Sergeant Jesse O. Smith, in charge of the Army recruiting office here.

These are the first vacancies for original enlistment assigned the local office since the middle of January, at which time all recruiting was suspended except for the re-enlistment of previous service men who were re-enlisting within three months from the date of their discharge.

The local office will be given two other small quotas to be filled during May, one to be filled between May 6 and 15, and another between May 16, and 25.

By Way of Mention

Miss Marie R. Sandford of Berkeley Street will return early this month from Atlantic City, where she has been spending several weeks.

Mrs. E. Morris Trimble of Huntington Hills will entertain the Study Club for luncheon in her home on Monday.

Mr. and Mrs. William R. Hardy of Park Avenue left Monday for their summer home at Pultneyville where they will remain for the season.

Mrs. William Wray of Arnold Park left Friday for Glen Ridge, N. J., where she will be the guest of her son, Donald Wray, and Mrs. Wray for two weeks.

Mrs. Walter S. Mudge of Westminster Road will entertain at luncheon and bridge at the Century Club tomorrow.

Mr. and Mrs. Louis S. Foulkes, Jr., of Allen's Creek Road, spent the weekend in New York City.

Mrs. Joseph W. McGill of Vick Park Ave. entertained the Beau Desir Reading Club at tea on Monday.

Judge and Mrs. Nathan D. Lapam of Geneva entertained at dinner and bridge in the Century Club, Saturday.

Miss Ellen L. Todd of Buckingham Street and Miss Caroline Haskins of Summerville have left for Williamsburg, Virginia. They will be gone about ten days.

Mrs. Charles M. Thoms of the Sagamore, left by motor last week for Louisville, Kentucky, where she will remain two weeks.

Mrs. William F. Donohue of Jackson Street will entertain the Wisteria Circle of the Seton Workers for luncheon in her home Friday, May 13.

Mrs. George W. Todd of East Avenue and her son, Walter, have left for New York and will sail soon for Bermuda.

Mrs. A. T. Ullman of Chicago, who has been the guest of her daughter, Mrs. Libby Pulsifer, and Dr. Pulsifer, of Palmerston Road, for the last ten days, left Monday for her home.

Miss Mabel Lyon of Albion was the weekend guest of Mrs. Grace Kell of Rugby Avenue.

Miss Marie Kenny of Thurston Road has returned from a trip to Bermuda.

Mr. and Mrs. John P. Street of South Goodman Street returned last week from a West Indies cruise.

Mrs. Winthrop K. Howe of Oxford Street, left Sunday for New York, where she will be the guest of her daughter, Mrs. Samuel Sloan, and Mr. Sloan.

Mrs. Leon Stern of East Avenue will entertain the Magnolia Club for luncheon in her home Friday, May 13.

Mrs. Charles H. Miller of Wellington Avenue entertained her bridge club Friday in her home.

Mrs. Harry W. Cleveland of Brockport entertained at the Chatterbox Club, Friday.

Mrs. S. Edward Brewster of Sibley Place entertained at luncheon yesterday at the Century Club of Rochester.

Mrs. Mary A. Allen of Arnold Park spent the week end in Le-Roy as the guest of her sister, Mrs. J. W. Olmsted, and Mr. Olmsted.

Mrs. Arthur Boller of Sodus will entertain her bridge club for luncheon in her home tomorrow.

William Ross arrived, by motor from Washington, D. C., and spent the weekend with his mother, Mrs. Mae B. Ross, of Arnold Park.

Mrs. Yale Parce of Oak Lane will entertain the Isabelle Crittenden Cook Circle for luncheon in her home on Wednesday.

The Rochester Guild for Crippled Children will hold its annual meeting and luncheon at the Sagamore Hotel on Wednesday.

Mrs. John P. Street of South Goodman Street has left for Middletown, Ohio, where she will be the guest of her sister for two weeks.

Mr. and Mrs. Leo Godowsky of East Avenue returned last week from New York where they spent ten days.

Mrs. George Harold Clark of Webster entertained Chapter Eight of Christ Church at a luncheon in her home on Monday.

Teeter Goes A-Shopping

(Continued from page two)

most reasonable prices. So when it comes to a question of shoes I still maintain it's the Gorham Street Shoe Parlor at 36 Gorham Street. Smart new styles have just appeared... prices continue to be most moderate... and the shoes at the Gorham Street Shoe Parlor are not only smooth in design and material... but they're Rochester Made. Corrective shoes with highly comfortable arch supports. The whole family may be fitted at 36 Gorham Street... and many a family is patronizing this store exclusively.

In case anyone else besides yourself, dear Betty... happens to read this letter... I do wish they'd do me a favor, when they visit the Pilling Baby Carriage Company at 512 Joseph Avenue... and that is... to mention this ad... for it would be a real help to yours truly. And did you know that this is Baby Week... and wouldn't you think it very sweet... as well as very sensible to put the dear little things in new conveyances... by way of celebrating the occasion? At the Pilling Baby Carriage Company... one finds the very best made carriages and cribs... and carts and scooters, too. Folding carriages sell for \$3.49 and up, and large size cribs, complete with mattress for as little as \$8.50 and up... and no one could resist the stunning English carriages at a price that is, very, very modest.

Even the clothes closets at the house are taking on a light fantastic air... as winter apparel is being put away... and our summer things are being hung in their place. What did I do with Pop's overcoats and winter suits... and OURS too? I found the answer to that problem with the greatest of ease. My favorite cleaner, of course... Watta... than who there is none better... and who does such lovely work... that clothes look better... and last longer. And now, Watta are offering a special service... cleaning winter

Wells College Tea Planned May 10th

The scholarship fund of the Wells College Club will receive the proceeds from a bridge tea which will be sponsored by the group May 10 at the home of Mrs. Edgar M. Reed at Harwood Farms.

Mrs. Robert Morrow is chairman and is being assisted by Mrs. David Ailyn, Mrs. Paul Jackson and Miss Gertrude Larwood.

Credit Men's Auxiliary Plans a Bridge Tea

Women's group of the
Rochester Association of Credit

Men are arranging for a bridge tea at Rose Carlin's, 143 Dar-mouth street, Saturday afternoon, May 14th.

Your Old Mattress Made Over
GUARANTEED TO BE LIKE NEW!
WE ALSO MANUFACTURE
NEW MATTRESSES
Watch Your New Mattress Made Or Your Old One Made Over.
New York State Licensed Renovators.
BEST GRADE BEDDING CO. 355 N. Clinton Ave., Main 7313

JEAN'S

Cotton and Silk
DRESS SHOPPES

SPECIAL

For Mother's Day

5000 BRAND NEW DRESSES

Largest Selection In Town

Gay New Cottons

99c \$1.59 \$1.95

Beautiful new fashions every mother will appreciate at savings you will appreciate. Every new style in voiles, 80 sq. Percales, Printed Piques, Floral Prints, Flock Dots, Punjabs and others. See our selection.

SILKS

Made To Sell Up To \$6.95
All Sizes
Up To 44
Redingotes Included
\$2.95

SILKS

Made To Sell Up To \$3.95
Sizes For
Misses And
Women
\$1.87

JEAN'S COTTON and SILK DRESS SHOPPES

1162 CLINTON AVE. NORTH • 500 LYELL AVENUE • 197 GENESEE STREET
THREE STORES TO SERVE YOU

HOSPITALIZATION INSURANCE
Casualty Co. now offers policy which provides
\$5 Per Day for 30 Days for Hospital Confinement
Pays Up to \$10.00 for Use of Operating and Delivery Room
Pays Up to \$10.00 for Anesthetic — \$5.00 for X-Ray Examination
(Excluding X-Ray of Teeth)
MATERNITY CASES—Limited to ten days hospitalization after the policy has been in effect ten months.
THIS POLICY COSTS 75¢ PER MONTH PLUS
AN INITIAL POLICY FEE OF \$1.00
Men or women in good health between 16 and 65 accepted.
R. E. CHILD'S Phone Main 3822
213 Triangle Bldg

Di PASQUALE SHOES

FOR THE ENTIRE FAMILY

"Buy Direct From The Factory
and Save"

Try Di Pasquale Shoes
and be convinced. They
are made to fit your feet
and of the finest leather
money can buy. All styles
and sizes in stock.

Buy
Rochester
Made

Imported Martin's Scotch Grain and Top Grade Calf
in Black, Brown and Tan also Combination Black &
White and Brown & White.

CHILDREN'S SHOES

Children are born with
healthy natural feet. Keep
them that way in DiPasquale
shoes. Scientifically made to
properly fit growing feet. Your
choice of styles and leathers.

SIZES:
5 to 8 \$2.25
8 1/2 to 12 2.75
12 1/2 to 3 3.00
Plain or Shark Skin Tips
ALL STYLES
IN BOYS SHOES **\$4.00**

Top Grade Calf in Black, Brown
and Tan also Combination Black
& White, Brown & White and
plain White.

Buy
Rochester
Made

\$6.50
Instead
of \$10.00

**313 No. Union St. OPEN
EVENINGS**

FIRE SALE

BARGAINS STILL AVAILABLE

At Savings Up To \$70

Your Opportunity
To Own A Famous

ANDES

Combination
STOVE
SPECIAL
FOR THIS
SALE **\$125**

COMPLETE LINE OF
ANDES STOVES **\$70**
SAVINGS UP TO

QUIET MAY OIL BURNERS, SAVINGS TO \$150.00

KELVINATOR OIL BURNERS, COMPLETE \$165

NORGE ELECTRIC WASHERS, REDUCED 25%

REG. \$79.95 THOR WASHERS, NOW \$54.95

REG. \$109.50 THOR WASHERS, NOW \$67.50

SIEBERT'S CAST IRON FURNACES, \$42.75 Up

Open Daily 9 A. M. To 9 P. M.

SINCE 1888

SIEBERTS

ST. PAUL and ANDREWS ST. FREE DELIVERY

Parking
Free
Opposite
Store

ODIN

Beauty Ranges
Priced
For This
Sale **\$49.50**
ON EASY TERMS

Choice for Police Chief Lies Between Miller, M'Laughlin

A Guide To Better Buying In
More Than 72,000 Rochester
Homes, News and Advertising
Of Interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 5 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

VOL. 1, NO. 26

ROCHESTER, N. Y., THURSDAY, MAY 19, 1938

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

One of a luncheon group at the Rochester Club the other day remarked that baseball, sometimes termed our national pastime, failed to interest him as of yore and querulously he appealed, "What's the trouble, anyhow? Is it me or the game, or what?"

"What, probably," laughed a table companion. "The game itself is better than ever, I believe but the surroundings have changed. Once upon a time there were word artists who wrote baseball for the metropolitan papers and then it was really more fun to read of a game than to see it."

They made baseball live in literature as well as on the diamond. "Who were they?" came in chorus from three of the younger listeners dabbled with dessert.

"Off-hand," resumed the old timer, "I remember the late Charles Dryden and Ring Lardner, who wrote baseball in Chicago and, let's see, Langdon Smith, Charles Van Loan, Bill McGeehan and Heywood Brown, who made New York readers laugh with their baseball yarns. They've all passed on, except Brown, and he graduated from sports writing long ago, and it's a pity."

It was then my turn, as a modest listener, to pipe up that Van Loan had written some of the best golf fiction ever published and that all of the men mentioned were educated persons who could have, and often did write entertainingly on art, music, politics and even economics, as well as of baseball. They made baseball live in print because they were mentally so alive to things other than baseball and not because they were particularly interested in baseball.

Too, I recollected, that Damon Runyon in far away pre-World War days did baseball classics as a daily stint, although he did not know how to make a box score. He surmounted this handicap by making notes on his cuffs and missing none of the dramatic action and humor.

Poor Charley Dryden used to preface his remarks in the press box concerning his Cubs and White Sox with, "Big league, so termed." He had seen enough baseball to realize that the gulf separating major and minor leagues was largely psychological in playing ability, although wide enough, goodness knows, in the sheer gamour lent by big parks, attendance and metropolitan publicity.

It was Dryden who wrote, after Ping Bodie had caught a fly ball for the White Sox in a sitting posture: "That's the way Ping should play right field every day. He covers more ground when sitting down."

No, the game itself hasn't changed, except for the better, but conditions surrounding it have. Radio commentators have removed baseball's spot news value for newspapers, although few, if any, editors seem aware of this obvious fact. They're too deep in the forest to see the trees. The baseball extra, announcing the Owl's 8 to 7 victory over the Eagles, is old stuff when it reaches the nearest street corner, but the baseball gossip, and even the story of yesterday's game, remains good entertainment, providing it's written well enough.

The true baseball fan, who knows as much baseball, if not more, than the baseball writer or broadcaster, is suspicious of "plugs" and when he's admonished too frequently over the air to turn out for tomorrow's game he stifles a yawn and you guessed, neglects to do any such thing.

Miller, M'Laughlin Top List

Police Veterans
Considered for
Chief's Job

Political winds are beginning to blow toward the Central Police Station in Exchange Street wherein is located the office of Henry T. Copenhagen, chief of the Police Department, and there is talk that before long the wind will become strong enough to carry Copenhagen right out of his job.

Politics and police work are supposed to be wide apart, but only an idealist believes that such is the case. Chief Copenhagen, who was brought out of retirement by the Democratic party, was listed as a Republican during his earlier connection with the police department, but he is now regarded as a Democrat, and that isn't helping his cause under the prevailing Republican rule.

Selection of Copenhagen's successor is due soon and the choice for the position lies between Deputy Chief William R. Miller and Captain William H. McLaughlin, both aligned with the G. O. P.

In baseball, a player who is popular with his fellow athletes is known as a "ball player's player." By the same token, Copenhagen might be called a "policeman's policeman," because of his popularity with the rank and file of the department. The Big Fellow has been around for a long time and repeated rumors of his impending retirement apparently have left him serene and undisturbed.

The element of age might elevate McLaughlin to the chief's job, as the floating captain is considerably younger than Miller. Both men have an extensive background of police experience. Miller was appointed a patrolman on February 1, 1907 and rose through successive grades until he was named deputy chief on June 1, 1933. McLaughlin has been in the police department since January 1, 1917, when he was appointed a patrolman. He has held his captaincy since September 1, 1933.

14th Democrats Meet Wednesday

14th Ward Pinnacle Democratic Club will meet Wednesday at 2 Belmont Street, at 8:15 p. m. for a social.

George A. Schnurr, president, is angling for several prominent speakers among the local Democracy. Democrats from other wards, districts and streets, are invited.

Monday, the women's group will meet to hear a report on the membership drive by Ruth Stern, chairman. A social hour will follow the business session.

Mrs. Agnes Schnurr has been appointed chairman, Mrs. Mae Whitaker, and Mrs. Frances Eber, co-chairmen, and Ruth Stern and Eunice Posner comprise the prize committee for the card party to be held June 9.

Rochester Women Named On Music Committee

The International Music Committee, a special committee recently appointed to study the question of more good songs for Zonta International and to formulate plans to obtain them, numbers among its members Mrs. Florence Crosby Cooke of Rochester, who has written lyrics for more than twenty-five songs for Zonta occasions as well as compiled the local Zonta song book.

Bishop Cushman to Speak at Asbury First Dinner

Bishop Ralph S. Cushman will be the guest speaker at the annual spring banquet at Asbury First Church tomorrow at 6:15 p. m.

There will be an informal reception to new members at 6 p. m. The church exhibit will be open to visitors both before and after dinner.

Rochester on Parade ★★ By W. L. James



Women Out of Parade

To march or not to march, that is the question. No one will know the answer until the Memorial Day parade is over, for if the women want to march the chances are that they will march somewhere.

Edward A. Carroll, manager of the Ladies' Civic Band, says they will march; Joseph Bauer, Civil War veteran and marshal of the Memorial Day parade, says they will not.

To date the women themselves have not done much talking about it, and have not made plans to participate in the big parade—which is fortunate for Mr. Bauer, who was on the winning side in the war.

It all started a couple of years ago when the precedence in the marching order became a burning question and resulted in the women being "out."

The general opinion of those interested, is that the Ladies' Band will undoubtedly march on Memorial Day, but just when or where, no one ventures to guess.

Women Democrats Plan Party

The Women's Democratic Club of Monroe County will have a party in the ballroom of the Hotel Seneca next Thursday evening.

The president, Mrs. Anna May Rush, has appointed Mrs. Veronica Doran chairman, Mrs. Isabel Malley co-chairman, and they will be aided by the board of directors and presidents of the ward and town clubs.

Mrs. Mary Steinhilber will be in charge of the home-made cakes booth.

Garden Pilgrimage Scheduled for May 21

The annual Garden Pilgrimage of the Allied Temperance Forces will have a formal opening May 21 in the spacious gardens of Mrs. Gordon E. Thing, 1870 East Avenue. This is the garden famous for its historic willow pond.

During the season, from May 21 to July 1, more than twenty-five of the choicest gardens in the city and vicinity are to be visited, and several informal lectures on gardening will be included.

SYRACUSE UNIT TO DINE

Syracuse alumnae will meet at the annual luncheon of the group Saturday at Brook-Lea Country Club. Mrs. Charles Benjamin is general chairman of the affair.

Sun Dial on Week's News

"The Republicans Will Gitcha If Yeh Don't Watch Out," took honors on the County (Political) Hit Parade, as Inspector James Collins, 68, physically sound (the claims) and Patrolman Martin J. Reichenberger and James E. Murphy 63 and 70, respectively, were retired. Collins, meanwhile, has denied reports he is being boomed as Democratic leader.

Inventive experts can go to work any day now. Needed: air conditioning not dependent on city's water supply, which in time of danger and drought, would be curtailed. This wasn't the reason, but rather because 245 feet failed to produce enough water, that Lincoln-Alliance Bank ended drilling for water for its own air conditioning plant.

Tom (GOP Chieftain) Broderick, speaking strictly as Iron-dew's supervisor, a advised town's disgruntled Democrats that question of police Chief Harold McFarlin's men joining Sheriff Al Skinner's forces, was still being studied.

Rochester Safety Council beamed, pedestrians preened and motorists leaned over the more closely to see my dears as new traffic safety zones were given a workout at Broad Street and South Avenue. White wired standards, v-shaped, gave walkers a break, divert autos into definite channels, producing an even flow of traffic.

Thirty-eight high school seniors were awarded University of Rochester prize scholarships, thirteen of them from local classrooms, one from Aquinas, and balance from out-of-town and state.

Cynical taxpayers lifted an eyebrow as Corporation Counsel William H. Emerson announced old property of Rochester Theological Seminary, East Avenue and Alexander Streets, would be restored to tax rolls.

"It's Town Hall Tonight," as Brighton's citizens with—and without—money agreed that Sam Cooper's area can have a new structure, when, as, and if there is no increase in taxes and approval of the electorate. June 1st will tell the story.

Odds were shifted slightly—and locally—as great of citizenry heard reports of thirteen injured, two nabbed in the usual week-end auto accident sweepstakes. Next week's odds are expected to reach normal.

Capitalists were aped by labor-

Sheriff Lays Plan For Action Proposes To Stop Rough-Housers At Dances

Rough-housers and gate-crashers who have acquired the habit of making trouble at Saturday night dances are more than likely to run afoul of John Law, according to Sheriff Al Skinner.

Sheriff Skinner admits that his office does not have sufficient man power to provide protection at all public and semi-public affairs, but he figures that the set-up in which the Sheriff's office works with town policemen will furnish a mobile force that will be able to handle most demands for protection.

"Our attention was called to a fuss at Manitou Beach recently," said Sheriff Skinner today, "and there seems to be a disposition to blame this office for permitting a general fight at that dance. Two Greece policemen, who were sent to the Manitou dance at the request of this office, remained there until they received a radio call concerning a stolen car. After the Greece policemen left, the row started. It was just another instance proving that men cannot be in two places at the same time."

Sheriff Skinner believes that this gang of young rowdies can be broken up by making an example of several members of the gang. And that is why continuance of the gang's tactics will prove unhealthy for the rough-housers and gate-crashers.

School Head To Retire

Albert H. Wilcox, principal of East High School since the Alexander Street institution was opened in 1903 and previously head of the old Rochester Free Academy, will retire in June.

Mr. Wilcox, who will be 70 in October, is dean of Rochester's school principals and he knows thousands of Rochester citizens who were his "boys and girls."

"I have lived my life very delightfully here," said Mr. Wilcox, "but it is high time for someone else to take over the duties and responsibilities which I have shared so many years. In that way I feel great satisfaction."

Superintendent of Schools James M. Spinning paid this tribute to the retiring head of East High: "There is no person in Rochester more deeply or widely admired in the hearts of its people than Dr. Wilcox."

Commercial Grads To Meet at West

An interesting and varied program has been planned for the reunion of former West High School commercial students, tomorrow evening at West High.

Numbers will be announced by Ross Woodbridge, radio favorite, and will include novelty piano numbers by Sylvester Novelli, an alumni skit by John Dash and Henry Thomsen, vocal duets by Maxine Garfinkle and Mary Ellen Trezise, accompanied by Charles Plane; trombone solos by Bobby Lyons, an old-fashioned spelling bee with Mabel Herbert and Dorothy Miller as captains, dancing by Gertrude Kendall and Grace Van Gler.

The following are planning the reunion: Hilda Bozso, prizes; Emily Brown, program; Ruth Colbert, publicity; Paul Lindsay, signs; Miriam Carpenter, Arlene Woerner and Francis Sherman, posters; Henry Stevens, home room publicity; Marian Crinean, registration; Helen Darnick, checking; Jean Kreidler and Florence Rouse, favors; Angeline Marino, mailing list; Mary Wegman, guides; and Lorraine Wolf, guests. There will be no charge for the event.

Service-at-Cost Agreement Covers Trolleys; Not Buses

Abrogation of Contract Seen as Placing
City in Position to Peddle
Bus Franchise

One of the prime fights of this year will be that in which the Rochester Transit Corporation an outgrowth of the bankrupt New York State Railways, seeks to persuade the City of Rochester to grant an increase in fares.

Benjamin E. Tilton, trustee in bankruptcy for the New York State Railways and prospective head of the new transit corporation, indicated the position of the utility outfit when he declared:

"It is perfectly evident that increased taxes and increased wages have so reduced the railways' net earnings that increased revenue must be obtained from some source."

Mr. Tilton further contends that Rochester has the lowest street car fare in the state. It stands at 5.72 cents, averaged for all classes of paying passengers. Tilton states that 63 per cent of car riders in this city pay an average of 4.3 cents per ride, due to weekly passes and shoppers' passes.

City officials are withholding comment as to what action may be expected, if and when the transit corporation petitions for an increase in fare and this general silence may be attributed to a policy of watchful waiting.

When the Common Council meets next Tuesday night, that body is expected to pass a local law providing that all moneys collected by the Department of Commerce shall pass to the city Treasurer. This proposed law will be the beginning of legislation to clear the path for the appointment of Commerce Commissioner Harold S. W. MacFarlin as Commissioner of Railways, and it is reported that officials who usually speak for the city are holding their peace, pending MacFarlin's projection into the picture.

It is alleged that in the trial of the Buffalo racketeer it appeared that his operations did not meet with sufficient disapproval in the eyes of the State Board. The present hullabaloo therefore indicates that the Authority may be using this means to tell the world that the Buffalo trial picture was untrue.

D.U.V. Receive Four U. S. Flags

Four American flags, presented in honor of their fathers who died in the Civil War, were received in a ceremony of the Clara Barton Tent, Daughters of Union Veterans. Donors were Mrs. Emma Hoyt, Mrs. Verna Spain, Mrs. Lois Phillips, Mrs. Dorothea Rosenbauer and Mrs. Celia Gerew.

Mrs. Phillips gave a short talk on the flag, a mothers' day observance followed with a poem by Mr. Lola Eksten, and a talk on the constitution was presented by Mrs. Rosenbauer.

Friday, May 27, members of the tent will meet to discuss plans for Memorial Day.

Check Tires for Safe Driving, Woods Urges

Traffic safety depends, among other things, on well-conditioned tires according to Commissioner of Public Safety Thomas Woods. He explained:

"Rochesterians can best observe National Tire Safety Week by checking up on the condition of tires on their own cars. A tread-worn tire is a menace to highway safety. Naturally, tires which grip the road will give the driver better control of his machine and furnish some degree of safety insurance to the pedestrian."

SCOUTS ANNIVERSARY

The 25th anniversary of the founding of Troop No. 32, Boy Scouts of America, will be observed with a court of honor and parents' night in Christ Episcopal Church, tomorrow at 6 p. m.

LOOK
FOR YOUR
WEGMAN'S
COOKING SCHOOL
COLORED
SUPPLEMENT
WITH THIS ISSUE
OF
THE SUN
IF YOU DO NOT
RECEIVE ONE
PHONE STONE 2004
FOR YOUR COPY

FEDERATION MEETING

The Rochester Federation of Women's Club will meet at 2 p. m. tomorrow in the Seneca Hotel to elect officers for the coming year.

MODERN JULIUS CAESAR

The dramatic society of Charlotte High School will present Shakespeare's "Julius Caesar" in modern dress, at the school auditorium tomorrow evening.

Always a Big Favorite!

ALWAYS APPRECIATED
So healthful and satisfying because finer quality has been a foremost consideration with Love's....
DELICIOUS HOME MADE

Fresh Strawberry ICE CREAM
Choice of 20 Flavors

THAT RICH CREAMY "HOME MADE" TASTE!

LOVE'S NEW SUPER CONE 5c 25c PER QUART

LOVE'S
Sold Only At Love's Stores
538 Monroe 506 Main E.
1246 East Ave. 836 Main W.
583 Lake Ave. 1335 Lake
(Cor. Ridge)
4350 Culver Rd.
(Opp. Park Entrance)

AVON SHOP
132 E. MAIN ST.
SAVE UP TO \$1.30

ON BRAND NEW SUMMER DRESSES

\$1.69
Every Dress Worth At Least \$2. Most of Them Worth \$2.99

A LUCKY BUY FOR US MEANS A LUCKY BUY FOR YOU!

Our buyers scooped the market on this group of lovely new summer dresses and bought them way under cost. We're going to sell them to you the same way — at a great big saving. You'll want to stock up for the summer at this sensational price. Every smart new summer material and fashion included.

Sale! 600 Smart Just Unpacked
BLOUSES
Misses and Women's

2 FOR \$1
59c each

Each One a Guaranteed \$1.00 Blouse
• Organdies • Sheers
• Shan Rayon
• Striped Sheer Neonan

AVON SHOP
132 E. MAIN ST.

I WRITE AS I THINK... ... AND SO DO YOU!

By LeVERE FULLER

"And that is why I owe my salary of \$5,000 a year to you, sir. Everything that I am; every bit of success that I've achieved these last five years, I owe it all to your method of character analysis from handwriting and to what you call psychology."

Jim had spoken. Flattering terms he used, weren't they? And yet he feels that he is justified in making a statement like that.

Jim was a man on whom life hadn't smiled very often until he discovered that Graphology, handwriting analysis, held the key to his vocation, it straightened out his worried mind, and finally, it gave him an insight into himself that he hadn't had before in his earthly existence. Graphology Determines Your Inherent Aptitude

Graphology is as old as the Fourteenth Century. Back in the 1300's a man discovered that AS A PERSON WRITES, SO IS HE. Man discovered that the cells of the brain are an all-powerful influence; as God directed a man's brain so did that man respond in life. Nevertheless, man was still left a great deal on his own. God gave and still gives him guidance, but from these messages he must work out his own salvation. It is perfectly logical then to conclude that a man's brain controls his every movement, including his writing.

Illustration: When the brain transmits the message to walk, the muscles respond and the man goes forward. Likewise, when a man thinks every trend of thought is transmitted into his writing, which is a true reflection of that thought, only transcribed to paper.

Brain Directs Course Of Your Pencil

It is natural to assume then that, as a man takes a pencil or pen in his hand and begins to transcribe his thoughts to paper, those ideas are governed by the fuel and energy which are given off in the brain. The thoughts which are put on paper, then, are a direct result of that man's brain.

When we speak of character we mean a man's thinking habits, his actions in society, and



LeVERE FULLER

his general make-up. If we admit that the brain governs our bodies, then it is logical to assume that our characters are the result of our "brain habits." If this is true, and we know it is, then handwriting is a true picture of a man's thinking and consequently MUST be a true picture of his character.

When we can tell HOW a man thinks we can also reason out WHY he thinks as he does, and WHAT he must do to use that thinking power to the best advantage.

From the way a man or woman forms the letters and words of handwriting, the trained Graphologist can determine true character and give that person an insight into himself which is vital to both his happiness and his work.

Are YOU Qualified to Analyze Your Own Thinking?

Can you say absolutely how you think?

If you can, there is no use for the Graphologist. If this were true he would be just one more in that vast army of the unem-

ployed. But it is a well-known fact that governments are using Graphology to solve many of their most important problems; industrial concerns ask that you answer an application in your own handwriting so that their Graphologist can analyze your character; some college professors are turning to Graphology as the guide by which they advise their students in choice of vocations.

The fact remains that this thing called handwriting analysis is here to stay. It has a fascination which makes the thinking person want to participate in knowing about himself. It has so much truth in it that many of those who receive an analysis of their handwriting for the first time, gasp at the knowledge of themselves the Graphologist has at his fingertips.

The next time you pick up your pencil or pen, think carefully of the way you write, because I WRITE AS I THINK... AND SO DO YOU!

Now to prove the statements

HAVE YOU A KEEN IMAGINATION?

Thanking
name, J. E.

Tall loops on your h's, v's, k's, and l's as shown above indicate that you have a vivid imagination. Imagination makes each of us a more interesting person according to the degree to which our imaginative powers have been developed. In handwriting show "keen imagination," there should be many other fine characteristics. The Graphologist can find them by the way you write.

From a sample of your writing this man, trained in handwriting analysis, can tell you many things about yourself.

We have made about Graphology, we offer to send you a handwriting analysis if you will simply follow the instruction printed below.

To Obtain A Handwriting Analysis

TO OBTAIN A CHARACTER ANALYSIS BASED UPON YOUR HANDWRITING OR SOMEONE ELSE'S, CHECK QUESTION NO. 1. SEND 10c and a self addressed, stamped envelope to LEVERE FULLER, care of THE ROCHESTER SUN, ROCHESTER, NEW YORK. If you wish all or any of the other questions answered, check those desired and send 10 cents per question.

1. What are my greatest assets and handicaps?
2. What type of person should I marry?
3. For what type of work am I best fitted?
4. How can I improve my personality to be more successful? (Be sure to include a few sentences in your own, natural handwriting.)

By Way of Personal Mention

Mr. and Mrs. Charles R. Milham of East Avenue have returned from St. Petersburg, Florida, where they spent the winter.

Mrs. Charles D. Brown of Strathairn Park returned this week from New York, where she was the guest of her daughter, Mrs. Brown Stebbins.

Mrs. Lewis H. Gilbert of Hawthorne Street will entertain at luncheon and bridge in the Century Club, Tuesday.

Mr. and Mrs. Hugh C. MacLean of Toronto were week-end guests in Rochester.

Mrs. Willis A. Whitcomb of Oakdale Drive entertained at luncheon and bridge in her home Tuesday.

Mrs. Samuel Salisbury of Summit Drive was hostess at a luncheon for members of her duplicate bridge club yesterday.

Mrs. William H. Wray of Arnold Park returned Monday from Glen Ridge, N. J., where she was the guest of her son, Donald Wray, and Mrs. Wray.

Mr. and Mrs. Daniel I. Mayne of Beresford Road will entertain at dinner and bridge in their home Saturday evening.

Mrs. Willis E. Bowen of Main Street East will entertain the Parish House Chapter of Third Presbyterian Church at a picnic luncheon June 8 at her summer home in Churchville.

Mrs. Mary A. Allen of Arnold Park left Friday for Chicago, where she will be the guest of her brother, Charles Atkinson, for two weeks.

Mrs. Charles C. McCord of Penfield Road has returned from New York, where she spent some time.

Mrs. Harvey J. Vary of San Gabriel Drive entertained at luncheon and bridge in her home Friday.

Mrs. Charles F. Wicks of the

Seneca Hotel spent several days in Troy last week as the guest of her parents.

Miss Rose Mosely of East Avenue was the week-end guest of Mrs. Foster Bristo of Canandaigua.

Mrs. Erwin S. Plumb of Berkeley Street will entertain at luncheon and bridge at the Country Club of Rochester, Monday.

Mrs. Richard G. Finucane of Grosvenor Road spent the week-

end in New York. Her daughter, Miss Dorothy Finucane of Miss Masters' School, joined her there for the short holiday.

Mrs. Edwin S. Gordon of George Street has returned from St. Petersburg, Florida, where she spent the winter.

Mrs. Marjory B. Pratt of East Avenue left yesterday for Exeter, Massachusetts, where she will visit her son, George Bailey Pratt.

FIELD'S is the place to get all Your

Beach, Picnic, Lawn and Camping Equipment!

You'll see many things, too, that you will want for sports such as tennis and baseball. Come in and look, it costs nothing.

Beach Umbrellas \$3.95 to \$6.95
Lawn Chairs 89c to \$12.50
Lawn Swings \$5.25 up

PICNIC BASKETS
• GRILLS and GRIDS
• GASOLINE STOVES

KAPOC LIFE PRESERVERS
for children and adults
\$1.75 up

WALL TENTS
• TOURIST TENTS
• COTS and MATTRESSES

TOYS FOR CHILDREN

Gym Sets \$4.95 to \$22.50 — Sand Boxes \$3.95 to \$6.95
SAIL BOATS • LAWN MOWERS
GARDEN SETS • SAND SETS
BEACH BALLS

JAMES E. FIELD CORP.
338 MAIN ST. EAST

Taylor Bldg. Just Above East Ave.

By Way of Mention

Mr. and Mrs. Fred C. Goodwin, Jr., who occupied the home of Mrs. Edwin S. Gordon of George Street for the winter, left the early part of this month for their summer home at Rock Beach.

Mr. and Mrs. Edgar N. Phillips of Miami, Florida, are spending a month with Mrs. Phillips' parents, Mr. and Mrs. William L. Phillips, of Westminster Road. Miss Adelina B. Zachert of Portsmouth Terrace returned last week from a ten-week trip abroad.

Mrs. William Lippard of Yonkers, who has been the guest of her mother, Mrs. James T. Dickinson, of Berkeley Street, returned yesterday to her home.

Mrs. Alice M. Kitchin of Sibley Place returned Monday from Toronto, where she spent a few days.

Mrs. H. G. Hotchkiss of Oakdale Drive entertained at Luncheon Saturday in her home in honor of Mrs. S. A. Jordan of North Carolina, who is the guest of her daughter, Mrs. E. H. Smithson, and Mr. Smithson, of Castlebar Road. Mrs. Edwin S. Gordon of George Street, who recently returned from Florida, was also a guest of honor.

Mrs. Morris Dwight Knapp of Lake Avenue will entertain at luncheon and bridge at the Century Club next Thursday.

Mrs. Benjamin E. Sawins of

Cleveland is the guest of her parents, Mr. and Mrs. William Gucker, of Penfield Road, for ten days.

Mrs. James S. Hunt of Buffalo Drive entertained at luncheon and bridge in her home Friday.

OFFICERS ELECTED

The Genesee Valley Mt. Holyoke Club has the following officers to serve during the coming year: Mrs. Albert Irwin, president; Mrs. Peter Snell, vice president; Miss Mary Johnson secretary; Miss Mary Rose Richard, treasurer, and Mrs. Harold Whitacre, councillor.

REMOVAL SALE
CURTAINS DRAPERIES
SHOWER CURTAINS
SAVE 10% TO 50%

OUR NEW LOCATION AFTER JUNE 1st
76 CLINTON AVE. SO.
(Across The Street)
4 Doors South of Forman's

Pauls Curtain Shop

49 CLINTON AVE. SO.
OPP. FORMAN'S

J. E. Thompson

Now Open --- Our New

Dixie Cotton Dress Shop

Frocks at
2.95 3.95 5.95
Others to 7.95

In this exciting new shop, J. E. Thompson has assembled the very cream of the 1938 crop of chic, cool, charming summer frocks. In the cotton division there are the delightful new flowered dotted swisses, plain dotted swiss, tissue voile and embroidered voile, cotton lace, printed pique, eyelet embroidered, and numerous novelty cottons. Every dress (and its price!) is completely irresistible.

Crisp Sharskin Coats ... 5.95

Lovely Summer Formals 12.95
A Special Group, Many with Jackets!

You'll Find, Also ...

Plain or Figured
SPUN RAYONS

BEMBERG SHEERS

Plain or Printed
ACETATES

Dependable Fur STORAGE
at the Lowest Standard Rates

J. E. Thompson

78 Clinton Ave. South

—Enjoy the Convenience of a J. E. Thompson 3-Month Budget Account

Watching Trump Control Prime Duty of Defense

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

Last week in this column I illustrated a hand in which the declarer's problem was that of preventing the shortening of his trump suit.

Quite naturally, if it is so necessary for declarer to maintain his trump control, then it is equally important for the defense to be on watch at all times for the type of hand in which it becomes its duty to shorten declarer's trump holding. The following hand serves as an excellent example:

NORTH
S 8 4
H K J 4
D 2 6 4 3
C A J 6 5

WEST
S K 7
H 7 8 5 3
D A K Q 10
C A 4 3

EAST
S 10 9 5 2 3
H 9
D 7 3 2
C K 7 2

SOUTH
S A Q J 8
H A Q 10 8 2
D 10 9
C Q 10 9

East was the dealer.
Pass 1 Spade Pass 2 Clubs
Pass 2 Hearts Pass 3 Spades
Pass 4 Hearts Pass 5 Clubs
Pass

Now against inept defense, South can make his contract very easily. West opens the king of diamonds and seeing declarer's jack drop, discontinues the suit and shifts to a club which declarer wins in the dummy with the ace.

FAULTY DEFENSE

The spade finesse follows, losing to west's king. Another club return by West puts his partner in with the king. East probably hoping to give his partner a ruff, leads his last club which South wins. It is a simple matter now for declarer to lay down his ace of spades, ruff his small one in the dummy and draw trumps, making his contract of four hearts.

Both defenders were at fault in the play of this hand. Each had the opportunity to help defeat the contract, but neither took advantage of the situation.

West's opening lead was quite correct, but the balance of his defense was very poor indeed. He could read South for five hearts, no more, no less. If South had six hearts, he would have bid them before the spades. Holding four trumps in this situation is a decided advantage to West, as, if he can force declarer to use a trump to ruff diamonds, his own trump holding will then equal that of declarer's.

MISTAKEN SHIFT

He must therefore, instead of shifting to a club, continue with the diamonds. If South then decides to draw trumps his control is gone, as when West gets in with his king of spades, which is a sure entry, he can run his diamonds.

If, however, declarer decided not to draw trumps immediately, but first takes the finesesses in the black suits, then both East and West upon getting in with their kings must lead diamonds, thus shortening declarer's trumps still further.

As was explained last week, it is highly important for declarer at all times to maintain his trump control. If this is so, then isn't it necessary for every player when defending to be able to recognize the situations wherein it is possible to wrest that control from declarer?

HELPFUL RULE

Here is a rule which may help to guide you by showing when it is advisable to attempt to shorten declarer's trumps. When you hold at least four trumps and an established suit of your own which declarer must ruff, but in which dummy still has length, keep leading your "ng" suit at every opportunity, thus reducing declarer's trump holding to a minimum.

As a service to bridge players, we offer information on questions pertaining to the game. Send your queries to The Sun in care of Virginia Levy and your questions will be answered in this column as promptly as possible. Your initials only will be used in replying, unless otherwise authorized.

Rochester Radio Salesman Wins National Contest

Stanley H. Manson, 8 Crescent Drive, Forest Hills, was proclaimed winner of a national sales contest held recently by Stromberg-Carlson Company. It was reported by George A. Scoville, general manager of the organization.

Both Mr. and Mrs. Manson were awarded cash "mystery" prizes by the Rochester firm for outstanding sales achievements during the month of April. Every Stromberg-Carlson representative throughout the country was in the competition. Mrs. Manson represents the radio division of the firm in this area.

LANGUAGE NIGHT

Modern language night will be observed tomorrow evening at Monroe High School by honor pupils of the modern language department. Plays will be given in French and German.

Committees Named For Poppy Ball

Mrs. Elmer O. Schmanke, general chairman of the Poppy Charity Ball, which will be sponsored by the American Legion and Auxiliary Saturday evening in the State Armory, has announced the following committees:

General committee — Mrs. Elmer O. Schmanke, general chairman; Mrs. Grace McCarthy, vice-chairman; Mrs. Mary Stuchbury, secretary; Mrs. Isabel Powers, treasurer; Mrs. Gladys Winter, Mrs. Evelyn Stuewe, Mrs. Flora Hamilton, Mrs. Mabel Padelford, Mrs. Myrna Indovina, Mrs. Beulah Donovan, Mrs. Julia Keeling, Mrs. Irene Stepiay, Mrs. Louise Griffiths, Mrs. Marjorie Lowenaguth, Mrs. Frances Erdie, Mrs. Margaret Dierdorf, Mrs. Helen McGlynn, Mrs. Betty Studley, Mrs. Blanche Smith.

Advisory committee — Frank Lowenaguth, chairman; Miss Ann Miller, Francis Toomey, Michael Alter, Jess Pinestone, George McAvoy, Roy R. Rumpf and Charles Studley.

Ticket committee — Mrs. Marvin Winter, chairman; Evelyn Stuewe, Christine Lando, Mabel Malone, Rachel Biss, Anna McDonald, Alma Dirksen, Isabel Powers, Beulah Eckert, Mildred Wachsmann, Gladys Smith, Clara Mauer, Nellie Griffiths, Mary Stuchbury, Catherine Koch, Rose Rooman, Miss Billings, Madge Kohler, Flora Hamilton, Ann Welter, Lorraine Moor, Carrie Scherle, Gertrude Trost, Eva Comstock, Mabel Padelford, Ruth Stiles, Elizabeth Wolff, Anna Delano, Edna Turner, Carrie Sturrock, Mayme Indovina, Mary Marino, Irene Varney, Betty Studley, Helen Bennett, Myrtle Meek, Emma Hall.

Decorations committee — Marjorie Lowenaguth, chairman; Evelyn Stuewe, vice-chairman; Marguerite Cobb, Louise Jamieson, Jennie DeNagle, Loretta Kelly, Betty Studley, Edna Carter, Myrtle Meek, Carrie VanVorst, Edna Heidal, Agnes Perkins, Lena Seaman, Marion Mohr, Annette Frankel, Margaret Parker, Thelma Owens, Ellen Gerew, Loretta Bodenstater, Katherine Reide, Helen Chapman, Mayme Indovina, Lulu Ernst, Onetta Lieberman, Mabel Pegg and Minnie King.

Floor committee — Helen McGlynn, chairman; Margaret Cobb, Amy Perkins, Eleanor Joe, Daphne Tople, Frances Bridon, Marguerite Beasley, Beale Chaser, Helen Ulrich, Emma Flowerday, Betty Schrank, Mary Panso, Margaret Mauro, Lucy Morgan, Marvella Callan, Lydia Remata, Ethel Kelly, Norma Ace, Carrie VanVorst, Winnie Boett, Ora Gray, Lillian Harter, Marjorie Gibson, Betty McKean, Freda Lee, Elsa Tully, Louise Schirm, Mary Martin, Ethel Cahill, Betty Hammond, Irma Seely, Helen Paine, Olive Cordisly, Edna Schindler, Ellen Olson, Mildred O'Brien, May Kyle, Treacott, Martha Barker, Ruth Stiles, Rose Carr, Doris Benham, Ruth Cady, Ruth Mody, Margaret Kelly, Julia Tully, Angie Beane, Mildred Scanlon, Mae Heslinak, Ellen Gerew, Grace Damon.

Proceeds to the ball will be used to aid rehabilitation and welfare work of the American Legion and Auxiliary during the coming year.

SEWED Half SOLES 75c
Leather or Composition
Shoes Made Longer or Wider 25c
WAITING OR PICK-UP SERVICE STONE 2300
Edward's

ACCURACY Is Everything In A Watch

No matter how beautiful your watch may be — unless it keeps ACCURATE time it is useless. That's why thousands of Rochesterians bring their watches and clocks to us. They know we know our business and our business is guaranteed repairing of watches and clocks.

Any Watch Cleaned and Oiled \$1
Main Spring 95c
Stem and Crown 95c ea.
Other repairs at correspondingly low prices.

Edward's
MAIN STREET

ROCHESTER'S THRIFT CENTRE
Edward's
STONE 2300

Coil Spring GLIDERS

WITH BALL BEARINGS

19⁹⁵

Shortcut to enjoyable, comfortable summer living with this strong, generously proportioned coil spring glider. Come in and see it for yourself. Note the depth and buoyancy of the coil spring seat, the reversible back cushions taped both sides, the full solid panel arms. Know the effortless, restful glide imparted by the ball bearings. Frame finished in Du Pont enamel. Choice of water repellent fabrics in 15 different stripes and figured patterns.

EDWARDS, Fifth Floor

BUY GLIDERS ON EDWARDS BUDGET PLAN
PAY 10% DOWN, THE BALANCE MONTHLY



Alabaster LAMPS

1⁹⁸

Classic lamps that reflect a stroke of designer's genius in their beauty of line. End table size, in amber or eggshell colors. Complete with pleated parchment paper shades, the latter accented by lace type decorations.

EDWARDS, Second Floor
NO-RUB WAX



• 1/2 Gal. No Rubbing Wax
• Lamb's Wool Mop
• Waxing Pan
All Three \$1⁷⁹ for Only

Just pour the No Rubbing Liquid Wax into the Pan, dip in with the Mop, rub over the floor or furniture, and allow the wax to dry to a luster. That's how easy it is with this new Old English outfit! No Rubbing! No mess! No waste! And you get all three items for only \$1.79!

EDWARDS, Sixth Floor

MAY COTTON SALE

Thousands of Yards Of Famous Brand Cottons
at Two Sensationally Low Prices

17^c Yd.
Usually Would Sell For 25c to 29c Yd.

Beauty by THE YARD for all your summer costumes... and at easy-to-pay May Sale prices! Beauty that is more than surface deep. Beauty that rests in the strength of the fabric themselves and in the firmness of their weaves! Printed flaxons and muslin for cool, cool summer dresses. Novelty and heavy cottons for beachwear, culottes and housecoats. Too, wear, culottes and spreads, sheer batiste. All 36 inches wide, all in tubfast colors. Special for Sun readers!

EDWARDS, Second Floor

27^c Yd.
Usually Would Sell For 35c to 49c Yd.

Certain to delight and inspire every woman who's ever known the thrill of making her own clothes. Slub yarn broadcloths, Normandy volles, Swiss wood batiste and dotted (woven) Swiss that are fresh, new, style-correct and that give enduring wearing satisfaction. Also bluster sheer crepe. Yours in pastel and dark grounds. 36 inches wide. Tubfast. Come in and see these grand values for yourself, tomorrow or Saturday. Truly, they're real buys!



A TIP FROM FRENCH CHEFS: BAKING SHELLS

Put flaked crab or other sea food dishes on your summer menus with these same delicately fluted, imported shells that French chefs have long treasured.

1²⁰ doz.

Mail and Phone Orders Promptly Filled
EDWARDS, Sixth Floor



WISS PINKING SHEARS

4⁹⁵ and 5⁹⁵
Come in and try them. See how pinked edges fall away clean-as-a-whistle from these clever shears as you cut the cloth. Simple as falling of a log, but with far more gratifying results. Wiss pinking shears obliterate tedious pinking, overcasting, turned under edges and the like. Buy a pair of these labor-savers and you'll spend less time making your clothes, more time wearing and enjoying them!

J & P Coats Spool Cotton

360 long, sturdy yards to the spool. Specially marked at but a fraction of its regular price... NOW \$1 doz.

Wright's Bias Binding

Yours in eight yard pieces at the very modest price of 10c Ea.

Points and Frilling

Delightfully smart and feminine. The very thing to enhance your new spring and summer finery 10c to 25c Yd.

Talon Slide Fasteners

A world of convenience and efficiency at a low price. All lengths and colors 20c to \$1.05

Sateen Blanket Binding

The perfect detail with which to finish blankets for yourself and for gifts. 1 yard piece 25c

Buttons

Largest assortment of crystal and shell buttons for use on summer costumes and slits. Modestly priced! EDWARDS, Street Floor

Order Now Pay 50c A Week

Advance Sale 100% Virgin Wool

FARIBO BLANKETS

Priced after the Sale \$11

Superbly woven with a softness and lightness that belies their warmth. With intricate diamond weave under deep nap and wide, lustrous binding. Sunproof, washable. 7 colors: Size 72x84.

8⁹⁸ each

Your Blanket Will Be Delivered In October All Paid For
EDWARDS, Second Floor

THE NEW
ODORA
drop-door wardrobe
ROOMY • DURABLE • AUTOMATIC

MOTH CABINETS

2.98

Nothing to go out of order!
Nothing to make the door stick or jam!
Guaranteed to be most charmingly perfect!

NOTE THESE FEATURES:
• 3 feet tall, 22 inches deep, 2 feet wide
• Spring steel lock
• Lacquered wood frames
• Strong fibreboard
• Reinforced with metal corners
• Dustfree construction

The ODORA Drop-Door Closet is equipped with a full-length ODORA Retainer that emits a penetrating fragrance.

For extra-long garments, 66" Odora JUMBO Drop-Door 3.98

EDWARDS, Sixth Floor

Members of Common Council Spurn Badges

Dignity is the word for Rochester's councilmen.

Yes, sir, no ostentation for our city fathers, let the councilmanic auto shields fall where they may in Buffalo.

Seems that the Bison City boys for reasons unexplained (could it be that salaries were so low that only "dog" would bolster self-esteem?) voted themselves official shields for their cars and in addition, police badges.

But here the only show of authority among the governing guys, are celluloid shields and police cards. True, Mayor Lester S. Rapp admits to a "Mayor"

metal device, but that was given him, he says, by the City Garage. And he won't have to pay an inheritance tax on that—he hopes.

Apparently none of the local councilmen ever played "cops 'n' robbers," for they have expressed no desire, now that they are adults, to wear a badge, carry a gun, billy or tattle a blast on a siren. (What? No uniforms?)

So, all that remains for Buffalo's wise men to vote themselves—or requisition—is a series of special lights for their autos, say pink, lavender and cerise.

Then the voters could not only SEE, but HEAR them.

But, as has already been indicated, dignity's the word in Rochester.

P. S. If councilmen really want a pass through police and fire lines, they do say that a Locust Club card will get you more slams than there are slams against Adolph Hitler.

MOTHERS TO BE FETED

The Girls' Service League will sponsor its annual mothers and daughters' banquet May 26 at 6 p. m. in Washington High School.

Y. W. Ballots for Officers

Balloting has been begun by 1,500 elector members of the Y. W. C. A. as a preliminary to the annual meeting of the Association, which will be held Tuesday, May 24, at 6:15 p. m. in the Administration Building.

Invitations indicate a restive occasion, with speakers, an attractive decorative scheme and special music. A record attendance is anticipated.

A nominating committee, headed by Dr. Isabel K. Wallace, vocational counselor at the U. R. College for Women, as chairman, has submitted a ballot from which nine women will be chosen as board members and seven selected as the nominating committee for next year.

Accompanying the ballot was "Who's Who," giving candidates' qualifications, and a news sheet, "Blue Triangle News-Cast," annual meeting edition, telling members of recent happenings in the local Y. W. C. A.

Election returns will be announced at the annual meeting. Election of officers will follow later in the season.

Annual meetings, with election of officers, are scheduled for several departments of the association. Business Girls' League will have its annual election and dinner meeting, Wednesday, May 25, in the Franklin Street Building.

NOMINEES SELECTED

Nominated for the office of president are the Misses Carolyn Gale and Helen Risinger; vice-president, the Misses Marian Murphy and Isabelle Spies; treasurer, Miss Mary Jane Hopkins and Miss Jeannette Keeler; secretary, Miss Marian Shelman and Miss Edna Sullivan.

Names of new officers of the High School Girls' Inter-Club Council will be announced at a May morning breakfast, Sunday, May 22, at Highland Park, to be attended by hundreds of high school girls from Y. W. C. A. clubs throughout the city.

Business Women's group will have a supper meeting, Tuesday, at 6:30 p. m., at the home of Mrs. Ray S. Lascell, 3239 Lake Avenue. Bridge and games will follow supper.

WEDDING DATE SET

Miss Ruth H. Eberwein, daughter of Mr. and Mrs. Frank Eberwein, will be married May 25 to Leland J. Hume, son of Mr. and Mrs. James A. Hume, of 15 Cliffmor Street. The ceremony will be performed at the home of the groom.

MUSIC PRIZE CHARMS



JAMES H. SLOCUM Jr.

Mrs. Joos, whose cake "took the cake", in the E. W. Edwards & Son competition, is proud of her newly won Emerson Radio, being presented her by Slocum, vice president and general manager of the store.

MRS. JOHN JOOS

Library Tops State's Raling

"Show me a city's library and I'll determine its rate of culture."

So, John A. Lowe, director of the Rochester Public Library, points with pride to the official state rating of the local books palace, 112.89% for 1936, topping by 12.89% the standard set by the library extension division of the State Department of Education.

And, "we will make an even better showing when the report for 1937 is received," he added. Analysis of the record shows that Rochester library exceeds the standard in number of books owned, circulation per capita of population and borrowers, professional qualifications of the staff, and quality of service.

In library finances the city falls slightly below the standard set by the state, particularly in expenditure for salaries.

AUXILIARY MEETING

The Scout Mothers' Auxiliary of Troop No. 36 will meet Monday evening at the home of Mrs. G. A. Holloway, 170 Cady Street.

Post To Mark Dedication

Major Joseph E. Hurley Post, American Legion will stage the ceremony of dedicating their colors Sunday, at 2 p. m., in upper Maplewood Park.

The dedication will be preceded by a parade from the assembly point at Dewey Avenue and Bryan Street to the park bandstand. The line of march will be on Dewey Avenue from Bryan Street to Driving Park Avenue, thence on Driving Park Avenue to Lake Avenue and the park entrance.

Numbered among expected guests will be Legion County Commander Francis Toomey; Past Department Commander George M. Clancy; County President of the Legion Auxiliary Grace McCarthy; Past County President of the Legion Auxiliary, Betty Studley; Clement G. Lanni, seventh district chairman of American Legion; Florence Carpenter, president of the Hurley Unit of the Legion Auxiliary; Charles Rohrer, County Commander of the United Spanish War Veterans; and J. H. McGuire, Vice commander of the Maple Leaf Post of the Canadian Legion.

Principal speaker will be City Corporation Counsel William H. Emerson, past commander of the Doty-Magill Post. Brief remarks are also promised by Toomey and Rohrer.

The ceremony of dedicating the colors will be conducted by the Hurley Post Commander Joseph Sheehan, aided by Post Chaplain Charles Finch, Sergeant-at-Arms Edward Meek, and Post Color Bearers Charles Nelson and Joseph O'Connor.

Meek, who will be marshal of the parade, has named as assistant marshals George Steffler and Peter Kelly. Lorenzo Whitney is chairman of arrangements, assisted by John Joyce, James Prendergast, Charles Dean and Ray Frederick.

CHAPTER OFFICERS

Wellington Chapter of the YWCA will have the following officers during the next year: chairman, Mrs. Thomas Haugh; vice chairman, Mrs. Francis W. Gates; secretary, Mrs. Frank Walters; treasurer, Mrs. Edwin White.

Gates-Chili Auxiliary Will Banquet May 21

The Ladies' Auxiliary of the Gates-Chili Fire Department will have its annual banquet May 21 at Point Pleasant Hotel.

Officers for the coming year will be: president, Mrs. Maude Bohm; vice president, Mrs. Ellen Hammer; secretary, Mrs. Jean Schuler; recording secretary, Mrs. Ruth Frances; treasurer, Mrs. Emma Young; conductress, Mrs. Mae Kern; auditor, Mrs. Georgeanna Bonnett; publicity, Mrs. Hattie Schneider.

GREAT GODFREY

How They're Going!



The party's on full blast! Everybody is enjoying their fill of lobster... Here they are as you've never had them before!

WHOLE BOILED LIVE LOBSTER 55c

Whole Cold Boiled Live LOBSTER 55c

Of Course...

LOBSTER

On the 55c LUNCHEON

75c and \$1.00 DINNERS

LOBSTER Salad 55c

Served from 11 A. M. to Closing

Laurel Old Spain
ELEVEN EAST AVE.

EASTMAN Thurs. Eve., May 26, at 8:20

Capt. and Mrs.

IRVING JOHNSON

"Around Again in The Yankee"

Lecture... Motion Pictures

Seats Now - - - 35c, 50c, 75c, and \$1

BOX OFFICE NOW OPEN

The Old Art of Good Drinking...

At the Sagamore we bring back the old art of good drinking by using only Bonded Liquors and by mixing with consummate skill. Every bottle in our stock is of approved brands and the management of the Sagamore guarantees every drink to be as represented. Enjoy a refreshing cocktail in the Old English Room, our new bar-grill located at the left of the entrance.

"I'll meet you in the Sagamore Old English Room"

The SAGAMORE Hotel

LEE W. JOHNSON, Manager

EAST AVENUE, ROCHESTER, N. Y.

Your Silent Partner



ELECTROLUX

THE Gas REFRIGERATOR

Pays for Itself

Saves your money

Saves your time

Guards your health

ROCHESTER GAS & ELECTRIC CO.

89 EAST AVE. MAIN 3960

weis & fisher's

80 CLINTON AVE. SOUTH

See what
SOUND SLEEP
can do for You

ONE MONTH
FREE
TRIAL
ON A
SIMMONS

Beautyrest

INNERSPRING

Mattress

that's Weis & Fisher's
Invitation to You to
Make the Beautyrest

**"HEALTH
TEST"**

Here's how YOU can make Weis & Fisher's Beautyrest "Health Test"... without risking a cent, and without the slightest obligation to you! Select any Simmons Beautyrest mattress. Weis & Fisher's will deliver it to your home, where you may sleep on it for one month. Then, if you have not enjoyed better sleep and better health, Weis & Fisher's will take back the mattress and return it to the Factory where it will be destroyed. It's as simple as that. You make the test in YOUR home... at OUR risk.

weis & fisher's

200
MAIN
E.

Go first to

Neisner's
5c to \$1.00 Stores

SALE
STARTS
TOMORROW
AT 9 A. M.

5¢ SHOE SALE! 5¢

We Made A Real Buy Of Beige And Blond Shoes

FOR WOMEN - ALL FORMER \$2 AND \$3 VALUES

Buy The First Pair at 95c

And GET A SECOND PAIR at Only 5c
ON SALE FRIDAY AND SATURDAY



5c
FOR THE
2ND
PAIR

1,000 PAIR
ON
SALE
FRIDAY
AND
SATURDAY

BUY THE FIRST PAIR at 95c

HAVE YOUR FRIEND OR RELATIVES
BUY THE SECON PAIR AND
DIVIDE THE COST



SHOES
2nd
FLOOR

KRESGE'S 5c to \$1.00

ANNIVERSARY SALE
Our 41st Birthday Is a Bargain Party for You!

Reg. \$1.00 Modernistic Frosted Glass

BED LAMP

73c EA.

This artistic bed light makes it possible to read while lying in bed. It has rubber covered books and chrome ends. They make splendid gifts for snuggles and convalescents.

KRESGE'S UP TO \$1
near St. Paul

College Unit Meets Friday

Mrs. Nan Knope of Gregory Hill Road will attend the biennial convention of the state Division of the American Association of University Women, tomorrow morning at Lake Placid.

As state publicity chairman, Mrs. Knope will be in charge of conferences between delegates and state chairmen, and will also arrange exhibits. This will include posters, pamphlets and publicity on the work of the various branches represented.

Among prominent speakers at the convention will be Dr. Mary E. Woolley, president emerita of Mt. Holyoke, Dr. Lillian Gilbreth, well known engineer of Nicholson, dean of Smith College.

Early this week Mrs. Knope attended the conference of the American Association for Adult Education.

One of the features of this conference was the introduction of a new form of discussion called "colloquies" which is an attempt to bring audience and panel together in the active consideration of the problem at hand.

Dark Dresses, Just Perfect for Holiday and all Summer

BY DONNA BIRDSALL
Stylist for E. W. Edwards and Son

Promising yourself a Summer of glamour and romance? Fashion is with you! For, never have city-dressed been so flatteringly feminine, so utterly enchanting. And Decoration Day weekend is the time for you to blossom forth in something new, different, dramatic... something that will lend itself to a surprising number of accessory changes all Summer long... something that will keep you looking (and feeling) cool and soignée at the office or at dinner-a-deux, even when the mercury soars to dizzying heights.

Decidedly new and distinctive in the Summer mode... and a perfect town ensemble... is the youthful bolero dress pictured. Made of navy sheer rayon, it has a high front roll collar, softly shirred front bodice, well-fitted hips, slightly circular skirt.

Note the all-over puckering of the dressy little separate bolero... a smart little jacket for still other dresses. The red soft leather belt and matching red trim of the roll brim sailor together with white accented navy gloves add brilliant notes of patriotic chic.



Navy sheer rayon makes this youthful bolero dress just ducky for May 30 and all Summer long.

Transit Pact Omits Buses

(Continued from Page 1)

five cent fare within the limits of the City of Rochester.

BUS "JOKER"

Shelving the franchise was part of the agreement involved in the service-at-cost contract; another part provides that the traction company agrees to relinquishment of operations within the city limits. The latter clause, incidentally, also brought the office of Commissioner of Railways on the scene.

It seems likely that the traction corporation will seek a new service-at-cost contract rather than abrogation of that instrument. If the contract were to be scrapped, the traction interests would face the necessity of petitioning for a modified franchise to cover bus operation, as the franchise which has been on the shelf since 1920 contains no mention of that means of transportation.

And there's a "joker" in this bus business. As conditions are today, the buses operating on Rochester streets do so through permits issued by the Common Council. These permits are revocable at the pleasure of the Council. Revocation isn't likely. BUT if such a thing should happen the City of Rochester might find itself in the position of being able to offer the bus franchise to the highest bidder.

"NEW" TAXES

The traction company pleads that increased taxes and increased wages have cut into net earnings to a dangerous degree. The total tax paid by the railways last year amounted (in round numbers) to \$362,000. Included in that total were what might be called "new" taxes, spread as follows: state welfare \$34,550; state unemployment, \$30,500; city welfare, \$16,110; federal unemployment, \$3,125; federal old age security, \$14,400—a total of \$98,685 in "new" taxes.

The total assets carried on the books of the New York State Railways are \$11,322,575; but for purposes of the service-at-cost contract the base value of the company's physical equipment is listed at \$9,700,000. The latter sum is that upon which the railways are entitled to a return under the contract.

While no mention has been made of the value to be set upon the traction corporation's assets in considering a new service-at-cost contract, it is believed that the new figure will be slightly more than half of the base sum in the contract which will expire with close of this year.

It is whispered that the traction interests are not keen about the appointment of Commerce Commissioner MacFarlin as Commissioner of Railways. The salary attached to the railways commissionership is \$7,500, which would revert to the city treasury, if MacFarlin or any representative of his department is picked for the job. This attitude on the part of the traction corporation is causing considerable eyebrow lifting on the part of those who are trying to figure how deep a dent \$7,500 would make in \$3,500,000 which was the operating income of the New York State Railways last year.

Parish To Give Card Party

Ames Street Unit of Holy Family Parish will sponsor a card party in the church auditorium this evening, proceeds to go to the church.

Mrs. George Bock is general chairman, assisted by Miss Catherine A. Wuest, Miss Elizabeth Reichenberger, chairman of the Unit, is also taking an active part in preparations.

FRESH TODAY

White House

Teall's ICE CREAM

Our regular price of this special is 35c a quart at stores in brick; 50c when dipped or delivered.

25c Quart BRICK

After Sunday 35c qt.

Your Money Back If Not Satisfied

Reason for this
Nearly 30%
Saving

An extra inducement to win new friends to Teall's. All standard flavors also each week at the regular 35c price and one or two delicious fruit or nut ice creams. ALWAYS your money back if you are not supremely satisfied.

Teall's Other
Frozen Delicacies

Sodas, Sundae, Milk Shakes, Ice Cream Cones, Chocolate Covered Novelties, Dixie Cups, Snow White and 7 Dwarfs Chocolate Sundae IN GLASSES... and bulk, hand dipped Teall's Ice Cream.

★ Plain white ice cream, chock-ful of large red, meaty, tender-skin, juicy cherries. These cherries the Queen Ann type Michigan's best, picked ripe, bleached white, pitted, sorted to exact size, then Maraschinoed a beautiful Mandarin red. Only the large perfect cherries are selected. Their full body and delicious flavor is only equalled by their perfectly even size.

The satin smooth white ice cream instantly and continuously frozen in our new type freezer, passes through stainless steel pipes to the Magic fruit mixer nearby where each perfect cherry is gently folded into the rich creamy texture. Then it passes through another stainless steel pipe to the quart carton—quickly folded and placed on shelves in a room 20 degrees below zero where an aeroplane type fan blows terrific blasts of frigid-air on it until the freezing is completed. Never touched by human hands. Exposed only a second to the air when the box is being folded.

Try this tonight. If you like beautiful desserts—delicious as they are colorful, you will want to enjoy White House again. This price offer ends Sunday night.

Serve it when it feels firm to the touch, not hard. Open one end of the carton, let it slide into a bowl. Serve with a big spoon into cereal dishes or glass dessert dishes... never on plates. When it is too soft to cut with a knife it is just right. You can really appreciate its taste when not too cold. Serve it RIGHT and you will enjoy it even more!

Herbert W. Brigham
President

At All Teall's Stores: 362 Park Ave., 699 Park Ave., 484 Monroe Ave., 575 Devey Ave., 290 Driving Park Ave., 1031 Portland Ave., 4359 Culver, at Durland-Eastman entrance, 285 Ormond St., 28 Herman St., Culver at Norton, N. Clinton and Norton, 931 Clinton St. (Stone 361 for Home Delivery).

Edwards Offers for a Limited Time Only!

UP TO \$50

FOR YOUR OLD WASHING MACHINE ON A BENDIX HOME LAUNDRY

WHY go through another wash-day with all the work of old-fashioned methods? Take advantage of our sensational trade-in offer... good for a limited time only. Let Bendix do your washing job automatically. And Bendix actually pays for itself with the money it saves. Come in tomorrow. See an amazing demonstration of the Bendix Home Laundry. Learn about the trade-in offer and bid farewell to washday toil forever. Convenient terms to suit your budget.

THE SUCCESSOR TO THE WASHING MACHINE



This is All You Do... Bendix Does The Rest AUTOMATICALLY

- 1 Put dry, soiled clothes into the dry cylinder and shut the door.
- 2 Set the automatic time and water controls... add soap, bluing, and ready for the line.
- 3 Take out clean, sweet clothes... damp-dry and ready for the line.

PAYS FOR ITSELF THREE WAYS!
If laundry is sent out Bendix saves this expense. Bendix can save the cost of a laundress... and maid's time. Clothes last in a Bendix and expensive replacements are cut to a minimum.

Edwards 169.50

ROCHESTER'S SHIRTS CENTRE
STONE 2300

6th Floor

TERMS TO SUIT YOUR CONVENIENCE

★ DECORATION DAY CELEBRATION ★

at The MEISEL TIRE Co.

3 EASY WAYS TO BUY

1. PAY CASH IF YOU LIKE
2. OPEN A 30 DAY CHARGE ACCOUNT
3. USE OUR LIBERAL BUDGET PLAN

Our service fits your every need—cash; 30 day charge; or liberal budget, and you are assured finest, nationally-known, guaranteed merchandise at lowest possible prices. Regardless what plan you prefer to use, our friendly courteous service will take care of you.

NO RED TAPE NO DELAYS

ABOUT CREDIT
Our friendly liberal budget service is different... no red tape... no embarrassing questions... just bring your license certificate for identification... that's all it takes to open your account here... regardless of any unfavorable experiences elsewhere, we will take care of your needs.

OR EMBARRASSMENT
It takes only three minutes to open your account... Select the merchandise you want... installation will be made immediately... no investigation necessary... You deal direct with us, and your arrangement is strictly private... no 3rd party or finance company.

LOOK AT THESE LOW PRICES ON GOODRICH COMMANDERS

4.75 x 19 . . . \$705	5.50 x 17 . . . \$950
5.00 x 20 . . . 785	6.00 x 16 . . . 1020
5.25 x 21 . . . 920	6.00 x 17 . . . 1050

OTHER SIZES PROPORTIONATELY LOW
Small additional charge for deferred payments

BRAND NEW 1938 MODEL PHILCO AUTO RADIO

\$24.95
Small charge for deferred payments

A sensational auto radio value, gets all stations with clean rich tone on every one! Full power and modern styling. Ready to install quickly and easily in your car.

SET YOUR OWN EASY TERMS

THE ORIGINAL 12 PAY PLAN

MEISEL TIRE Co.

OPEN EVENINGS AND SUNDAY A.M.

FREE 270 EAST AVE.

PHONE MAIN 3844

Summer Workers Must Have Social Security Numbers

In a few weeks, schools and colleges will be closing for the summer vacation. Every student, regardless of age, who expects to work in covered employment (usually industry or commerce) will need a Social Security account number card.

Each student should have such a card when making application for work, or when registering with the State Employment Bureau so that they may get proper credit on their Old-Age Insurance account, and for Unemployment Insurance. Application forms can be had at any post office.

Operators of summer camps and resorts are included in covered employment and, if they have not already done so, should register with the nearest Social Security Field Office on Form SS-4 if they have one or more employees even temporarily.

Further information may be had at the local area Social Security field office 214 Terminal Building.

Church Society To Stage Comedy

The Mask and Wig Club of North Presbyterian Church, under the auspices of the Women's Society, will present a two-act comedy at the church tomorrow evening.

Included in the cast are Charles Pike, E. Hetherlin, R. W. Henschel, Carl Kitzing, Edwin Servis, Herbert Davison, Andrew McGregor, Clarence Hamilton, Timothy Crouch and F. W. Burnett. Mrs. Ethel Shauley Henschel is directing.

Musical will be furnished by the church quartet composed of Mrs. Henschel, Miss Norma Lamson, Harry Cleveland and Charles Richardson, with Ronald Sharpe, accompanist.

Mrs. Robert Findlay will be in charge of refreshments.

SORORITY MUSICALS
Mu Phi Epsilon, national musical sorority, will have a public musicale this evening in Kilbourn, all.

Store's Experts To Show Modern Waterless Cooking

Cooking without water...to prevent loss of food values, to save fuel, and to prevent shrinkage of food in the cooking...that's the feature that will interest modern housewives in the Wegman Cooking School, Tuesday at 9:30 A. M. in the R. K. O. Palace Theater.

Just how important waterless cooking is to the health and wealth of the average family, and how it can save work and bother for the cook, will be demonstrated, along with tasty new recipes that this modern method makes available.

Even the children will benefit, indirectly, when mother attends the Wegman Cooking School, for she'll learn how to prepare those vitamin-rich green vegetables in a more tasty, more appetizing manner than ever before, thanks to the fact that

neither flavor nor food value is washed away in water.

Preceding the demonstration Tom Grierson will play popular organ numbers. Immediately following will be the distribution of over \$500 worth of gifts to the audience. These will include a six-piece set of heavy cast aluminum for waterless cooking, twelve individual pieces of aluminum, and one hundred filled market baskets, each valued at three dollars. In addition, every woman attending will be presented with an envelope containing cash-discount coupons, redeemable at any Wegman's store, and diet and health book-lets.

'PLAY, FIDDLE, PLAY'



THOMAS KOSZALKA
Only eleven years old, young Koszalka is one of the musicians aided by the David Hochstein Memorial School of Music. He plays the violin.
Sun Photo by Gene Lyon

Hochstein Music School Gives 19th Concert Tuesday

The nineteenth annual community concert of the David Hochstein Memorial Music School will be given at the school, 12 Hoeltzer Street, Tuesday at 8 p. m.

Behind that matter-of-fact announcement is the story of a great musician who put down his violin and picked up a gun to "make the world safe for democracy." As far as that cause is concerned, he died in vain in the Battle of the Argonne, but the inspiration of his sacrifice has brought music to thousands of children who might otherwise never have had it.

For some years Mr. and Mrs. Alf Klingenberg and Harold Gleason had been interested in the music school movement, started about 1910 in some cities, to bring music within the reach of everyone. Mrs. James S. Watson caught their enthusiasm, purchased the home of David Hochstein at 421 Joseph Avenue in 1920 and the dream of these people became a reality in the memorial to Rochester's young violinist.

Purpose of the school is to give children of limited means an opportunity to receive a musical education, and to promote the mental, moral, spiritual and social welfare of children in Rochester by means of instruction in music.

That there was a real need for such a school was at once evident, for the building was inadequate for the many who took advantage of the opportunity offered. Hiram W. Sibley gave the school a site on Hoeltzer Street sufficiently large to provide a community playground as well as a site for a modern building which was built by subscriptions from friends. This building was opened February 4, 1928, with a concert by Miss Myra Hess, who offered her services as a testimony of her interest and approval of the work and ideals of the school.

The school has over 200 pupils and 18 teachers, the latter furnished by the Eastman School of Music. The cost to the pupil ranges from ten to seventy-five cents per week, for one-and-a-half hours instruction, private or class work, although there are some who because of special talent, are receiving instruction without charge.

Included in the program of the school are the following courses and cooperative activities: individual instruction in piano, violin, cello and voice; classes for piano and violin beginners; classes in musicianship for all pupils; orchestra and string quartets; ensemble classes; pupils' recitals for parents and children; co-operation with social agencies; and community concerts by artists who give their services.

Samuel Bejov, of the Eastman School of Music, director of the school since Harold Gleason gave up the work in 1930, has unbounded interest and enthusiasm in this project and only regrets that limited funds make it impossible to give a musical education to all who knock at their doors.

The school is dependent upon the subscriptions of friends and concerts. It is badly in need of funds to carry on its work, due perhaps to the fact so few people are acquainted with its purpose.

While the rooms are all well-lighted, there is a crying need for some one with an interest in interior decorating and a bit of money in the pocketbook, to bring some life and color into the rather drab atmosphere of the rooms.

Mrs. Nela Campbell, president, has the following committees at work: general chairman, Mrs. Frank T. Curtin; arrangements, Mrs. Rosalie Gugel, Hilda Hoyle, Marietta Leichter, Ella Campbell, Josephine Cronin and Margaret Hanna; prizes, Mrs. Hazel Lynch, Edna Bassett, Caroline Gliddern, Marge Collins, Helen Dunning, Ella Hollman and Mrs. John J. McCarthy.

Refreshments, Cecelia Snyder, Mrs. Vincent Collins, Josephine Bogner, Martha Blossom, Helen Van Duser, Mattie Cummings and Mrs. William F. Steinwachs; hostesses, Mrs. Rose DeAoun, Florence Doyle, Agnes Halliman, Ella McDonald, Marie Skelly, Sarah Brown, Marguerite Eustace, Ella Pickering, Gertrude Klem, Bessie Fagan, Nellie Sweeney, Zora Saunders, Agnes Schlacter, May Moore, Henrietta Borgmann, Emma Krieg, Ella Moore, Catharine Fitzgerald, Rose Rugraff, Johann Wentworth, Marcela Weider, Mary Worth, Loretta Koerner, Bessie Gillette, Theresa Skelly, Gertrude Bernard, Elsie Mellen, Mary Stanton, Anna Knight, Ella O'Brien, Celia Mahoney, Sophia Nelson, Eleanor Zuck and Mrs. Charles Fernback.

Cake booth will be under the direction of Mrs. Fred Henry and Miss Rose Kluch is directing publicity.

ENJOY TODAY!

WHILE DRIVING

LOVE'S Delicious Fresh Made

Popcorn

Large, tender and well seasoned kernels with plenty of butter.

10 A 10 25c

BOXES

Sold Only in Love's Stores

LOVE'S

PLANTS

Annuals 15c Doz.
Perennials 10c Up

Potted Plants

for porch, boxes, hanging baskets and grave decorations.

Geraniums, 18c; 6 for \$1
Altheantheas, 75c doz.
Dracenas (swords), 20c
Vinca Vines, 20c
Potted Petunias, 10c;
Dozen, \$1
Tomato Plants, 15c doz.

Edw. B. Caves
Greenhouses
150 Haag Terrace
(off Buffalo Road, first street west of Barge canal)
Genesee 5887



The NATIONAL LIFE INSURANCE COMPANY was one of the pioneer companies in establishing and developing mutual legal reserve life insurance in the United States. From the very beginning, for instance, 84 years ago, the National insured women. Here, reproduced from an old daguerotype, is our first woman policyholder, Mrs. Laura Ann Peaslee Webster (and her son) insured in our first year of business, 1850. The National, too, was one of the pioneers in putting the insurance of women on the same rate basis as men.

Send for booklet on INSURANCE FOR WOMEN

BRUCE S. JOHNSON
GENERAL AGENT
550 Reynolds Arcade Bldg.
ROCHESTER, N. Y.
MAIN 5015

"Eighty-Eight Years of Continuous Service."

NATIONAL LIFE INSURANCE COMPANY
MONTPELIER VERMONT

The New **1938 Westinghouse**
Kitchen-Proved REFRIGERATOR

Now On Sale
FOR ONLY
2
NICKELS A DAY

WHEN YOU PAY THE SENECA WAY

Don't Buy ANY Refrigerator
At ANY Price Until You GET
The Details Of Seneca's
SENSATIONAL PAY PLAN

10 HOURS OUT OF 12
it uses
NO CURRENT
at all

HANDY BANK
Given Free

Makes It Easy
To Save Your
2 Nickels A
Day

EASY TO BUY
EASY TO OWN
EASY TO PAY

OFFER AVAILABLE ONLY at OUR STORE

Seneca Stores
149 MONROE AVE.

FREE DELIVERY Anywhere

OPP. MANHATTAN ST.

"OUR MONEY MAD DOCTORS"
By DOCTOR MICHAEL SHADIA

This famous physician speaks frankly of his profession. He also gives the complete story, with pictures of the first and only co-operative hospital in the U. S. Every woman, particularly expectant mothers, should read this remarkable article, written exclusively for TRUE STORY MAGAZINE, and which is now creating a sensation of comment throughout the country.

NOW ON SALE - ALL MAGAZINE DEALERS

JUNE ISSUE **TRUE STORY** 15c
MAGAZINE

New Spring Price On
Fill Your Bins Now

SEMET-SOLVAY

COKE \$9 Price TON Cash

A. L. PROUDFOOT

Main Office—1066 Main St. E. Culver 3148
636 South Ave. Monroe 6766
Stone Rd. and Dewey Ave. Charlotte 120

Reduced, Spring Prices Now

CERTIFIED ORANGE-DISC COAL
Every Ton Guaranteed

Scout Mothers Set Date For Spring Luncheon

The annual spring luncheon of the Scout Mothers' Auxiliary of the Lone Star Division, Boy Scouts of America, will be held Wednesday at 1 p. m. at 15 East Avenue.

Mrs. Beulah Hipp, general chairman, is being assisted by Mrs. Charles Leopold and Mrs. Herman G. Koch.

Bridge will follow the luncheon and prizes will be awarded to the winners at each table.

Reservations must be in by tomorrow and may be made by calling Culver 820-W.

Home Bureau Picks Delegates

BY MARIETTA C. ZOLLER

The Rochester Home Bureau will have several delegates attending the annual family life conference at Cornell University, May 24 through May 27. Among the women who will represent the organization will be Mrs. E. H. Walker, Mrs. Julia Ruhfel, Mrs. Fred Darling, Miss George Watkins and Miss Marietta Zoller.

The theme of the conference this year will be, "Understanding Family Behavior." Each year the College of Home Economics has this conference as a training meeting for the volunteer study club leaders throughout the State, as well as for the home demonstration agents in the various counties and cities.

This year, James S. Plant, M. D., who is the director of the Essex County Juvenile Clinic, will make a major contribution to the program with lectures on the changing concepts of personality, and also on personality and family patterns. Prof. Clyde B. Moore will lead the discussions on the school child, after he presents a lecture on the relation of the school to family behavior.

Many of the delegates will be spending odd moments in the nursery school at the college, for it is not only interesting to watch the children, but one learns many principles of guidance, from the physical set-up, as well as from the techniques used by the teachers.

The conference will conclude with a discussion led by Dr. Ethel B. Waring on the complications in family relationships caused by people outside of the family circle.

Expert Gives Make-Up Tricks

Keep your unattractive features in the dark, says Helena Rubinstein, beauty authority. If your nose is plump, use of a dark powder will make it less obvious, she points out. If long, a faint touch of dark powder under the tip will shorten it.

A large face looks smaller when a dark-toned powder is used. When muscles droop, a dark powder blended just around the contour line will eclipse double chin and sagging muscles.

Credit Women Dine Monday

A busy season for the Women's Group of the Rochester Association of Credit Men will close with a dinner party to be held at the Rochester Club Monday at 6:30 p. m.

Miss Grace Richardson is general chairman, and she will be assisted by the following committees:

Dinner: Miss Jessie Haskins, chairman, Mrs. Martha Jeffreys, Miss Teresa Brayer, Miss Mary Spittal; attendance: Miss Anna Kowalski, chairman, Miss Collette Wahl, Miss Alice Kern, Mrs. Alma Lawson; credit inkling: Mrs. Helen S. Lynch, chairman, Miss Lena Sanford, Miss Helen Bloom, Mrs. Jennie Flynn; entertainment: Miss Betty Nohe, chairman, Miss Helen Tuttle, Miss Alice Harris, Miss Lillian Kiel, Miss Hazel Tait; publicity: Miss Helen Rekers; decorations: Miss Ida Randell, chairman, Miss Dolores Gase, Miss Helma Clotzki, Miss Bertha Wunderly, Miss Elsie Kingston, Miss Bessie Sullivan, Miss Lorraine Bertsch, Miss Frances Clark, Miss Edna Frank, Miss Bess Kolko.

Door prizes: Miss Lois Enright, chairman, Miss Marion Vane, Miss Anne Curran, Miss Stella Rickard, Miss Nora Hamill, Miss Gertrude Freedman; reception: Miss Ruth Owen, chairman, Miss Edna Valmore, Miss Lou Wilker, Miss Rose Doyle, Miss Mae Armstrong, Miss Irene Ames, Miss Anne Arleno, Miss Sarah Brown, Mrs. Jessie Schorr, Miss Doris Collins, Miss Marion Donovan, Miss Wanda Hammond, Miss Doris Hanagan, Mrs. Stella Kanneberg, Mrs. S. A. Myers, Miss Laura Belkirk, Mrs. Marie Magin, Miss May L. Shaw; contact: Miss Mary Bittell, chairman, Miss Bertha Gallup, Mrs. M. Louise Lewis, Miss Mary Huddy, Miss Teresca McGrath.

DISH FOR THE FAMILY



Designed for mere men, this Tomato and Cheese Salad, will not only please the Lord 'n' Masters, but the balance of the families besides.



BY IRENE MUNTZ

May is a month of bright warm days followed suddenly by damp, chill ones. Consequently it is a little difficult to plan menus ahead. The day you've decided on a nice filling lamb stew, the mercury suddenly shoots up to 80 degrees and you're left high and dry with the problem of what meat to serve for dinner.

An abundantly stocked cupboard will come to your rescue. Store away the lamb in your automatic refrigerator for a chilly day and help yourself to the ingredients for this meal from the pantry shelf. It's a low cost meal your family will like.

Tuna Noodles
1 1/2 cups cold water
1 1/2 cups hot thick tomato soup
1/2 cup cream or cottage cheese
1 tablespoon onion juice
1 tablespoon butter
1 envelope Knox gelatin
1 teaspoon salt
1/2 cup mayonnaise
1/2 cup stuffed olives, chopped
1 cup cream, whipped

Put soup in double boiler, add cheese, butter, salt and onion juice. Heat until cheese has softened. Pour cold water in bowl and sprinkle gelatin on top of water. Add gelatin to hot mixture and stir until dissolved. Cool, add mayonnaise, whipped cream and stuffed olives. Turn into mold that has been rinsed in cold water, and chill.

Cornmeal Rolls
Temperature 450° F.
Time 12 to 15 min.
1 1/2 c. flour
1/2 c. salt
4 t. baking powder
1 t. soda
1 1/2 c. cornmeal
1 egg
1/2 c. buttermilk (or sour milk)
1 t. oil

Sift flour, measure, and sift with salt and baking powder. Stir in the cornmeal. Cut in the shortening until the particles are very fine. Beat the egg slightly and add the buttermilk and soda. Combine with the first mixture and knead for a few seconds on a lightly-floured board until the dough is smooth and well blended. Roll or pat out 1/4 inch thick and shape with a cookie cutter 2 1/4 x 3 inches in diameter. Brush with butter, crease with the back of a knife, and fold over like Parkerhouse rolls. Bake in a pre-heated oven. Makes 1 dozen rolls.

Custodian of College Cuisine

The business of serving good food at a reasonable price, and doing it attractively, is not only one of the most interesting fields open to women, according to Mrs. Olive Morehouse, custodian of the culinary needs of the Women's College of the University of Rochester, but it is also one of the best paid.

A very unusual thing about this line of work is the fact that the pasting of years over one's head is no handicap in finding a position; as a matter of fact, gray hair seems to spell experience, and as such is a real asset.

SUCCESSFUL ENTERPRISE

Mrs. Morehouse, who is an outstanding success in her line of work, had no intention of trying to please the palates of any but her own family when she first came to Rochester, but she felt the need of more outside stimulation than the routine of housework gave her.

Encouraged by an understanding husband, she opened a gift shop in her home, and this became such a success that she was able to make trips to the Orient to do her own buying. Some of the choicest pieces picked up across the seas, she still has in her very interesting century-old home in Atkinson Street.

When the owner of the Pine Tree Tea Room in East Avenue became ill, Mrs. Morehouse was persuaded to move her gift shop there in order to supervise the management of the restaurant during the owner's absence.

With an eye for details, Mrs. Morehouse could see many neglected possibilities in the tea room, finally decided to buy it, and in less than four years owned it free and clear.

TAKES NEW POST

For seventeen years she served the fastidious taste of Rochesterians, educated two daughters, gave them trips abroad, and had a thoroughly good time doing it.

When the depression began to stick its head around the corner Mrs. Morehouse saw it first. Recognizing the inevitable struggle which lay ahead as she saw her regular customers cutting off a nickel here and a dime there in their expenditures at dinner, she gave the tea room up rather than have to sacrifice quality or service.

Five years ago, when Outler Union was opened on the Women's campus of the University, she took over the important task of operating the cafeteria and serving the countless dinners which are a part of any college community.

BUYER AND PLANNER

She does all the buying and planning, and oversees all the work, which is done by students, and the ease and smoothness with which it is all done, and the complete satisfaction and happiness of everyone concerned, is a source of constant wonder to those who watch from the sidelines.

Mrs. Morehouse is extremely modest and has nothing to say

DOES BLADDER IRRITATION WAKE YOU UP?

It's not normal. It's nature's warning: "Danger Ahead." Make this 25c test. Use burhol leaves, juniper oil, and 8 other drugs made into green tablets. Help the kidneys flush out excess acids and other wastes which can cause the irritation resulting in getting up at night, frequent or scanty urination, burning, or itches. Ask your druggist for Burket's. Your 25c back if not pleased in 3 days. J. K. Post Drug Company.

KRESGE'S

Flash News! 300 Dress Shirts -- Regularly 89c

49c

Full cut shirts made of 100% broadcloth, gay and conservative patterns, soft collars. Sizes 14 to 17.

Full Cut Men's Work Shirts 29c
Sizes 14 to 17 Regular 50c

KRESGE'S UP TO 1/2
near St. Paul

BAKERY SPECIALS

FRESH APPLE PIES 19c
LARGE MOLASSES COOKIES 19c
FRESH LEMON 3 LAYER CAKE 39c
HONEY PECAN KUCHEN 29c

DUCHESS 29c
The Coffee Supreme
TWO POUNDS FOR 55c

Turner's

Downy Soft DOUGHNUTS
and VAN DYKE DUCHESS COFFEE
385 MAIN STREET EAST

SPECIALS THIS WEEK

EXTRA VALUE Covered
DATES 25c
AND NUTS 25c

PEANUTS 10c
in shell

HARD CANDIES 19c
(7 Flavors)

CRISPIES 19c
Rolled in Coconut

AT THE
NUT SHOP

OUR ONLY STORE
550 WEST MAIN ST.
MAIN 8100

WEEK END SPECIALS!

Lean Fresh **HAMS 25c**
Whole of Shank Half

Our Own Make **SAUSAGE 21c**
MEAT

EAST SIDE DELIVERY SERVICE
Phone STONE 290

Monroe County Shoulder **VEAL CHOPS 19c**

Genuine Spring **LAMB CHOPS 25c**

Full Line of Birdseye Frosted Foods

SCHUDT

511 Main St. E. Market, Inc. Stone 290
Cor. Selo St. We Deliver

Quality MEATS AT LOWER PRICES

Kaufman's Spring **LEG O' LAMB 23c**
lb.

Home Dressed, Golden Fresh **FOWLS 23c**
3 1/2 lb. Average

Home Dressed Fresh Broilers 1b. 29c
Fresh Caught Mackerel 1b. 7c
Fresh Creamery Butter 27 1/2c

Mild Cured Hockless Smoked **PICNICS 16c**
lb.

CHICKENS
Buy what you need of the cuts you prefer.

Breasts, 1b. 39c
Legs, 1b. 37c
Wings, 1b. 20c
Giblets, 19c
Backs and Necks 1b. 12 1/2c

Milk Fatted **FOWLS 19c**
For Fricassee Or Salads

CLARK'S MARKETS

600 Jefferson Ave. Cor. Bartlett St. Gen. 1417
FREE PARKING At Both Stores

906 N. Goodman St. Cul. 4870

St. Stephen's Women Set Cooking Class

Women's Auxiliary of St. Stephen's Church will sponsor a cooking demonstration at the Parish Hall next Thursday at 8 p. m. Miss Irene Muntz will prepare and discuss recipes.

Hostesses for the affair will be Mrs. Lewis A. Rathbun, Mrs. Frank Paul, Mrs. Joseph Willing, Mrs. Ralph Gillespie.

HAVE YOU HEARD?

Eleven more days to Decoration Day.

Big things are being planned for the thirtieth -- yacht races, teas and dinner parties, picnics, dances -- gay celebrations of every sort. And that means...

Less than eleven days to prepare for probably the most festive holiday of the year.

Better be sure your white things are ready for the cleaners... shake them out of the moth balls and call Watts, Genesee 614, so you'll have them in plenty of time for the weekend.

Just to interrupt a moment-- Learned from Mr. Watts yesterday that if you send winter garments to them, they return them in moth bags (with no extra charge) which is really something worth knowing. Call Mr. Watts and ask more about this extra service. Member the number -- Genesee 614.

Next time you're downtown, drop in Lauer's Furniture Store, 50 State Street, and ask to see their exclusive new line of Consistent Willett solid cherry furniture. You've a treat in store for you. You'll surely want some of this sturdy, beautiful solid cherry dining room or bedroom furniture in your home. It's new, distinctive and fashionable. The entire line including faithful American reproductions of Federal American furniture, direct from the Willett workshops.

PUPPY FOR SALE

Simply can't resist telling you about the precious little Boston Terrier I saw the other day--and it's for sale! He's a healthy, playful little fellow with a pedigree that makes him even more irresistible. Mrs. Connell, 409 Burke Building, is owner of this five-year-old puppy and is sacrificing him at a very low price. So, if you're looking for a puppy at a real bargain, call Mrs. Connell -- Stone 3192.

It's an old American custom to be always in search of some heretofore-unheard-of shop where one can buy at a bargain. I've found a new SHOE shop! So, dear ladies, lend an eye, while we give you the latest "find" in shoe shops. Know where Gorham Street is? Well, it's No. 26 Gorham. The name, Gorham Street Shoe Parlor. They have all the latest spring styles, because Mr. Goldstein shops every morning and all his stock is extremely low priced. Why not shop here for your Decoration Day white shoes?

And now, my dears, if you're planning a picnic for the coming holiday, I've learned of a new spot--a perfectly delightful one, so they say. That is, Martine Essie, Rosemary Gagle and Margaret Mary Duffy, three St. Mary's Hospital nurses, say. The spot is Stonebrook, near Dansville.

Member I told you last week about discovering a delightful new hat shop at 86 Adams

Street? Well, this week I discovered something else about that little shop--it's managed by two charming proprietors, Ruth and Ann... an something else... they have the smartest white hats, recently arrived from New York, and stunning large navy straw bonnets and for only \$1.79 and \$2.79.

FEMININE FANCIES

A new pine bath oil that's simply lush... Perfect Pine Bath Oil by Daggett & Ramsdell... A mascara that's tops... Lashique by Dorothy Gray... A cologne that's rare and enchanting... Essence Imperial Russe... A boon to any lady's beauty... Dorothy Gray's Masque Frappe.

A hair-do that makes you look like a picture out of Harper's... one of Eugene & Jose's creations. Eugene and Jose, 137 East Ave., can do more to make you beautiful than anyone I know. Lend them your head for an hour or so and see what actual miracles they perform.

It may be National Air Mail Week to you, but to sport fans and enthusiasts, it's National Tennis Week!

If you haven't a tennis racket on hand and you haven't been on a court yet this week --ummm, you're most certainly slipping. Why, everyone's out swinging their rackets and getting into shape for some real tennis this Summer. There are going to be some rousing good tournaments on the season's calendar, so better buy yourself some tennis equipment and get in the game.

Huber's, Bronson at Wooden Street, (on the westside) carry a complete line of tennis things--rackets, nets, shoes and balls. What's more they'll personally advise you about the game and the equipment you need.

Incidentally, if you have a racket and want it restringed, let Laurie and Ray Huber do it for you. They have an enviable reputation for racket stringing!

SALE

Kennedy-Clark, Inc., 22 South Avenue

KELVINATOR REFRIGERATORS

\$129.50

Monthly Payments of \$4.08 Begin June 15th

These Are 1937 Models--They Carry the KELVINATOR 5-YEAR PROTECTION PLAN

Kennedy-Clark

FIFTY-FIFTH ANNIVERSARY SALE

Refrigerators--Washing Machines Stoves--Radios--Vacuum Cleaners

—22 SOUTH AVENUE--NEAR MAIN STREET--

Store Open THURSDAY & FRIDAY EVENINGS Until 9

Store Hours Daily -- 8 to 5:30

Regularly \$164.50

Big Roomy 5 1/2 cu. ft. size

America's Finest Butter FROM THE LAND O' LAKES

LAND O' LAKES BUTTER

Sweet (NOT SOUR) Cream

1-Lb. Roll **30c**

Wegman's ROCHESTER'S HOME OWNED MARKETS

Tattle Tales

By The TATTLER

IT'S SURPRISING the number of things you can overhear while you are grabbing your mid-day tri-decker at Maxie Bernstein's De Luxe Grille. It's a high noon rendezvous for the merchant greets and near-greets of the South Clinton section.

After the blonde and comely waitress wards off the usual number of wise-cracks while she tries to get the order, these merchant princes hustle through the vials, slump back in the booth and begin to solve all the current problems of the day. With cigarette and coffee, it's amazing how simply these boys, brain-trusters, can analyze the fundamental faults of our present economic system and tear down the successes of the local great and near-great.

"Him!" demanded the lad with the salad dressing on his nose. "Him—why he was just loaded with luck. He got into the business just loaded with luck. He got into the business just at the right time and had a run, ride all the way in." He smiled deprecatingly. "If that boy wasn't lousy with luck he wouldn't have a quarter."

"His partner across the mahogany strip mentioned the success of another store owner. 'What—Jack—why that does mean he knows the way to do it,' admonished the critic. 'Everybody knows that his partner is the brains of the joint—etc.'"

"Two minutes later a ladies' wear merchant was tossed on the floor. 'Sure he can write his check for five figures, what of it? What about his reputation—no guy can have two fires in the year and be on the level—do you know that—etc.'"

"Not long later—'Joe—why shouldn't he be in the chips—somebody just died and left his wife fifty grand—who wouldn't have a new car with fifty thousand bucks kicking around the house?'"

"So it went, right through the round cup of coffee and the third cigarette. As they were going toward the door, proprietor Max hustled by. "Say, pal," I asked, "who is the big shot in the tan coat?"

"Maxie cast a speculative eye at the departing guest. "What do ya mean—big shot—are you kidding me? That guy hasn't worked in years—not since he lost his job racking balls at Keogh's."

Muny League Ready To Go

By JOHN BURNS

Baseball warfare will begin Sunday in the Muny League, when that loop opens its twenty-sixth consecutive season with eight games. As the oldest organization of its kind in Rochester, the Muny League this season wheels into action with the largest entry in its history.

Nine newcomers are to compete for league honors this season. Mack Doyle's Island Cottagers, formerly active in the Journal League, will join with seven holdovers to make up the National division, while the American division will be made up entirely of teams new to Muny competition.

The opening day schedule calls for games at Genesee Valley and Webster Parks, Island Cottage and possibly Scottsville in the National Division. At Webster Park the champion Ramblers and Texaco will clash. Island Cottage will be the scene of the Island Cottage-Barnard Central game. Genesee Valley lists the Lovelands against the Crystals and Scottville will see Seagrams, the old Jack Frosts against the Monograms.

In the American Division, the opening call for the 10th Warders against the Union Leaguers at Cobbs Hill. Buck's Bears against the Russells at Brighton, Schlegels against the Senators at Benjamin Franklin Field and the Ackerman-Kleins against the Fabians at Ellison Park.

Johnson Abercrombie, vice-president last year, has taken over the presidency, succeeding Joe Bart, and the vice-presidency has been eliminated. Deputy First Chief Jack Blatterly will again act as commissioner with Rock Slattery honorary president. Ed Powers will handle the secretarial and treasury duties.

SPORTS

By JOHN BURNS

Placid as the daily routine of life in his town in Tennessee, John Thomas Winsett, who should be one of baseball's outstanding power hitters—but isn't at this writing—is plodding along with the Jersey City Giants and trying to meet a test he seldom encountered up to this season.

Long John has been around for quite a spell. He was in and out of the majors and with Montreal and Buffalo before he joined the Red Wings in 1934 and during his travels he acquired the reputation of being practically helpless at the plate when a left-hander happened to be pitching.

Winsett finally got around to believing that he couldn't hit southpaw pitching. He'd go up there and take his cuts, but the results were far from gratifying. So John Thomas didn't complain when managers acquired the habit of keeping him on the bench when a left-hander was working for the other side.

But conditions are different this season. The Jersey Giants are reported to have paid Brooklyn \$17,000 for Winsett and they want something back on their investment. As a result, Winsett is in there swinging against both right and left-hand pitching and the tall fellow probably regrets that he was not compelled to bat against left-handers earlier in his baseball career, for he loves to take his cuts.

A fight for control of Winsett's baseball services is being carried on by the Milwaukee club of the American Association, which claims that Burleigh Grimes promised the big outfielder to the Brewers as part of the deal whereby Pitcher Tot Pressnell went to Brooklyn.

Henry J. Bendinger, president of the Milwaukee club and a smart fellow in baseball business, has taken his case to Judge Landis, claiming a breach of faith on the part of the Dodgers.

There's another left-hand power hitter with the Jerseys, but this slugger, Floyd Herman, who will be called "Babe" until he dies, doesn't care which arm pitchers use when he's at the plate. Herman hits a ball where it's pitched, which is the reason for his ability to spatter base knocks to all fields.

Herman might have spent most of his major league career with the Detroit Tigers if it hadn't been for players such as Ty Cobb, Harry Heilmann, Bob Fothergill and Bob Veach, who happened to compromise the Detroit outfield some sixteen seasons back, when Herman was battling for a job with the Tigers.

Cobb and Dan Howley then coach for the Detroit, rated Herman as a fine prospect, chiefly because of the power the youngster displayed at the plate. Even in those days, when Babe was figured as a first baseman, he wasn't any great shucks as a fielder, but any manager is willing to overlook defensive mistakes in the case of an athlete able to powder the ball as Herman does.

In those far-off days, the Tigers trained at Augusta, Ga., where Cobb was regarded as the town's first citizen. The Rochester club stopped there for an exhibition game and during the course of the combat young Herman came up as a pinch hitter. Some pretty fair spring pitching was offered for his inspection and he struck out swinging so violently at the third one that he fell flat on the ground.

"So you're the guy that hits like Cobb," said Harry Lake, Rochester catcher. "Maybe you will some day, but Cobb never falls on his face when he strikes out."

Several months later the Rochesterers were in Reading for a series with the old Keys when Babe Herman joined the club, some brain truster having figured that the band box park at Reading would be a "natural" for Herman.

Harry Lake was the first to spy Herman as he walked toward the Reading bench and Harry practically ruined the youngster's entrance. Lake grabbed a bat, ran to the plate and swung so hard at an imaginary pitch that he fell all over himself. The Reading players and the fans must have thought that Lake had been affected by the heat, but Babe Herman and the Rochester players knew what the "act" meant.

Perhaps that stunt put a curse on Herman for the season of 1922, because he batted a meager .258 while with Reading. But the Babe has been getting his share of base hits ever since. Last season he divided his activities between Detroit, his first baseball love, and Toledo and wound up with a batting mark of .346.

THE SPORTSMAN

By CURT GERLING

The trout are rising to the fly and the boys who whip the streams hereabouts are thumbing a figurative nose at their brother devotees of the barnyard tackle. Results around Wiscoy and the Meadows were reported to be as near ideal as any Waltonian would admit until the last cold snap. However, those who braved Saturday's miserable weather were not without some rewards.

Where to go for trout is still a matter of choice with the favorite waters of last year proving the maximum catches. Oakka Creek, for a nearby haunt, is producing heavy catches but many are under legal size and must be returned to the water.

Northern Pike are beginning to show interest around the Lakeville sector of Conesus with a twelve pounder taking the prize for the hardy souls who risked pneumonia in Sunday's drizzle.

Joe Henry, poet and boat livener of Silver Lake, reports that the Pike there are beginning to develop their mid-season appetites and fish dinners will be the rule rather than the exception from here in.

Sodus bay pickerel and pike remain slightly dormant with cold water and bad winds hampering the catches.

Irondequoit Bay from the Rehoboth Flats to Hefty Hobbing's spot and from there to Float Bridge is apt to show the minimum amount of action on game fish until we have a few warm days.

THIS AND THAT: The Four Points Rod and Gun Club near North Chili is an indication of what a few bucks and plenty of initiative can do in the way of promoting a first class sportsman's club. The lads are priming themselves for the big Syracuse Skeet shoot. The Community Gun Club has a new paint job and a lawn manure.

Art Heaney and Ray Wengender could sit down some evening and run up a set of dotted axis curtains and the place would be complete. Pike Meade, the Pittsford skeet shellacker, is out for another state championship. Mrs. Meade will no doubt have another pitcher to dust off. It's about time for Monty Cassman to break out in a rash of skeet scoring. The pheasants came thru the winter in fine shape. Now if all the lads who own dogs would restrict their territory for the next few months and keep them out of the fields, the birds will have a chance to do a good job on production. The Doubt Post is

Lodge To Elect New Officers

Election of officers for the Rochester Lodge No. 253, American Order, Sons of St. George, is scheduled for next Thursday evening.

Presentation of twenty-five year buttons will take place June 11, instead of June 9 as originally announced. The buttons will be presented by the supreme president, Moyles and entertainment will follow.

G. A. Cooper is chairman of the committee in charge of British Field Day, to be held at Genesee Valley Park July 30.

TIRES
QUICK • EASY CREDIT

Set your own terms on DIAMOND "Blow-out Protected" tires! See the 4 extra safety features that mean more safety and long mileage—at no extra cost. All you need here is your license identification—we'll open your account at once.

AS LOW AS **43¢** Per Week

UNIT ROCHESTER CORPORATION
1185-1223 MAIN ST. E. CULVER 250

ROCHESTER'S LARGEST LIQUOR STORE

CHECK THESE PRICES!

Then You'll See Why Rochesterians Have Made Berghash's The LARGEST LIQUOR and WINE STORE In Town!

1/2 HOUR FREE PARKING OPPOSITE OUR STORE

50% REDUCTION
READY TO SERVE SOCIETY

BRONX COCKTAILS
SERVES 16 COCKTAILS

Regular \$2.25 Value **\$1.22**

Fifth—26 Oz. **\$1.22**

Made With:
1/4 Italian Vermouth
1/4 French Vermouth
1/2 Pure Grain Gin
Juice of 1/2 Lemon

AMERICAN CHAMPAGNE or SPARKLING BURGUNDY
Large 26 Oz. Bottle **\$1.54**
Made To Sell For **\$2.19**

AMERICAN DISTILLED DRY GIN

Distilled From Grain **\$1.19** FULL QUART

CASE 12 Quarts .. **\$13.14**

ROCK-N-RYE 80 Proof, Full Quart **\$1.46**

REICHWEHR 60 Proof Full Quart **\$1.46**

KUEHMEL Full Quart

APRICOT LIQUEUR 60 Proof, Fifth **\$1.46**

Open Daily 8 a.m. - 12 p.m.

100% PURE CALIFORNIA WINE

SHERRY
PORT SHERRY TOKAY MUSCATEL MADEIRA

ANGELICA SAUTERNE MARSALA CLARET BURGUNDY

Gallon **\$1.49**
1/2 Gallon ... **79c**
Fifth **39c**

SPECIAL 2 YEAR OLD CREAM 0° GRAIN **\$1.29** qt.
Straight Bourbon Whiskey 4 Qts. for \$5.00

COBBS CREEK RESERVE WHISKEY **\$1.89** qt.
90 Proof Smooth Blend of Aged Whiskeys

10% 2 Years Old
7 1/2 2 1/2 Years Old
7 1/2 4 Years Old

LONDON INN DRY GIN **\$1.00** Large 26 Oz. Bottle
90 Proof

GOLD CROSS SLOE GIN
Reg. \$1.39 Value **\$1.39** Fifth
Pints 93c

SPECIAL IMPORTED SCOTCH, 10 Years Old **\$2.79** Large 25.6 Oz. Bottle

3 STAR 15 YEAR OLD FRENCH COGNAC
Imported To Sell For \$3.99 **\$2.99** Fifth
Large Bottle 25 Oz.

AMERICAN BOTTLED IN BOND 5 YEAR OLD 100 PROOF RYE WHISKEY **\$2.59** Case 12 Quarts \$29.75
Reg. \$3.25 to \$3.90 Value
A FEW PINTS AT **\$1.50**

FILL YOUR BINS NOW
INCREASE IN PRICE DUE SHORTLY

HARD COAL **\$8.25** PER TON
Pea \$8.25

Buck \$7.45

Rice \$6.55 EGG—STOVE—NUT

DOMESTIC PREMIUM COKE **\$8.50** TON CASH

CALL **GLEN 339** LAKE COAL CO.
255 Lyell Ave.

Buy Direct From The Factory And Save On SHOES For The Entire Family

A \$10 SHOE \$6.50

All color combinations and plain

That very popular last made of the very best top grade calf in Black, Brown and Tan, all sizes in stock, from AAA to EEE.

GOLF SHOES
That Feel Right Because They're Made Right

The shoe with every feature you expect in a high grade golf shoe. Rived spikes that can't pull out.

All styles and color combinations.

\$7.50

CHILDREN'S SHOES

Patent leather, cowhide, and shark skin.

From **\$2.25** Up

GIRLS' SADDLE SHOES

Brown and white combination with rubber soles and heels.

\$4.00

BUY ROCHESTER MADE SHOES AND SAVE

Di PASQUALE

3 No. Union St. Open Evenings

St. John Knights Elect Officers

Officers who will serve during the first year for the newly organized Commandery of the Knights of St. John, No. 281, includes Fred W. Bennett, president; Bernard Farrell, first vice president; Robert Poole, second vice president; Earl W. Van Deusen, financial secretary; Don McMahon, treasurer; Joseph Shays, recording secretary; William Simmons, commander.

Trustees of the group are W. Earl Smith, Dr. Joseph A. O'Connor, Thomas Riley, Robert Kurman and E. P. Flynn. The committee on investigation, appointed by the president, consists of W. Earl Smith, Anthony Cerquone, Robert Miner, Thomas Riley and Joe Coyle.

NOLIN'S
Scientific
GOLD STORAGE
For
FURS
and cloth garments, at a very low cost. Expert furriers in charge.
KOLINSKY SCARFS from \$5.00 per skin up.
SILVER FUR scarves from \$50.00 up.
Liberal Terms Allowed
NOLIN'S
236 EAST AVE. STONE 2127

LOVE'S
With Your Favorite Beverage...
Popcorn
IT'S DELICIOUS
Every home a tender, well-seasoned meal.
10 AND 25¢ BOXES
Sold Only in Love's Stores
LOVE'S

Just Arrived...
In Time For Decoration Day
3000 SHEER COTTON FROCKS
Made To Sell For \$1.59
We Bought Them At A Saving—So—Out They Go At...
99¢
Sizes 11 to 52... Plenty of Large Sizes
JEAN'S
Cotton and Silk Dress Shoppes
1162 CLINTON AVE. N. 500 LYEAL AVE. 197 GENESEE STREET

Now You Can Buy A
GENUINE SIMMONS
Beautyrest Mattress
ON LAUER'S SPECTACULAR PLAN
The Beautyrest type of mattress has been tested at the Mellon Institute in Pittsburgh and has proved to give more energy producing sleep per hour than any other mattress tested.
5¢ A DAY PAYS
\$1 Down Delivers
PHONE MAIN 3268
Give correct width, please. We'll deliver your Beautyrest mattress today.
Just that... five cents a day pays for it. When Lauer's deliver your mattress you pay out driver one dollar. From then on you start paying at the rate of five cents a day—thirty-five cents a week or one dollar and fifty cents per month. When you get a Beautyrest you get better health. Buy yours today.
Lauer's
50 STATE ST.

Down The Fairway

By E. J. RANDALL

Locust Hill Country Club, where the Rochester District Championship Tournament will be staged this year, offers contestants a course where accuracy and skillful short game pay premiums. The course is not long, 6,404 yards in all, but narrow fairways, strategically located traps and small greens call for straight drives and crisp, well-hit iron shots.

There are four three par holes, ten four par and four five par to make up a par of 72. The three par holes are not too difficult. They are all easy one shot holes. If the ball is hit right, there is trouble on seven, nine and fifteen, especially fifteen. This hole, only 132 yards, is surrounded by traps, but deep ones, and a slice will result in being in terrific rough, not to mention a creek and row of willow trees bordering the creek. A ball hit to hard will end up on a slope of deep rough and the consequent recovery shot must be hit just right or over the green you go. The tee is elevated and this hole probably will prove the stumbling block of many an unwary golfer who does not take it seriously enough.

The toughest four par hole on the course undoubtedly is the sixth, 449 yards make up this back-breaker. The tee is located on an elevation on the extreme boundary of the course and it is impossible to follow the flight of the drive, due to the steep slope rolling away from the tee. The fairway is fairly wide, but wide betide anyone who strays off the straight and narrow, as it is a long, long shot to that little green from any place but the fairway and then it will take a long, straight iron to reach the elevated, trapped green.

TOUGHEST TEST
Another hole which calls for distance and accuracy on the drive is the fourteenth. Only 381 yards, but a wide, deep creek lies in the fairway just about 320 yards from the tee and it needs a hefty second shot to clear it if the drive is not well out there. The green sets up on an elevation and is trapped.

The longest hole on the course, the fourth, 511 yards, is strangely enough not the hardest to get your par on. The hole offers very few difficulties other than distance. The fairway is fairly wide and there are no traps.

CHANCE FOR TROUBLE
If prevailing winds are blowing during the tournament, the eighth hole will prove a trouble-maker. It is uphill all the way, narrow fairway and considerable trouble if shots stray. The other par five holes, eleven and seventeen, call for a long well-placed drive and, with the exception of the traps, surrounding seventeen

green, are not too difficult for pars and birdies.

Locust Hill calls for every shot in the bag. Distance is a necessity on certain holes, iron shots with plenty of bite to hold the treacherous greens are essential, but the payoff will be on accuracy.

This column is not climbing out on any limb and making predictions as to who might win the district title this year. There are plenty of threats. Bill Walsh, Cliff Goodrich and former champion Johnny McGrath of the home club have a certain advantage in familiarity with the course. Jack Tucker, of Oak Hill, the present champ, will carry the burden of defending his title, but this may not interfere with his game. Tucker belonged to Locust Hill some years ago and knows the course well.

STRONG CONTENDERS
Brook Lea will have strong contenders in Andy Anderson and Louis Krempin. Oak Hill will send, in addition to Tucker such other well-known figures as Dudley Ward, Bill Chapin, Paul Woock and Chubby McKenna. Midvale has Del Jacobs, runner-up in last year's tournament and the new menace, Jerry Dimmick.

Country Club has Phil Goodwin, Freddy Allen and Jack McInerney, Jr. Monroe will be well represented by Cash Halstead and Carroll Johnston. The munny links will send such stalwarts as Ed Randall and Dempsey O'Connell of Genesee, and Irving Maeske and Jack Johnston of Durand.

Maybe the favorites will fall by the wayside and some "dark horse" will cop the silverware. There is plenty of time between now and August and the golfer who will concentrate on hitting his tee shots straight and firing his approach shots dead to the pin will find that Locust Hill offers no terrors to him.

Weather conditions over the week-end were not conducive to good golf, Sunday proving a complete washout. Saturday was not much better, cold, blustery winds blew shots off course and occasional showers added to the discomfort, but many good scores were reported in the weekly sweepstakes.

Outstanding for this time of the year, and for any time of the year, was the best-ball of 65 scored by a foursome of Oak Hillers composed of Bill Chapin, Walt Leight, Jack Tucker and Paul Woock over the tough East course. This quartet accounted for ten birdies, of which three were snared on one hole, the seventeenth. Imagine playing "skins" with a nice, sociable gang like that!

Winners in club sweepstakes were:

Brook-Lea—low gross, A. Anderson 77; low net, M. Smith, 83-14-71; Country Club—low gross, P. Goodwin 71; low net, Dan Ward, 82-14-69; Lake Shore—low gross, O. Desrochers 82; low net, J. Punsier, 84-17-71; Midvale—low gross, D. Jacobs 74; low net, D. Jacobs, 74-7-67; Locust Hill—low gross, D. McAvoy, 77; low net, G. Shanley, 78-10-68; A. Wren, 78-8-70; Monroe—low gross, C. Halstead 82; J. McCarthy 83; low net, S. Sterling, 83-10-73; W. Dwyer, 85-11-73; Oak Hill—low gross, J. Tucker; low net, W. Chapin, 75-3-73; Ridgmont—low gross, M. Hall 79; low net, C. Behrnt, 87-14-73.

Orchestra Leader Horace Heidt interviewed Jimmy Thomson, the long-range hitter, on his Biltmore Hotel broadcast Saturday night. Heidt introduced Thomson as the longest driver in golf and asked Jimmy what he thought about when he drove a ball. Thomson replied: "I hit it and hope."

Certainly hope is a wonderful thing to have, but we have never heard of it keeping a golf ball in the middle of the fairway unaided. There must be rhythm, timing, and the proper swing behind it.

Major Softball Loop Under Way

Rochester's swankiest softball loop, the Major Softball League, opened its third season this week under the Kodak Park lights. This circuit, with St. Margaret Mary's ten and the Doyle Gulls as new members, got off to an auspicious start.

More than 2,000 fans and representatives of the sponsors of all six member clubs were out for the opener and new attendance records are expected before the league winds up its regular season about August 1.

In addition to the two newcomers mentioned above, the league is made up of such well-known softball combinations as Daws, Mandella, Kodak Park and Bausch and Lomb.

Double headers are scheduled for each Monday, Wednesday and Friday night. The playing season calls for sixty games, with each club meeting every other club in two games.

JUMBLED LETTERS Free CONTEST

\$11,750.00 WORTH OF PRIZES

HOW MANY TIMES DOES THE
NAME **SMALLS** APPEAR IN
THIS PICTURE DRAWING?
HOW MANY OF EACH OF THE INDIVIDUAL
LETTERS ARE LEFT OVER?

Entire
Contents
Copyrighted
1938, Wm.
Goldfarb
Associates,
New York,
N. Y.

Amount
Includes
8th Prize
Courtesy
Awards

FREE CONTEST

An Easy,
Interesting Prize Contest.
A Reward for Everyone Who
Enters.

FREE

1ST PRIZE

\$200.
GENUINE
DIAMOND RING
MEN'S OR LADIES'

2ND PRIZE

FREE
\$139.95
MOTOROLA
RADIO
1935 Console
10 Tube
Automatic
Tuning

3RD PRIZE

FREE
\$115.00
LADIES' DIAMOND
STUDDED
WRIST
WATCH
17 JEWEL

4TH PRIZE

FREE
\$99.50
Diamond
Dinner
COCKTAIL
RING

5TH PRIZE

FREE
\$69.50
SILVER SET
34 Pieces
Service For 12
TUDOR PLATE
and 4-Pc. ELECTRIC
COFFEE SET

6TH PRIZE

FREE
\$49.50
17 JEWEL
BULOVA
Watch
Men's or Ladies'

7TH PRIZE

FREE
TEN (10)
WINNERS
\$15.00
MERCHANDISE
CHECKS
Goods of
your own
choice. No
restrictions

8TH PRIZE

Courtesy
Awards
\$10.00 & \$5.00
Merchandise
Checks
(Unrestricted
choice)
See data
below for
full details

How To Win!

Just add and assemble the letters in the picture illustrated above. See how many times you can get the full name of **SMALLS** out of all the letters. Also how many of each individual letters are left over.

RULES AND REGULATIONS

- There are a certain number of letters in the picture illustration above, which when assembled will spell **SMALLS** a given number of times. The nearest correct number of times **SMALLS** is represented, plus extra letters (if any), will win the first prize. All other prizes will be awarded in the order of their correct total that the name of **SMALLS** appears in this picture illustration. It is not necessary to cut out the letters.
- Any person over (18) years may enter this contest except those in our employ or their families. Only one prize will be awarded to a family.
- This is an easy—not a guessing—contest. We reserve the right to eliminate all entries that are not within fifty (50) number of times that the full name appears according to the winning number. Therefore, such entries not within fifty (50) times that the full name of **SMALLS** appears will not be eligible to receive any award. Such folks will receive a Gift Certificate for the interest taken in contest. Every adult who makes an honest effort to assemble correctly the number of times the name of **SMALLS** appears will receive an award for his or her efforts if not entitled to receive one of our major prizes.
- Mail or bring your answer in person. Sign your name and address plainly. All answers mailed must bear a post-mark before midnight Monday, May 30, 1938. Address answers to: **LETTERS CONTEST MANAGER, SMALLS, 37 East Main St., Rochester, N. Y.**
- Prominent, impartial judges will award all prizes. Special consideration will be given for originality, attractiveness and the original presentation of the entry. On this basis and in case of tie, the judges will have the sole right to decide the winners. It is distinctly understood that all entries and original presentations submitted are to become the property of this store.
- The management reserves the right to award additional Courtesy Merchandise Checks good for \$10.00 and \$5.00 each after the 7th prize.
- It is not sufficient to determine the number of times the full name of **SMALLS** appears within the drawing. You must state definitely how many individual letters are left over.
- The correct answers and names and addresses of all winners will be posted on display on our main floor on and after June 1st, 1938.

Mail Your Answers to Letters Contest Manager

Get Your
Answers
in
Early

SMALLS

37 East Main Street

Jewelers
Radios
And
Opticians

OVER 800 PRIZES Everyone Wins Something

CONTEST CLOSES MIDNIGHT MONDAY MAY 30, 1938

The copyright owners of this contest are interested in learning what articles are preferred by the winners of the \$200.00 First Prize. Please state your preference on a separate sheet of paper. This is optional and will in no way affect your entry in this contest.

The 8th Prize Courtesy Awards are checks for \$10.00 in additional merchandise (unrestricted choice) without any charge with the complements of this store on any purchase of \$10.00 or more. Checks for \$5.00 in additional merchandise (unrestricted choice) are good with any purchase of \$10.00 or more, without any charge with the complements of this store.

than their
"But the
jobs then
curious, vi
"It's the
days" abdu
band.

Summer
4 a. m. 80
can be don
following,
provide ti
ten-hour
followed
feeding o
ing.
One oo
American
not, as so
for, gettin
ing.

West Side Site Favored for Proposed Sports Arena

A Guide To Better Buying In

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, MAY 19, 1938

TRUTHFUL ADVERTISING

NEXT TUESDAY

Wegman's

ONE DAY ONLY!

Cooking School at the PALACE THEATRE, 9:30 A.M.

Doors Open 9:00 A. M. . . Tom Grierson Organ Recital 9 to 9:30

Interesting, Instructive, Practical
Demonstration of Modern, Economical

WATERLESS COOKING

Prevents Food Shrinkage
Preserves Food Values . . . Saves Fuel

First Public Demonstration
In Rochester!

All seats absolutely FREE . . . with a chance on the 113 Door Prizes
given to every woman who attends! Come and see how waterless cook-
ing will save your time, your food and your money.

Ginger and Jimmie Together
in a Volcanic College
Romance

**GINGER ROGERS
JAMES STEWART**
Vivacious Lady

Added Feature!
Jones Family
— in —
**A TRIP
TO PARIS**

Preview Today (Thurs) 10:30 P. M.
R. K. O. PALACE

113 Valuable Door Prizes VALUE \$500.00

Valuable Cash Discount Coupons to Everyone Attending

- 6-Pc. Set Cast Aluminum
- 12 Individual Pieces
of Cast Aluminum
- 100 Baskets of Groceries
Value; \$3.00 Each

FREE!

ALL SEATS FREE!

than their city jobs paid."
"But they didn't have any
jobs then," remonstrated the
curious visitor.
"It's the way things are now-
days," abductured, from the hus-
band.

Summers this family arises at
4 a. m. so that the farm chores
can be done and breakfast had,
following, at an early hour, to
provide time for an eight or
ten-hour work day on the muck,
followed by more chores, the
feeding of livestock and milk-
ing.

One comprehends that real
Americanism means work, and
not, as so many urbanites hope
for, getting something for noth-
ing.

set up and packing 'em in at the
B & O station is really some-
thing more than entertainment.
The Pacific Whaling Company,
whose sponsorship the exhibit is
shown, has assembled curiosities
and features that have a defi-
nite educational angle.

SHELLS FOR FODDER
Cocoa shells are used as a fod-
der for cows, and are considered
on a par with good meadow hay.
Two pounds per cow per day and
the butterfat and Vitamin D
contents of your milk are in-
creased.

any, were not revealed.
The dark atmosphere of City
Hall Station is expected to be
replaced with sunshine and
smiles when tile paving is in-
stalled. Speedier service, too,
will become a fact, date to be
announced hereafter.

Barons Setting Pace In Vacuum Oil League

Th Barons softball ten, with
two victories in two starts, lead
the Vacuum Oil League by a half
a game.
Coach Tom Casey has one of
the hardest hitting teams in the
league, with the Bonsignori
brothers McCarthy, Mosta and
Donnelly on the squad.

B linked motorists as WPA began
routine of digging and laying
sewers. Too, East Avenue pro-
ject was speeded up, offsetting
the oft repeated "shovel leaners"
charge.

Who's who in the Spanish
fracas was explained as George
Perahing, grand nephew of the
noted general, sought aid for
Loyalists, in an appeal to Ro-
chesterians.

Home rule backers were beef-
ing at the bar (of justice) as
Constitutional Convention heard
proposal by Paul Folger, that
state set up a board of experts
to pass on city, county, town
and village budgets. Plan, how-



Women have lost their interest in cook-
ing, cynical husbands have declared. So? Just
take a peek at these women, part of the 3,300

who jammed the RKO Palace Theatre Tuesday
for Wegmans Cooking School.

un
GUIDE

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

72,000 COPIES DELIVERED

FOR CHIEF

Acts
vive
Trade

Organize
in Lead
Acting

envelopes and
prompted for
Rochester Shoe
soon to be in-
ver, according
the city again
ace as the No.
ring center.

an is presi-
organization
secretary. Out-
ment made to
a guarantee
cease, once the
employees have
ent. Questions
and are not
p. will be sub-
stitution board
both parties,
rd to be final.
ICY

he expensive
lonists in the
ag the boom
try in Roches-
ter-Rochester
ion are taking
to keep their
from persons
Communist

guards incor-
laws of the
is that no one
for a union
has been wre-
st for at least
ers figure that
r that length
rantee that a
ot here; that
his home and
result, is not
to subversive
tion to leaders
aten his home

water led the
shoe industry,
plants operat-
giving employ-
ers whose pay
week. It was
for girls to be
\$40 and \$60
day less than
in the twelve
many only
ages for girls
week. At least
s on relief,
anything of-

tr. outside in-
internal strife
the closing of
th its result-
in-facturer and

hoe Workers
have no affil-
the city, and
es which once
al union will
seeds, offering
lefits to mem-

Broderick Figured for Surprise Move In Top Police Job

Smith or Townson in Line for Post
If Military Influence
Is Heeded

Every important race has its dark horse and within the last
few days there has been considerable talk of a dark horse in the
race for the position of chief of the Rochester Police Department.

Just as followers of racehorses
consult dope sheets and base
their opinions on past perform-
ances, close observers of this
quietly-conducted political der-
by are pegging their conclusions
on past performances of Thom-
as E. Broderick, Republican
county leader, who will have
the final say in this business of
selecting a new chief, if and
when Henry Copenhagen loses
his official head.

On more than one occasion,
Broderick has confounded polit-
ical forecasters by bestowing
his favor on a person only re-
motely regarded as an aspirant
for office. And they're saying
that such a thing is likely to
happen if there is a new chief
of police.

There's talk that the man
who gets the job of bossing Ro-
chester's coppers will be a per-
son with a military background
and that rumor has given gues-
sars something to work on. They
recall that the last time a mili-
tary touch was injected into the
police department was back
about 1904, when Col. F. H.
Schoeffel was appointed deputy
chief, and they're wondering
what man with military train-
ing will fit in the present pic-
ture.

SMITH AND TOWNSON
So the finger of speculation
points toward Major Arthur T.
Smith and Col. Kenneth C.
Townson, both of whom have
had long experience in military
affairs. Several months ago Col.
Townson was mentioned as a
possibility for the office of Com-
missioner of Public Safety and
the inclusion of his name in the
list of those figured in the
police chief derby makes it seem
that ultimately he may be
drafted for one of the top posi-
tions in this branch of municipal
service.

Although surface indications
belle the depth and strength of
the agitation centering about
the job of police chief, the agi-
tation is there, nevertheless,
June 1 or June 15 is the tentative
date for the change and there
are many who believe that
Deputy Chief William R. Miller
or Captain William H. McLaugh-
lin, probably the latter, will re-
ceive the designation over any
dark horse that may get in the
race.

ORIGIN OF CORNED BEEF
The name "corned beef" came
from the coarse salt used in cur-
ing the beef, this being referred
to as "corns of salt," says the
New Jersey State Department of
Agriculture.

or Cooking School



Women have lost their interest in cook-
ing, cynical husbands have declared. So? Just
take a peek at these women, part of the 3,300

Ore Plant Wins 1st Legal Tilt

Pending trial of an injunction
suit, the American Nepheline
Corporation won round one in
its legal battle against charges
of dust emanating from its
plant, to the determined of resi-
dents of the 23rd Ward.

Justice John Van Voorhis re-
fused to order the Boxart 87-
ore reduction plant closed, a
temporary restraining order was
sought by Mr. and Mrs. William
K. Harroun, 249 Boxart Street,
suing for a total of \$100.00 dam-
ages and a permanent injunc-
tion.

Irving Johnsons Show World Cruise Tonight

This evening at the Eastman
Theater, Captain Irving John-
son and his wife, Mrs. Electra
Search Johnson, will show mo-
tion pictures of their recent
35,000 mile cruise on the
schooner "Yankee".
The event is under the joint
sponsorship of the Rochester
Yacht Club and the Civic Music
Association.

St. John Knights Elect Officers

Officers who will serve during the first year for the newly organized Commandery of the Knights of St. John, No. 291, includes Fred W. Bennett, president; Bernard Farrell, first vice president; Robert Poole, second vice president; Earl W. Van Deuser, financial secretary; Don McMahon, treasurer; Joseph Shay, recording secretary; William Simmons, commander.

Trustees of the group are W. Earl Smith, Dr. Joseph A. O'Connor, Thomas Riley, Robert Kurman and E. P. Flynn. The committee on investigation, appointed by the president, consists of W. Earl Smith, Anthony Cerquone, Robert Miner, Thomas Riley and Joe Coyle.

NOLIN'S
Scientific
COLD STORAGE
For
FURS
and cloth garments, at a very low cost. Expert furriers in charge.

KOLINSKY SCARFS from \$6.00 per skin up.
SILVER FUR Scarfs from \$30.00 up.
Liberal Terms Allowed.

NOLIN'S
234 EAST AVE. STONE 2127

ENJOY TODAY
With Your Favorite Beverage...
LOVE'S FAMOUS POPCORN
IT'S DELICIOUS
Every barrel a tender, well seasoned morsel.

10 AND 25¢ BOXES
Sold Only in Love's Stores

LOVE'S

Just Arrived...
In Time For Decoration Day
3000 SHEER COTTON FROCKS
Made To Sell For \$1.59

We Bought Them At A Saving—So—Out They Go At **99¢**
Sizes 11 to 52... Plenty of Large Sizes

JEAN'S
Cotton and Silk Dress Shoppes
1162 CLINTON AVE. N. 500 LVELL AVE. 197 GENESEE STREET

Now You Can Buy A GENUINE SIMMONS
Beautyrest Mattress
ON LAUER'S SPECTACULAR PLAN

The Beautyrest type of mattress has been tested at the Mellon Institute in Pittsburgh and has proved to give more energy producing sleep per hour than any other mattress tested.

5¢ A DAY PAYS
\$1 Down Delivers
PHONE MAIN 3268

Give correct width, please. We'll deliver your Beautyrest mattress today.

Just that... five cents a day pays for it. When Lauer's delivers your mattress you pay our driver one dollar. From then on you start paying at the rate of five cents a day—thirty-five cents a week or one dollar and fifty cents per month. When you get a Beautyrest you get better health. Buy yours today.

Lauer's
50 STATE ST.

Down The Fairway

By E. J. RANDALL

Locust Hill Country Club, where the Rochester District Championship Tournament will be staged this year, offers contestants a course where accuracy and premiums. The course is not long, 6,404 y fairways, strategically located traps and straight d-ives and crisp, well-hit iron sh

There are four three par holes, green, a ten four par and four five par to make up a par of 72. The three par holes are not too difficult. They are all easy one shot holes, IF the ball is hit right. There is trouble on seven, nine and fifteen, especially fifteen. This hole, only 132 yards, is surrounded by traps, but deep ones, and a slice will result in being in terrible rough, not to mention a creek and row of willow trees bordering the creek. A ball hit to hard will end up on a slope of deep rough and the consequent recovery shot must be hit just right or over the green you go. The tee is elevated and this hole probably will prove the stumbling block of many an unwary golfer who does not take it seriously enough.

The toughest four par hole on the course undoubtedly is the sixth. 449 yards make up this back-breaker. The tee is located on an elevation on the extreme boundary of the course and it is impossible to follow the flight of the drive, due to the steep slope rolling away from the tee. The fairway is fairly wide, but woe betide anyone who strays off the straight and narrow, as it is a long, long shot to that little green from any place but the fairway and then it will take a long, straight iron to reach the elevated, trapped green.

TOUGHEST TEST
Another hole which calls for distance and accuracy on the drive is the fourteenth. Only 381 yards, but a wide, deep creek lies in the fairway just about 320 yards from the tee and it needs a hefty second shot to clear it if the drive is not well out there. The green sets up on an elevation and is trapped.

The longest hole on the course, the fourth, 511 yards, is strangely enough not the hardest to get your par on. The hole offers very few difficulties other than distance. The fairway is fairly wide and there are no traps.

CHANCE FOR TROUBLE
If prevailing winds are blowing during the tournament, the eighth hole will prove a trouble-maker. It is uphill all the way, narrow fairway and considerable trouble if shots stray. The other par five holes, eleven and seventeen, call for a long well-placed drive and, with the exception of the traps, surrounding seventeen

Weather week-end to good complete not much winds big occasional discomfited scores we weekly w

Outstart the year, scored by Walters cor Walt Leig Paul Wood course. T for ten bl were snai seventeen "skins" w gang like Winners were: Brook-Lea- 77; low net, try Club-le low net, D shore-low low net, J. -low gross, Jacobs, 74-7; D. McAvoy, 78-10-68, A. low gross, C 82; low net, D Diale, 86-3; J. Tucker; R Ridgemont- net, C. Beh Orchestr Heid inte son, the, his Biltm Saturday Thomson in golf an he thought a ball. Th it and hog. Certainly thing to ha heard of it in the m unaided, Ti timing, at behind it.

Major Loop

Rocheste loop, the b opened its under the This circui Mary's ten as new me auspicious

More than 2,000 fans and representatives of the sponsors of all six member clubs were out for the opener and new attendance records are expected before the league winds up its regular season about August 1.

In addition to the two newcomers mentioned above, the league is made up of such well-known softball combinations as Daws, Mandells, Kodak Park and Bausch and Lomb.

Double headers are scheduled for each Monday, Wednesday and Friday night. The playing season calls for sixty games, with each club meeting every other club in two games.

TRUTHFUL ADVERTISING

THE ROCHESTER SUN, THURSDAY, MAY 19, 1938

TRUTHFUL ADVERTISING

Nationally Famous Brands TAKE A CUT

in the Big Self Serve Grocery
Departments This Week - End

Seven Big
FoodMkt's.



Famous For
Fine Foods

Mail Your Answers to Letters Contest Manager

Get Your
Answers
in
Early

SMALLS

37 East Main Street

Jewelers
Radios
And
Opticians

JUMBLED LETTERS



Wegman's Favorite Blend
FRESH COFFEE 2 **25¢** lbs.

Kilbourne Hall Our
BEST COFFEE 2 **21¢** lb.

Men Folks Like Wegman's



LA CHOY PRODUCTS

Use these real Chinese foods to prepare for yourself a tasty Chinese dinner!

LA CHOY CRISP FRESH BEAN SPROUTS, can 9¢

LA CHOY CRISP FRESH NOODLES, 1 lb. can 17¢

LA CHOY SOY SAUCE, 2 bottles 19¢



KRAFT'S HALF-POUND PKG.

VELVEETA 2 **29¢**

With Your 10¢ COUPON MIRACLE

MIRACLE

THE COOL WATER SOAP
IVORY SNOW 15¢

Takes Dirt, Protect Skin
LAVA SOAP 6 1/2¢

WHITE NAPHTHA SOAP 11¢

KIND TO ALL FABRICS
IVORY FLAKES 19¢

GOLD MEDAL SOFTSILK
CAKE FLOUR 25¢

Breakfast of Champions



HEINZ SOUPS

Most Varieties 2 **25¢**

Real home-cooked soups... nutritious and tasty... and every variety an original Heinz conception.

HEINZ CRISP FRESH PICKLES, jar 19¢

HEINZ CRISP FRESH RICE FLAKES, pkg. 11¢

HEINZ CRISP FRESH MUSTARD, jar 10¢

HEINZ CRISP FRESH TOMATO KETCHUP, jar 11¢

Tall Cans
VAN CAMP'S
EVAP. MILK 6¢

Ideal Brand
DOG FOOD 3 **25¢**

West Side Site Favored for Proposed Sports Arena

A Guide To Better Buying In

Sun
GUIDE

On Your Door-Step Every Thursday Afternoon. If You Do Not Receive Your Copy By 6 P. M., Phone Stone 6001 and One Will Be Delivered.

72,000 COPIES DELIVERED

E FOR CHIEF

on Acts
evive
Trade

sOrganize
gain Lead
ufacturing

Broderick Figured for Surprise Move In Top Police Job

Smith or Townson in Line for Post If Military Influence Is Heeded

pay envelopes and jobs prompted for the Rochester Shoe on, soon to be in-forever, according to the city again its place as the No. 1 shoe manufacturing center.

oodman is pre- new organization ala secretary. Out- placement made to is a guarantee of peace, once the employees have reeement. Questions arise and are not ahop, will be sub- arbitration board r by both parties, s board to be final. AGENCY

g the expensive unions in the during the boom industry in Roches- of the Rochester Union are taking on to keep their fee from persons ave Communistic

safeguards in- crease by-laws of the wifes that no one le has been a-er for at least anizers figure that for that length guarantee that a root here: that hed his home and a result, is not to subversive lention to leaders threaten his home

chester led the shoe industry, ve plants oper-ly giving employ-orkers whose pay per week. It was ng for girls to be en \$40 and \$50 today less than ng in the twelve ng, many only wages for girls a week. At least are on relief, ng anything of-

year, outside in- ternal strife in the closing of s, with its result- anufacturer and

Shoe Workers to have no affi- of the city, and dues which once tional union will needs, offering benefits to mem-

Every important race has its dark horse and within the last few days there has been considerable talk of a dark horse in the race for the position of chief of the Rochester Police Department.

Just as followers of racehorses consult dope sheets and base their opinions on past performance, close observers of this quietly-conducted political derby are pegging their conclusions by are past performance of Thomas E. Broderick, Republican county leader, who will have the final say in this business of selecting a new chief, if and when Henry Copenhagen loses his official head.

PAST PERFORMANCES
On more than one occasion, Broderick has confounded political forecasters by bestowing his favor on a person only remotely regarded as an aspirant for office. And they're saying that such a thing is likely to happen if there is a new chief of police.

There's talk that the man who gets the job of bossing Rochester's coppers will be a person with a military background and that rumor has given guessers something to work on. They recall that the last time a military touch was injected into the police department was back about 1904, when Col. F. H. Schoeffel was appointed deputy chief, and they're wondering what man with military training will fit in the present picture.

SMITH AND TOWNSON
So the finger of speculation points toward Major Arthur T. Smith and Col. Kenneth C. Townson, both of whom have had long experience in military affairs. Several months ago Col. Townson was mentioned as a possibility for the office of Commissioner of Public Safety and the inclusion of his name in the list of those figured in the police chief derby makes it seem that ultimately he may be drafted for one of the top positions in this branch of municipal service.

Although surface indications belie the depth and strength of the agitation centering about the job of police chief, the agitation is there, nevertheless, June 1 or June 15 is the tentative date for the change and there are many who believe that Deputy Chief William R. Miller or Captain William H. McLaughlin, probably the latter, will receive the designation over any dark horse that may gel in the race.

ORIGIN OF CORNED BEEF

The name "corned beef" came from the coarse salt used in curing the beef, this being referred to as "corns of salt," says the New Jersey State Department of Agriculture.

for Cooking School



Women have lost their interest in cooking, cynical husbands have declared. So? Just take a peek at these women, part of the 3,300 who jammed the RKO Palace Theatre Tuesday for Wegmans Cooking School.

Ore Plant Wins 1st Legal Tilt

Pending trial of an injunction suit, the American Nepheline Corporation won round one in its legal battle against charges of dust emanating from its plant, to the determined residence of the 23rd Ward.

Justice John Van Voorhis refused to order the Boxart Street ore reduction plant closed, a temporary restraining order was sought by Mr. and Mrs. William K. Harroun, 249 Boxart Street, suing for a total of \$100.00 damages and a permanent injunction.

Irving Johnsons Show World Cruise Tonight

This evening at the Eastman Theater, Captain Irving Johnson and his wife, Mrs. Electra Search Johnson, will show motion pictures of their recent 35,000 mile cruise on the schooner "Yankee."

The event is under the joint sponsorship of the Rochester Yacht Club and the Civic Music Association.

WEGMANS, HOME-OWNED FOOD MARKETS

Kilbourne Hall Our BEST COFFEE 21c lb.

Men Folks Like Wegman's SPECIAL BLEND 25c lb.

Aristocrat 1000 Sheet Sterilized TOILET TISSUE 5c roll

Daily Wonder Worker BISQUICK FLOUR 25c pkg.

Perfect Beverage Companion ONTARIO TOASTS 19c lb. pkg.

Pound Pkg. Ontario HONEY GRAHAM 16c pkg.

A Wipe And It's Bright BABO CLEANER 10c can

VELVEETA 2 29c

MIRACLE WHIP 27c qt.

SCOT PAPER PRODUCTS

SCOT TISSUE 3 20c

WALDORF TISSUE 3 14c

SCOT TOWELS 3 25c

IVORY FLAKES 19c

CAKE FLOUR 25c

TRY Wheats 10c

Armour's Meat Products

French's Products

CLARK PRODUCTS

CLARK'S FAVORITE PEAS 15c

GOLDEN BANTAM CORN 2 25c

SUPERIOR LIMA BEANS 2 18c

MIDGET REFUGEE BEANS 2 21c

CLARK'S TOMATO JUICE 2 19c

CLARK'S SPINACH 2 16c

CLARK'S TOMATOES 2 16c

CLARK'S SUCCOTASH 2 15c

CLARK'S SAUERKRAUT 2 15c

DOG FOOD 25c

EGG Noodles 10c

Octagon SOAP 10 37c

Marmalade 25c

than their city jobs paid." "But they didn't have any jobs then," remonstrated the curious visitor.

"It's the way things are nowadays" abducturedly, from the husband.

Summers this family arises at 4 a. m. so that the farm chores can be done and breakfast had, following, at an early hour, to provide time for an eight or ten-hour work day on the muck, followed by more chores, the feeding of livestock and milking.

One comprehends that real Americanism means work, and not, as so many urbanites hope for, getting something for nothing.

set up and packing 'em in at the B & O station is really something more than entertainment. The Pacific Whaling Company, whose sponsorship the exhibit is shown, has assembled curiosities and features that have a definite educational angle.

The enormous whale and the little lady, who may be mermaid or what you will, are only a small part of a program that is of interest to the entire family.

SHELLS FOR FODDER
Cocoa shells are used as a fodder for cows, and are considered on a par with good meadow hay. Two pounds per cow per day and the butterfat and Vitamin D contents of your milk are increased.

any, were not revealed.

The dark atmosphere of City Hall Station is expected to be replaced with sunshine and smiles when the paving is installed. Speedier service, too, will become a fact, date to be announced hereafter.

Barons Setting Pace In Vacuum Oil League

The Barons softball ten, with two victories in two starts, lead the Vacuum Oil League by a half a game.

Coach Tom Casey has one of the hardest hitting teams in the league, with the Bonsignori brothers, McCarthy, Mosta and Donnelly on the squad.

Elmwood Avenue and Avenue B linked motorists as WPA began routine of digging and laying sewers. Too, East Avenue project was speeded up, offsetting the oft repeated "shovel leaners" charge.

Who's who in the Spanish fracas was explained as George Pershing, grand nephew of the noted general, sought aid for Loyalists, in an appeal to Rochesterians.

Home rule backers were beefing at the bar (of justice) as Constitutional Convention heard proposal by Paul Folger, that state set up a board of experts to pass on city, county, town and village budgets. Plan, how-

St. John Knights Elect Officers

Officers who will serve during the first year for the newly organized Commandery of the Knights of St. John, No. 291, includes Fred W. Bennett, president; Bernard Farrell, first vice president; Robert Poole, second vice president; Earl W. Van Deuser, financial secretary; Don McMahon, treasurer; Joseph Shay, recording secretary; William Simmons, commander.

Trustees of the group are W. Earl Smith, Dr. Joseph A. O'Connor, Thomas Riley, Robert Kurman and E. P. Flynn. The committee on investigation, appointed by the president, consists of W. Earl Smith, Anthony Gerquone, Robert Miner, Thomas Riley and Joe Coyle.

NOLIN'S

Scientific
COLD STORAGE

For
FURS

and cloth garments, at a very low cost. Expert furriers in charge.

KOLINSKY SCARFS from \$5.00 per skin up. SILVER FUR coats from \$50.00 up.

Liberal Terms Allowed
NOLIN'S

234 EAST AVE. STONE 2127

ENJOY IT TODAY!

With Your Favorite Beverage...
...LOVE'S FAMOUS...
Popcorn
IT'S DELICIOUS

Every kernel a tender, well-seasoned morsel.

10 AND 25¢ BOXES

Sold Only in Love's Stores

LOVE'S

Just Arrived...

In Time For Decoration Day

3000 SHEER FROCKS

Made To Sell For \$1.59

We Bought Them At A Saving—So—Out They Go At

99¢

Sizes 11 to 52... Plenty of Large Sizes

JEAN'S

Cotton and Silk Dress Shoppes

1162 CLINTON AVE. N. 500 LYEAL AVE. 197 GENESEE STREET

Now You Can Buy A GENUINE SIMMONS

Beautyrest Mattress

ON LAUER'S SPECTACULAR PLAN

The Beautyrest type of mattress has been tested at the Mellon Institute in Pittsburgh and has proved to give more energy producing sleep per hour than any other mattress tested.

5¢

A DAY PAYS

\$1 Down Delivers

PHONE

MAIN 3268

Give correct width, please. We'll deliver your Beautyrest mattress today.

Lauer's
50 STATE ST.

Down The Fairway

By E. J. RANDALL

Locust Hill Country Club, where the Rochester District Championship Tournament will be staged this year, offers contestants a course where accuracy and skillful short game pay premiums. The course is not long, 6,404 yards—straight drives and crisp, well-hit iron.

There are four three par holes, ten four par and four five par to make up a par of 72. The three par holes are not too difficult. They are all easy one shot holes, if the ball is hit right. There is trouble on seven, nine and fifteen, especially fifteen. This hole, only 132 yards, is surrounded by traps, but deep ones, and a slice will result in being in terrific rough, not to mention a creek and row of willow trees bordering the creek. A ball hit to hard will end up on a slope of deep rough and the consequent recovery shot must be hit just right or over the green you go. The tee is elevated and this hole probably will prove the stumbling block of many an unwary golfer who does not take it seriously enough.

The toughest four par hole on the course undoubtedly is the sixth. 449 yards make up this back-breaker. The tee is located on an elevation on the extreme boundary of the course and it is impossible to follow the flight of the drive, due to the steep slope rolling away from the tee. The fairway is fairly wide, but woe betide anyone who strays off the straight and narrow, as it is a long, long shot to that little green from any place but the fairway and then it will take a long, straight iron to reach the elevated, trapped green.

TOUGHEST TEST
Another hole which calls for distance and accuracy on the drive is the fourteenth. Only 381 yards, but a wide, deep creek lies in the fairway just about 320 yards from the tee and it needs a hefty second shot to clear it if the drive is not well out there. The green sets up on an elevation and is trapped.

The longest hole on the course, the fourth, 511 yards, is strangely enough not the hardest to get your par on. The hole offers very few difficulties other than distance. The fairway is fairly wide and there are no traps.

CHANCE FOR TROUBLE
If prevailing winds are blowing during the tournament, the eighth hole will prove a trouble-maker. It is uphill all the way, narrow fairway and considerable trouble if shots stray. The other par five holes, eleven and seventeen, call for a long well-placed drive and, with the exception of the traps, surrounding seventeen

green, pars at Locust in the city on with pl treache but the curacy.

This out on predicti the dist are pler Cliff i champ home c vantage course, the pre the burd but this his gam Locust E knows t STRONG Brook Le tenders i Louis K send, in such oth as Dudle, Paul Wo Kenna, N runner-up ment an Jerry Din country win, Fredi Inerney, J represente and Carro links will as Ed Ra O'Connell ing Maesk of Durand

Maybe t by the way horse" will There is pi now and A who will e his tee sho his appropi plus will fi offers no ti

Weather week-end to good go complete w not much winds blew occasional i discasfifure scores were weekly swe

Outstandi the year, a the year, we scored by i Hillers comp Walt Leight Paul Wood course. Thi for ten bird were snared seventeenth. "skins" with gang like th Winners i were:

Brook-Lea-10 77: low net, M try Club-low 77: net, Dan Shore-low 77: low net, J. Fur low gross, D. Jacobs, 74-77; D. McAvoy, 77: 78-10-68. A. We low gross, C. H 82: low net, S. Diale, 86-11-78; J. Tucker; low s Ridegmont-low net, C. Behndt

Orchestra Heldt intervle son, the long his Blitmore Saturday nigh Thomson as i in golf and a he thought ab a ball. Thom it and hope."

Certainly ho, thing to have, i heard of it ke in the middle unaided. There timing, and t behind it.

Major Sc Loop Un

Rochester's s loop, the Major opened its third under the Kod This circuit, w Mary's ten and as new member auspicious start

More than 2.0 representatives of all six member clubs were out for the opener and new attendance records are expected before the league winds up its regular season about August 1.

In addition to the two newcomers mentioned above, the league is made up of such well-known softball combinations as Daws, Mandells, Kodak Park and Bausch and Lomb.

Double headers are scheduled for each Monday, Wednesday and Friday night. The playing season calls for sixty games, with each club meeting every other club in two games.

Here Are Some of the Pieces You'll Want

SEE THE BIG DISPLAYS IN EACH WEGMAN STORE



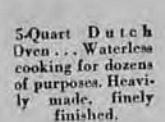
8-Cup Coffee Maker, modernly designed, heavily made for lifetime service.
\$2.99



\$3.99



Frying Pans... in 8, 10 and 11 inch sizes. 10-inch size shown
\$1.49



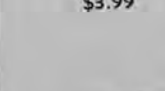
\$3.49



Saucepans and Cover 1 1/2, 2, 3 and 4-quart sizes. 1 1/2-Quart Size for
\$1.69



\$3.99



Standard French Roaster or larger Senior French Roaster. 12-inch size
\$3.99



\$1.99



\$1.99

You Can Own This Heavy Cast Aluminum by Shopping at



SAVE 2/3

Of The Usual Home Demonstration Price Of This

Waterless Cooking
HEAVY CAST ALUMINUM

AS DEMONSTRATED AT WEGMANS COOKING SCHOOL TUESDAY

Here's how you save TWO-THIRDS the regular home demonstration price of this heavy, waterless-cooking aluminum: With each purchase you make, in any department of any Wegman store, of 25¢ or more, you will be given Wegmans Aluminum Trade Tickets. \$5.00 worth of these tickets will permit you to buy any piece of aluminum at these special prices.

HERE'S HOW YOU SAVE

"MASTER MAID" Heavy Cast Aluminum	Home Demonstration Price	Price without Trade Tickets	Price with Wegman's Tickets
10-Inch Frying Pan	\$5.40	\$2.69	\$1.49
1 1/2-Qt. Sauce Pan and Cover	5.60	2.99	1.69
2-Qt. Sauce Pan and Cover	6.60	3.39	1.99
13-In. Reversible Griddle-Broiler	5.90	2.99	1.99
3-Qt. Sauce Pan and Cover	7.60	3.99	2.49
4-Qt. Sauce Pan and Cover	8.60	4.49	2.99
8-Cup Coffee Maker	7.60	3.99	2.99
5-Quart Dutch Oven	9.85	4.99	3.49
5-Qt. Tea Kettle	9.60	5.99	3.99
12-Cup Coffee Maker	12.10	5.99	3.99
7-Quart Preserving Kettle	11.40	5.99	3.99
12-Inch Oval Roaster	13.65	5.99	3.99

Other Pieces and Other Sizes at Proportionate Savings

Mail Your Answers to Letters Contest Manager

Get Your Answers in Early

SMALLS
37 East Main Street

Jewelers
Radios
And
Opticians

The 5th Prize Century Awards are checks for \$10.00 in additional merchandise (unrestricted choice) without any charge with the complements of this store on any purchase of \$10.00 or more. Checks for \$5.00 in additional merchandise (unrestricted choice) are good with any purchase of \$20.00 or more, without any charge with the complements of this store.

Groups Unite for May 30

Memorial Day will be observed in Charlotte with civic, fraternal and school groups cooperating in a parade to be sponsored by Ira J. Jacobson Post No. 474, American Legion.

The parade, scheduled for 2 p. m., will form on Beach Ave. near Harbor Terminal at 1:30 p. m. and will proceed through Beach Avenue to Lake Avenue to Community Memorial Park. Here dedication and memorial services will be held, with Senator Joseph Hanley of Perry as principal speaker.

Leonard Gould is general chairman of the affair and is being assisted by William Jackson in charge of arrangements and publicity; Lester Gibson and Herbert Groth, programs and decorations; William Quinn, floral tributes; William Scamander, police; Horace McKeegan, parade marshals; Maurice Lee and Charles Lang, firing squad and colors.

REBEKAH LODGE MEETING

Lakeview Rebekah Lodge will hold a business meeting tonight at 4361 Lake Avenue. A social hour, with refreshments, will follow. Tomorrow the Officers Club will sponsor a public card party at the same address. Prizes will be awarded.

THETA PHI MEETS TONIGHT

Theta Phi Fraternity will accept Glenn Debeck as a pledge at its business meeting tonight.

Lincoln Displays Education Exhibit

Through the courtesy of the Lincoln Store, St. Paul and East Main Street, the Adult Educational Program of Rochester, a Federal project sponsored by the Board of Education, is brought to the public in the form of work exhibits.

One of the front windows of the store displays paintings in both oil and water colors, illustrations, articles of metal craft, pottery, hooked rugs and other things.

Divisions of the program which are represented include: home economics, commercial and vocational, physical education and cultural and workers' division.

The exhibit will continue through Saturday.

Bendix Home Laundry To Be Shown In Homes

"The so-called fear psychology of the recession has never influenced Bendix Home Appliances," and, as a result, the company is going on the basis of business-as-usual, with a heavy expenditure of money for an advertising campaign. Newspapers will be used extensively.

This statement came today from F. A. Denninger, manager of the personnel division of the South Bend factory, visiting Rochester, who, announcing plans for the new Spring campaign, said that housewives will be given an opportunity to use the Bendix Home Laundry in their own home.

I WRITE AS I THINK ... AND SO DO YOU!

By LeVERE FULLER

I have said for a long time that people write exactly as they think and therefore an analysis of a person's handwriting will reveal a true picture of the writer's character. To prove my contention, let's take the case of one of radio's most popular characters, a certain Dummy.

If this Dummy could only write! What an interesting handwriting he would have!

It is this Dummy were a human being and could express his thoughts on paper you'd find that his keen sense of humor directed most of his moves in life. Whenever a situation became the least bit tense you could count on him to make some statement which would put everyone at ease.

This sense of humor would show up in his handwriting as his most outstanding characteristic. There'd be a certain amount of determination shown in that handwriting, too. Could there be any doubt about that? Witness the way he's always "ribbing" his fellow workers; witness the tenacious way he keeps on telling a bigger and "taller" story every week so that he can claim to have told the biggest fabrication of anyone on the air.

OUTSTANDING TRAITS
Then there's "fluency of expression." Never in the history of radio has there been a living comedian, much less a wooden one, who could phrase remarks so caustically or so beautifully, as the occasion demands.

If this Dummy could write, his penmanship would show many other outstanding traits just as YOURS and mine. Remember, your handwriting is different from your neighbor's because you think differently and you write as you think.

RECORDED THOUGHTS
Writing is the mechanical operation of recording thought. Thought comes from only one source, the most complicated and delicate piece of machinery ever created, the brain. The brain is the power plant in which



LeVERE FULLER

our character is housed and writing is the true portrayal of that character. It is never-failing!

Looked below are four questions which are common to almost every human being in his search for happiness and prosperity.

ARE YOU A PROCRASTINATOR?

*To-day's Mess is
to-morrow's Disaster!*

Putting things off until tomorrow never got anyone anywhere. The above sample of handwriting shows very strongly the type of a hand which never reaches its goal. Notice how each one is on the left side of the "t" instead of continuing on until it crosses the upward stroke.

perity. Pick out the ones which are vital to you and follow the instructions when sending for an analysis of your handwriting.

To Obtain A Handwriting Analysis

TO OBTAIN A CHARACTER ANALYSIS BASED UPON YOUR HANDWRITING OR SOMEONE ELSE'S, CHECK QUESTION No. 1. SEND 10c and a self addressed, stamped envelope to LEVERE FULLER, care of the ROCHESTER SUN, ROCHESTER, NEW YORK. If you wish all or any of the other questions answered, check those desired and send 10 cents per question.

1. What are my greatest assets and handicaps?
 2. What type of person should I marry?
 3. For what type of work am I best fitted?
 4. How can I improve my personality to be more successful?
- (Be sure to include a few sentences in your own, natural handwriting.)

Really and Truly

Dear Jane,
Had lunch with Kay to-day and passed up the "double dip and whipped cream"! Really n' truly!

After luncheon we went shopping for the latest in hats for wedding guests.
Don't get excited! I don't even know the bride... Kay knows somebody that has a second cousin getting married.

It's to be a large wedding... you know the kind... where you weep a little and eat a little... and then hunt through the next day's paper to find out who got married.

I picked out the poke bonnet you see above. Glee, Jane! When ya' get under one of these bonnets they can't see your third dish of ice cream... 'n what a place to put six or eight pieces of wedding cake.
Love 'n' Stuff,
Babe.



POKE BONNET FOR THE JUNE WEDDING GUEST

ANNOUNCING

our
NEW
LOCATION
A Complete
Beauty Service

FORTUNA

Hair Stylist
105 COMMERCE BLDG.
119 MAIN ST. E.
Stone 4691

Judges Will Choose Prettiest AZA Girls

Lovely ladies at the Aleph Zadik Aleph dance Sunday evening on the Sagamore Roof Garden, may not know they are being looked over, but somewhere in the crowd will be judges who are making notes from which they will determine who is the most beautiful girl on the floor.

The Summer formal will be the fourth annual affair sponsored by the group and will be attended by more than a hundred out-of-towners who will be delegates to the AZA convention the same day.

TOURNAMENT FEMALE

Tomorrow afternoon will determine the winners in the Oak Hill Country Club duplicate bridge tournament, which began May 6. Mrs. Bradford Noyes, Jr., is directing the series.

Preservation of Entries Vital in Making Contract

By VIRGINIA LEVY

The problem of entries is one of the chief worries of the beginner. If he has been taught correctly, he knows he must always decide upon a plan of play before following to the first trick. Very often the thoughtless play of a card to the first trick will ruin the entire hand and cause declarer to lose an otherwise makeable contract.

Declarer's first consideration when the dummy goes down should be to study the entry situation. He must know exactly how many times it will be necessary for him to enter the dummy and his own hand.

PRESERVE ENTRIES

If there is a sufficient number of these entry cards for his needs, well and good. All that is necessary then is for him to preserve them, or, in other words, not play them until the proper time arrives. But if he lacks the entries his plan of play requires, then he must get about finding some method of creating them. Thus we have the Entry Preserving and Entry Creating Plays.

North and South reached a contract of six hearts, with South as the declarer. The six of clubs was opened and declarer won. A hasty glance at the dummy convinced South that he had bid too much and was down one, as he decided he had to lose a club and a diamond.

WRONG METHOD

He therefore led a small diamond and went up with the ace. About this time his mind began to function and, belatedly, he saw a ray of hope. If the long diamond in the dummy could be set up he decided he could discard his club on it and make his contract.

With this thought in mind he led another diamond, East winning and returning a club, which South took with his king. A trump was next led to dummy's king, and a diamond ruffed. Another trump lead to the queen was followed by another diamond ruff. True the long diamond was set up now, but what good did it do? Declarer had no more entries to the dummy and consequently he lost another trick and was down one.

The correct play in this hand is exceedingly simple. Declarer was quite right in this decision to set up the diamond suit for a club discard, but he lost because he didn't plan his play early enough and provide for sufficient entries.

When the opening lead is made South must win the trick and then reason as follows: I have a club and a diamond loser. One must be eliminated if I am to make my contract. Obviously I cannot get rid of the loser in diamonds, but I can find a place to discard the club if the diamond suit breaks no worse than four and two, as I will have at least one long diamond in dummy to take care of my club.

I will, however, need to enter the dummy four times. Three times in order to ruff diamonds and once more after the diamond is set up in order to play it. I have only three entries.



AND
KEEPING
COMFORTABLE

It's easy enough in Treadeasys. They've been especially designed to make you forget the climbing thermometer. They'll help keep you cool, and they'll definitely give you comfort. That's what Treadeasys are famous for. Why not come in now and see how delightful they really are!

Treadeasys
SHOES

Prices
Begin at 6⁸⁵

J. & Thompson

78 Clinton Ave. South

FIREPROOF PAINT

Germany has recently developed a new type of paint for protecting wood against fire. According to report, the new paint contains properties which form a foam crust that has high insulating qualities when in contact with flame.

HEAVEN SENDS DOLLARS

"Pennies from Heaven" may be a popular song, but John Hruby, a farmer living near Arcadia, Neb., prefers dollars. And he got them. Uncovering a large rock, while plowing, he later discovered it to be a meteorite which he sold to a Denver collector for \$40.

Complete Selection of
**CAMP and COTTAGE
CURTAINS**
AT SAVINGS UP TO 50%
Included In Our
REMOVAL SALE

After June 1st—Our New Location
76 CLINTON AVE. SO.
Across the Street 4 Doors South of Forman's

Pauls Curtain Shop
49 CLINTON AVE. SO., Opposite Forman's

J. & Thompson

Yours for an
Attractive...

Decoration Day
In "Fun Fashions" From
J. & Thompson
PLAY SHOP

... for here you'll find the smart sport clothes that make for an exciting week-end holiday... and a successful summer under the sun. Playsuits, slacks, bathing suits, shorts... every one contrived to make you a winner on the fashion field, as well as in the world of sports! Here are a few tempting items from this sparkling collection of high-styled, low-priced play clothes.



Our
Dixie
Dress
Shop

is filled with those crisp, witty, washable frocks you'll be needing for hot summer days. New cottons, novelty cottons, silks, and acetates.

Coming Saturday!
**DIVIDEND
DAY**

Don't miss this big monthly savings event, presenting Brand New summer fashions at one-day CLEARANCE prices.

J. & Thompson

78 CLINTON AVE. SOUTH

AVON
SHOP
132 E. MAIN ST.

Sale! FRIDAY & SATURDAY
400 BRAND NEW
SUMMER DRESSES

That We Intended To
Sell For \$1.99 and \$2.99

\$1.69

SIZES
11 TO 44

QUALITY FAR
ABOVE THE PRICE

Every wanted summer dress included in this group—New Prints! Cool Washables! Lovely Sheers! They'll all go this week at this new low price. Savings beyond what you'd expect—even at Avon.

Repeating A Sell Out!
BLOUSES
AT 1/2 PRICE
EVERY ONE A
GENUINE \$1 BLOUSE

2 for \$1
59c Each

We repeat the blouse sensation of last week with another brand new shipment of new summer blouses—Corded, sheers, "Shan" Rayons, and others. Sizes for misses and women.

AVON
SHOP
132 E. MAIN ST.

Every One
Perfect—NO
Irregulars

EDWARDS BASEMENT STORE



A... Sizes 38 to 44, 46 to 52. Shirtwaist style. Navy, dubonnet, copen.

B... Sizes 38 to 44. Button-front shirtwaist. Navy, dubonnet, copen.

C... Sizes 38 to 44. Slenderizing ric-rac trim. Navy, dubonnet, copen.

D... Sizes 14 to 20. Multiple dot with lingerie touches. Navy, dubonnet, copen.

E... Sizes 14 to 20. Classic ric-rac trim. Navy, dubonnet, copen.

F... Sizes 14 to 20. Splash dot with lace inserts. Navy, dubonnet, copen.

G... Sizes 14 to 20. Button-type front. Navy, dubonnet, copen.

Lovely New Sheers! Guaranteed Fast Color! The Most Glorious Dresses We've Seen at This Price! Types You'll See at \$1.95

Flock Dots!

White Dots on Dubonnet, Navy, Copen

Five Misses' Styles!
Four Women's Styles!
Attractive assortment of permanent large and small flock dots, square and floral-patterned dots! New Summer street colors!

\$1.19

Misses' Sizes 14 to 20
Women's Sizes 38 to 52

- Bolero Style!
- Shirtwaist Styles!
- Clever Fagotting!
- Ric-Rac Trims!
- Lingerie Touches!
- Organdy, Lace Trim!

For sports . . . dress . . . business!
Flattering styles! Clever trims.
Regular and extra sizes! See description for each dress!

**Phone and Mail Orders Filled
CALL STONE 2300**

Again Edward's Basement out-does itself to bring you this extraordinary sale event, timely for Decoration Day and ideal for Summer wear! 1200 of the season's loveliest hit fashions in a glorious array of colors. Here's your chance to furnish a complete dress wardrobe at a price that we know will be a riot! Come quickly, come early and Save.

Matching Swishy Rayon TAFFETA SLIPS

In Exactly the Same Color of the Dresses!

The Same
Slips You've
Seen Higher
Priced, at

69¢

Navy! Copen!
Dubonnet!
Black! White
and Tearose!

Yes, here they are! Slips to match and at what a trilling price . . . 69¢! You'll love the look of them BUT you'll be even more enthusiastic when you see how they wash and wear! Slenderizing bias cut! Smart tailored Hollywood V top! Sizes 34 to 44!



H... Sizes 38 to 44. Border print with organdy trim. Navy, dubonnet, copen.

I... Sizes 14 to 20. Ever popular Bolero. Navy, dubonnet, copen.

Rochester, N. Y.
144 E. Main St.

144 E. Main St.
Rochester, N. Y.

SCHUDT'S 37th Anniversary FOOD SALE!

We've changed our minds about a lot of things since we first opened our doors for business back in 1901. But one of the ideals we still maintain is to offer, not simply lower prices, but foods of definite quality and reputation at the lowest possible prices. Save more during this Anniversary Sale. Below are typical sayings. More at the store.

511 MAIN STREET E.
(cor. SCIO St.)

EAST SIDE DELIVERY SERVICE
PHONE STONE 290

LEAN SMALL
SMOKED CALAS... LB. 16^c
WE WILL SLICE PART AT NO EXTRA COST

HOME DRESSED
BROILERS 27^c
1 1/2 TO 2 LB. AVERAGE

YORKSHIRE FARM
BUTTER 29^c
1-LB. ROLL

OLD HOMESTEAD
MARMALADE 21^c
20 Oz. Size Jar — A Rochester Product

BEECHNUT - MAXWELL
COFFEE 25^c
lb.

KRAFT'S
Loaf CHEESE 25^c
YELLOW OR WHITE Sliced lb.

Scot TISSUE 3 ROLLS
STOCK UP at This Price 19^c

MIRACLE WHIP
SALAD DRESSING 27^c
37c Without Coupon with coupon

OUR OWN FAMOUS
Baked BEANS 7^c
3 to 3 1/2 lb. Pan (Otherwise 19c)
Order Your Supply Early

Schudt Family Market Pioneers

The sale of meat products is a tradition in the Schudt family, the late Henry Schudt having been engaged in the meat business for half a century.

In 1901, the Schudts opened their first Rochester market and have been engaged in the business continuously since that date.

Otto Schudt, manager of the store, is also president of the Rochester Retail Meat Dealers Association. The present location at East Main and Scio St., is the scene of the 37th anniversary sale this week.

Aquinas Band Set For National Contest

Aquinas band will endeavor to capture honors for the third time when it competes in the regional contest with ten bands at Albany Saturday.

New laurels were captured last week at the LeRoy Apple Blossom Festival when Aquinas band won \$60 first prize for its playing and marching ability. Raymond J. Hasenauer is the director of the band.

HOLIDAY SPECIALS

Peanuts in shells 10c lb.
Jellies 7 flavors 15c lb.
Mexican Kisses 29c lb.
Peanut Butter
Crispies 19c lb.
Salt Water Taffy 20c lb.
Lolly Pops 10c
Buttered Pop Corn 5c & 10c pgs.
SALTED NUTS 39, 49, 59, 69, 79c
CHOCOLATES 29, 39, 49, 59c lb.

ROCHESTER NUT SHOP
OUR ONLY STORE
550 WEST MAIN ST.
MAIN 8100

Accept this 35c Paring Knife for one Sunny Sol bottle cap and 10c to make a beautiful gift.

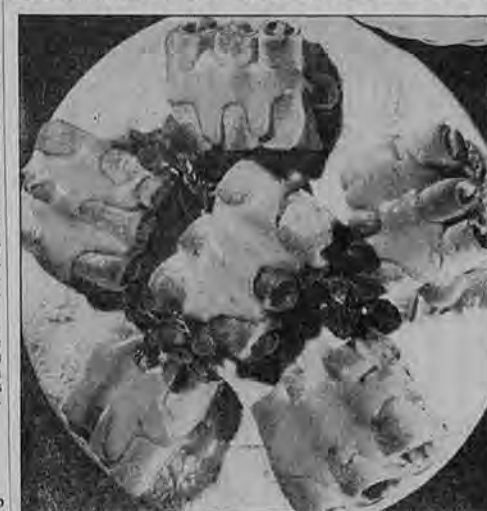
This offer is made to acquaint you with Sunny Sol, the household cleaning solution with a thousand uses. It disinfects, cleans, whiten, clothes, cleans porcelain, removes dirt and stains. Harmless to the hands — non-poisonous. Contains no lime or acid.

SUNNY SOL
Kear out this ad. Enclose one Sunny Sol bottle cap and the Mail to Sunny Sol, LeRoy, N. Y. Dept. R.S.

Wilson's Certified Tender
Cooked Skinned Whole or Shank End Ready to Serve **25^c**
BROILERS Fresh Dressed lb. 29c
Coney Island Hots Zwiegels Parboiled lb. 25c
STEAMER HOTS Skinless Zwiegels lb. 19c
BUTTER Fresh Creamery Pound Prints lb. 27c
Milk Fat 3 lb. Average **19^c**
FOWLS lb. 19c For Poultry or Salads
Breasts lb. 39c
Legs lb. 37c
Wings lb. 20c

CLARK'S MARKETS
600 Jefferson Ave. FREE PARKING At Both Stores
906 N. Goodman St. Oct. 4870

SERVE for LUNCHEON



Meat and bread, two essentials for the hungry, are delightfully combined in these crisp rolls, filled with either left over chicken or canned meats.

Crisp Rolls Easily Made

Are you ever puzzled as to what to serve when you have unexpected guests for luncheon? Here is an answer that is truly delightful—serve savory roll-ups. These tiny, crisp rolls filled with either ground, spiced meat or chicken that were left from a roast or a previous meal, or else deviled ham or other canned meats, make a satisfying entree for the hungriest guest.

The pastry is made of biscuit dough rolled out in three-inch strips, spread with the meat mixture and then rolled up lengthwise and cut into three-inch lengths. These tiny roll-ups are placed together in groups of three on ungreased baking sheet and baked in a hot oven. They are ideal served with a rich cheese or cream sauce.

SAVORY ROLL-UPS
2 cups flour
3 teaspoons baking powder
1/2 teaspoon salt
2/3 cup shortening
3/4 cup milk
Sift flour and measure; mix and sift with baking powder and salt. Cut shortening into the flour mixture until it resembles coarse meal. Add milk to make a soft dough. Turn out on lightly floured board and knead gently. Roll out 1/4 inch thick and cut in strips 3 inches wide. Spread with deviled ham or other well-seasoned mixture. Roll lengthwise. Cut in 3-inch lengths. Place 3 close together in ungreased baking pan. Brush with melted butter. Bake in hot oven (450 degrees F.) 12 to 15 minutes.

DEVILED EGGS IN TOMATO FLOWERS
3 eggs
2 T mayonnaise
1 T Worcestershire Sauce
1/2 salt
6 small tomatoes
Place eggs in top of double boiler, cover with cold water and place over cold water. Cook for 25 minutes. Cool and peel. Cut in half and remove yolks. Mash, add seasonings, and pile back into the egg whites. Remove blossom end from tomatoes. With a sharp knife cut 5 or 6 petals by making incisions three-fourths of the way down through the tomato. Place half a deviled egg in the center of each tomato flower and garnish with a sprig of parsley. Serves 6.

Here is a salad dessert that will make an easy and delicious top-off for a hearty meal:
STRAWBERRY SALAD
6 slices canned pineapple
4 slices orange
1 pint strawberries
2 egg yolks
1/2 salt
1 c confectioner's sugar
Juice 1 lemon
lettuce
Arrange a slice of pineapple on a nest of lettuce. Place on this a slice of orange and top with the washed and hulled berries. Chill. Beat egg yolks well, add salt, sifted sugar, and lemon juice. Pour this dressing over the fruit and serve at once. Serves 6.

**Four-Year Training
Facts Normal Students**
Four instead of three years of training may be required for some 1,000 students at the Brockport and Genesee State Normal schools. Recommendations to that effect were adopted by the Board of Regents last week. The State Legislature will be asked to approve or disapprove.
Additional normal school facilities, improved curricula, reduction of freshmen classes and compulsory retirement at 65, also were suggested.

**Union Waits Decision
of U. S. Labor Board**
Decision of the National Labor Relations Board was waited by employees of the United Electrical Radio and Machine Workers, No. 609, which had charged that the Stromberg Carlson Telephone Manufacturing Company had made discriminatory discharge and was dominating the Stromberg Employees Protective Company. The NLRB has taken over the case from William Seagel, trial counsel, according to Frank Trainer, attorney for the association.

GOOD "EATS"

For the Holiday . . .
at Home or Away

FRI. & SAT. AT

Wegmans

WEGMANS LEAN SKINNED
SMOKED HAMS

25^c
lb.

Extra-flavorful, for they're smoked over hickory . . . deliciously tender and lean! Serve it hot, or sliced cold for sandwiches. A Wegman ham will solve the long-week-end menu problem. Whole or shank half.

Tender, Lean, Smoked
Cooked HAMS 27^c
lb.

Plump, Tender, Meaty, Young
BROILERS 27^c
lb.

Freshly killed and dressed by our own poultrymen. Fine for broiling or frying.

Coney Island
HOTS 29^c
lb.

... for
Your
Decoration
Day Outings

14-OUNCE HEINZ
TOM. KETCHUP, 2 bots. 35c
HEINZ FRESH CUCUMBER
PICKLES, jar 19c
FRENCH'S CREAM
SALAD MUSTARD, pkg. 10c
LE FROIS BRAND
MUSTARD SAUCE 10c
QT. JAR GREEN GABLES
SALAD DRESSING, ea. 25c
12-OZ. 10c FRIEND'S
BROWN BREAD, 16-oz. 14c

FRIEND'S BRICK-OVEN
BAKED BEANS
18-oz. 2 for 25^c 28-oz. 16^c

ARMOUR'S ASSORTED
MEAT PREADS, can 10c
ARMOUR'S MOCK
CHICKEN SPREAD, can 10c
ARMOUR'S DELICIOUS
POTTED MEATS, 3 cans 11c
WEGMANS OWN PURE
MAYONNAISE, qt. 45c
ONE POUND JAR
PEANUT BUTTER, ea. 14c
MISC. LOW MEDIUM SIZE
FANCY SHRIMP, 2 cans 25c
SOLID MEAT
RED SALMON, can 21c

FAVORITE BLEND, FRESH
COFFEE 15^c
lb.

14-OUNCE CERTIFIED
FANCY CATSUP, bot. 9c
IVANHOE POTATO, MACARONI
REDI SALADS, can 10c
WIDMER'S DELICIOUS
GRAPE JUICE, pint 10c
26-OZ. BOTTLES HIRE
ROOT BEER, 3 for 25c
12-OZ. BOTTLES HIRE
ROOT BEER, 6 for 25c
1/2 G. BOTTLE MANZANILLA
STUFFE DOLIVES, ea. 10c

Complete Assortment Spoons, Plates, Table Covers, Forks, Hot Cups, and Other Picnic Supplies.

TENDER, LEAN, TASTY
CORNEED BEEF 15^c
can

WEGMANS, HOME-OWNED MARKETS

LARGE SIZE, JUICY, RIPE
FLORIDA ORANGES 25^c
dx.

No picnic is perfect without oranges, and these extra-juicy large Floridas will please everyone.

LARGE NUMBER ONE
NEW POTATOES 10 lbs. 25^c

TENDER, LEAN, SLICED
BOILED HAM 39^c
lb.

The perfect complement for delicious sandwiches — tender and tasty Wegman boiled ham.

MAMMOTH SIZE FRESH
ANGEL FOOD 25^c
ca.

The biggest cake value of all, these giant size Angelfoods, fluffy and freshly baked.

BEST FRESH CHURNED
TUB BUTTER 29^c
lb.

The very finest tub butter sold in Rochester, regardless of price.

1-BAR FOR 1c WITH
SWEET-HEART SOAP 18^c
3-bars

LIVADAS LEADS

in WINE and LIQUOR VALUES

Decoration Day Sale

**Military Straight
2 Years Old
BOURBON
WHISKEY**

60c
pt.
90 proof

**Kentucky
Derby
BAR WHISKEY
STRAIGHT BOURBON**

Made by Glenmore Distilleries, estab. 62 years ago. A leading producer of choice Kentucky Bourbon. This is a genuine \$1.92 value. An aristocrat of fine bourbon whiskies — one that will be recognized as coming from a master distiller. This package formerly sold only in hotels and bars.

Full Quart
90 Proof
Reg.
\$1.92
Value
\$1.49
32 ozs.

Imported
ITALIAN
**CORTONA
VERMOUTH**

75c

An excellent vermouth for cocktails at a very low price for this large 30-oz. bottle.

**OLD
NATIVE**

90 PROOF STRAIGHT

RYE WHISKEY

A 3-Year-Old Pennsylvania Rye
An exceptionally palatable whiskey. Excellent for high balls.

\$1.49
Quart

Burnett's
Celebrated
SLOE GIN

\$1.49
Fifth
60 Proof

Made according to the recipe of Sir Robert Burnett & Co., Ltd., London, England.

**Park
Royal
LONDON DRY**

90 Proof Distilled

GIN 99c
Full Quart

The Household
Gin of Rochester

Portuguese
Imperial
**RUBY
PORT**

98c
Large
25-Oz.
Bottle

An excellent after dinner wine. Fine and full flavored. Large 25 oz. bottle.

We are again offering you this high quality gin at this exceptionally low price.

100% PURE CALIFORNIA

WINES

**Finest California
SWEET
WINES**

PORT
TOKAY
WHITE PORT
LIGHT MUSCATEL
SHERRY
MUSCATEL
ANGELICA
MARSALA

\$1.19
Gallon

Full strength — 20% by volume.

**Finest California
DRY
WINES**

BARBERA
CLARET
CHIANTI
SAUTERNE
BARBARONE
ZINFANDEL
BURGUNDY
REISLING

89c
Gallon

**OUR FAMOUS
LIVBRO**

SPECIAL RESERVE

Blended Whiskey

The straight whiskies in this product are 4 years or more old, 25% straight whiskey, 75% grain neutral spirits, 12 1/2% straight whiskey 4 years old, 12 1/2% straight whiskey 8 years and 6 months old.

\$1.95
We Believe
This Is the
Best Buy in
Whiskey
Anywhere

QUART

90 PROOF

LIVADAS BROS.

183 MONROE AVE.

N. Y. S. License L4229

FREE DELIVERY—CALL STONE 5549

Open Daily 8 A. M. Until Midnight

Produce of France

**BARSAC
WHITE WINE**

Vintage of 1931

89c
Fifth

SPEY
ROYAL

By Appointment
To H. M. The King

**GILBEY'S SPEY ROYAL
Scotch Whiskey**

A Scotch With a World-Wide Reputation!
The first time we know of that this superb scotch has ever been offered for less than \$3.59.

100% Scotch
Whiskies All
Over 10 Years
Old

\$2.49
Fifth

Imported
Italian

**CHIANTI
RUFINA**

Contea D'oro

99c

Full Quart
Vintage 1934

St.
Lawrence
AGED 7 YEARS
IN WOOD

**CANADIAN
WHISKEY**

Distilled, matured and
bottled in bond under
Canadian Government
supervision.

\$2.49
Full
Quart

100 Proof

The Finest Buy
in Whiskey

Joseph C. Gordon
Imported Spanish

**SHERRY
99c**
Fifth

A special table
Sherry — medium
sweet.

Produce
of France

Rouyer Genuine

COGNAC

15 YEARS OLD

A genuine Cognac
noted for its bouquet,
aroma and smooth-
ness.

An exception-
ally low price.

\$2.49
Fifth

86 PROOF

Monarch
Gold Ribbon
Georgia

PEACH WINE

35c
Pint

ENJOY TODAY!

Before You Start on that Sunday Drive
REMEMBER
To Get Love's Delicious
CORN FRITTERS
5c
Sold Only in Love's Shops

LOVE'S

QUALITY PAINT
for every purpose

Wallpaper
for every room

Lowest Prices

KOVERALL
Paint & Wallpaper Corp.

19 South Ave.
MAIN 6054

PAINT Special Price Limited Time
1 Gal. to \$3.15
\$3.50 Reduced

Discontinued Stock of Wallpaper 95c Roll

MORAN - EVERSON
178 STATE STREET
PAINT STORE
MAIN 3128

All Half Soles Invisibly Attached WITHOUT THE USE OF NAILS **SHOES STRETCHED TO FIT IN LENGTH-WIDTH-IN-STEP** *Guaranteed*

Call your old shoes for golfing. Guaranteed riveted spikes.

75c
SHOES DYED ANY COLOR
Guaranteed WORK
85c

SHOES CLEANED 25c

SHOES DYED BLACK 50c

Mr. H. Weinstein, Formerly
With BALL shoe repair for 20 years, is in charge of all repair work. Only finest leathers and best workmanship used and very moderate prices always.

Free CALL AND DELIVERY SERVICE

Call STONE 408
Weinstein's SHOE REPAIR
294
Joseph Avenue

Mens' PRIME SOLES & HEELS \$1.50
Ladies' SOLES & HEELS \$1.25
TOPLIFTS PRIME LEATHER 25c RUBBER 30c

MAMMOTH MARINE HIPPODROME
MAIN & OAK STREETS—NEAR B AND O DEPOT

NOW Showing
Until Night

Open NOON Until 11 p. m. Daily

100 UNBELIEVABLE ODDITIES
SEA TINY LIVING MERMAID Nature's Strangest Living Enigma

SUNDAY MAY 29th — LAST DAY

Admissions 10 CENTS

Garden Club Will Give Tea

By MARIETTA C. ZOLLER

Garden Study Club of the Rochester Home Bureau will close the season with a silver tea Friday, at the home of Mrs. Roy Draper, 100 Walden Road, and on June 10 with a flower show at bureau headquarters, 55 St. Paul street.

Officers recently elected by the Garden Club, are: Mrs. Fred Lee, chairman; Mrs. L. H. Morgan, vice chairman; Mrs. H. B. Nell, secretary; Mrs. R. J. Allan, treasurer; Mrs. Frank McGee, corresponding secretary; Mrs. John Merrill, program chairman.

Tomorrow at 1:30 p.m. officers and leaders of projects taught in the neighborhood bureau clubs will meet at headquarters for the second lesson in leadership training. Mrs. DeWitt B. Macomber, chairman of the executive committee, will speak on parliamentary procedure. She will also offer suggestions to the leaders in ways to get others to work with you in project teaching.

Other lessons in the leadership training series will include discussions on public speaking, ways to make effective announcements and pointers in poise and confidence.

Beaucaire Goes West For '39 Philco Models

"Heigh Ho, heigh ho, it's off to Chicago we go," sang Frank M. Beaucaire, Hank Beaucaire, Norman Dakin, Charles Reiff and Joseph Marney, westward bound to attend the annual convention of the Philco Radio & Television Corporation.

In the Windy City Philco distributors (F. M. Beaucaire represents Rochester and territory) will see the 1939 models and map an advertising campaign for the new radios.

'SEA-TINY' STEALS MARINE SHOW



While "Sea-Tiny" is at home in the water, out of it she remains a prisoner within herself, since she can not move without assistance. The "mermaid" is one of the attractions now being shown at the Marine Hippodrome, Main and Oak Streets, near the Baltimore & Ohio Railroad Station.

D.U.V. Tent Plans Memorial Rites

Memorial services will be held by Clara Barton Tent No. 22, Daughters of Union Veterans, tomorrow evening in the Odd Fellows Temple, 11 Clinton Avenue North. Officers are requested to wear white.

The annual birthday party of the group will be Wednesday at 6 p. m. at 48 East Avenue, with Miss Louise Adams general chairman. Her assisting committee includes Mrs. Lola Eksten, Mrs. Lois Phillips, Mrs. Dorothy Rosenbarger and Mrs. Marijorie Parsons. Mrs. Elizabeth Hinde will act as toastmistress.

Bloch's 'Sacred Service' To Be Sung at Temple

A premiere Rochester performance of Ernest Bloch's "Sacred Service" will be held Tuesday evening at Temple B'nai Kodesh. The service, written for chorus and symphony, will be presented under the direction of Emanuel Balaban. Nicholas Konraty will be the soloist.

The concert will be given under the auspices of the Sisterhood of the Temple, for the benefit of the sisterhood's scholarship fund.

The Sun Letter Box

Major Smith Answers Student Union Chairman

Editor of The Sun:

I appreciate the opportunity given me by the editor of The Sun to reply to the letter of Mr. Cyril Zimmerman, calling upon me to prove that the American Student Union has a communist program.

Incidentally, I regret the importance No. further proof of the communist program of the A. S. U. is needed than to repeat the words of the National Secretary of the A. S. U., Joseph F. LaSh, which give similar purposes of the A. S. U. paralleling Mr. Zimmerman's, goes much further. Mr. LaSh entitled his report on a recent annual convention of the Union "Toward A 'Closed Shop' on the Campus." This report tells the aims and purposes of this radical student body in a few words. It is to penetrate the American educational system in order to transform it into a "closed shop" dedicated to the furtherance of the principles of Moscow in union ranks means that everyone in the establishment is forced to belong to the union and no one is permitted in the establishment who isn't a member.

Says Mr. LaSh: "The information of the Union has confronted us with the real situation of our task. Now we can see all that has to be done if students are to be kept from being the shock troops of fascism as they were in Germany and Italy. Now we perceive the scope of our task if the American educational system is to be transformed into that fortress of true democracy to which it nominally professes allegiance."

In these latter statements we come again on the now familiar latest propaganda of subversive movement all over the world. The Moscow end, who hate nothing more than the American constitution, has suddenly become "democratic" trapping. What all Communists seek to do really is to transfer our educational system from any "fortress of true democracy," but into a camp of Moscow where such things as free thought, free speech and free religion are unknown and the practice of "education" is a travesty on the name.

The methods being followed by the American Student Union in its efforts to bore within our colleges and high schools are so familiar to students of subversive movements that they disclose the close working purposes of the leaders of the Union and the agitators working under the direction of Moscow.

As Mr. Zimmerman also indicates, every possible effort is made to develop class consciousness among American students. The race question is asserted wherever possible in an effort to set the minority of Jewish and negro students against their gentile and white fellow students. This is done particularly in Northern schools, where there is more race segregation sentiment there is little talk about compelling the use of common swimming pools and dining tables by white and black students. The efforts of the student members are devoted more particularly toward agitation for what they claim to be "better conditions" in negro schools.

The Union conducts agitation wherever possible for the "democratic" conduct of the schools. This means, of

Keep Chin Up, Keep It Firm

How's your chin? Under-chin straps on the new Spring hats call for young, sculptured, proudly firm chin lines—throats and necks that are smooth, white, unmarred by crepeyness or muscle relaxation. Imagine a double chin peeping over one of those coquettish little under-the-chin bows, or protruding beyond a gay chin strap!

However, if your bete noir is a double chin or a crepey throat, there's no need for you to throw up your hands in despair.

To streamline your chin in record time and bring back that young, sculptured look, here's a very effective treatment, recommended by Helena Rubinstein, noted beauty authority:

(1) Cleanse neck and throat morning and night with cleansing cream. Glide fingers downward on the neck with a rotary movement, from jawbone to base of neck.

(2) To whip up circulation and tone muscles, use youthifying stimulant, applying it with a small pad of cotton, and pressing firmly under chin and downward to base of neck.

(3) Pat in muscle tightener, a preparation which contains balsam and astringent ingredients that work under the surface of the skin to brace and firm muscles. Slap it in under the chin briskly with backs of the hands, and use cushion of fingers on other parts.

(4) To eliminate crepeyness of the throat, use special throat and neck cream; mold cream into the skin from chin to shoulder. Massage back of the neck also with both hands in a firm rotary movement from shoulders to hairline.

West High Choir To Give Concert

Music will hold the spotlight at West High School tomorrow evening, when the choir will appear in concert in the auditorium of the school.

Ernest G. Ahern is directing the program and is being assisted by Paul Peterson. Accompanying the choir will be Miss Miriam Gallant and Miss R. P. Sullivan, piano; Miss Jane Snyder, harp and Wesley Fladd, chimes. The Junior Choir will be accompanied by a violin trio composed of Miss Olive Klute, Miss Dorothy Albrecht and Anthony Nocera.

Soloists will be Miss Margaret Adkins, Herbert Reed and Royal Sweet.

Miss Dorothy Albrecht is general chairman of the concert and is being assisted by Miss Dorothy Stehman in charge of decorations; Miss Virginia Marble, tickets; Miss Zena Gemmalo, ushers; Miss Betty Mae Keith, publicity, and Robert Wilson, stage.

The stage setting was designed by Richard Pomeroy, an alumnus of West High School.

DUNIGANS MUSTARD CREAM SAUCE

That snappy mustard with that delicious flavor which you have been enjoying at your favorite restaurant is now on sale at your grocery, meat market or delicatessen.

SPECIAL OFFER

Free packet of genuine cancelled foreign stamps with each 10c jar of Dunigans Mustard Cream Sauce.

If your grocer has not stocked this he can obtain it by calling Monroe 738-W.

THE NEW YORK SUNDAY MIRROR
5c

Decoration Day PICTURES
In Colors

Suitable For Framing
Plus 16 Pages of Color Comics and Colorgravure

A week-end edition of the Sunday Mirror, including all features is on sale every Friday in Rochester.

Buy Your Copy Now!

SPEEDY'S CLEAN WHITE, RIGHT!

Have your suit, coat or dress expertly and thoroughly cleaned like new. By Speedy's at prices that are amazingly low for the work.

MEN'S AND WOMEN'S SUITS, COATS, DRESSES CLEANED & PRESSED

SPEEDY'S
212-216 Court St. MAIN 6794
Free Parking at Bill's Across the Street

PURE CONCORD GRAPE JUICE
A Full Gallon

THIS WEEK ONLY

FEE WINE CO.
21 N. Water St. Formerly \$1.50 per Gal.

97c

At Dealers All Over Town

FRESH TODAY

TEALL'S PECAN KRUNCH

ICE CREAM

25c QUART BRICK After Sunday 35c qt.

(Our regular price of this special is 35c a quart at stores in brick; 50c when dipped or delivered.)

Your Money Back If Not Satisfied

TEALL'S Pecan Krunch is a supreme achievement in bringing together candy and nut flavored ice cream that beats any candy nut flavored ice cream we have ever made. World famous Pangborn Candy from Fort Worth, Texas, the land where pecans grow at their best, gives Teall's Pecan Krunch its unusual nut flavor. Only Teall's EXCLUSIVE Magic Mixer could make such an even distribution of the nut-coated candy pieces . . . an equal amount to every spoonful of this delicious ice cream. Remember, the 25c special price ends Sunday night. Please serve the ice cream while firm to the touch . . . but not hard. It is at its best when it will slide out of one end of the carton into a bowl. Serve with a big spoon into coral or glass dessert dishes . . . never on plates . . . and you will enjoy its delicious flavor at its best.

Reason for this Nearly 30% Saving

An extra inducement to win new friends to Tealls. All standard flavors also each week at the regular 35c price and one or two delicious fruit or nut ice creams. ALWAYS your money back if you are not supremely satisfied.

ROCHESTER GAS & ELECTRIC CORP.
89 East Ave. Main 3960

Building Service Dept.

A MODERN KITCHEN

You can have one at surprisingly small expense. We will help you plan a step-saving kitchen without cost or obligation.

Building Service Dept.

Monday, May 30th
P. M.
8:30—Eddie Cantor's Caravan, WHEC
8:30—Geo. Burby, Gracie Allen, WHEN
8:30—Late Radio Theater, WHEC
Tuesday, May 31st
P. M.
7:30—Edward G. Robinson, WHEC
7:30—Al Jolson and Martha Raye, WHEC
8:30—Heddy's Brigadiers, WHEC
8:30—Cameo Music Caravan, WHEC
Wednesday, June 1st
P. M.
7:30—Cavalcade of America, WHEC
7:30—Ben Bernie and Lads, WHEC
8:30—Fred Allen's Town Hall, WHEN
8:15—Boston "Pop" Concert, WHAM

Before You Start
on that Sunday Drive
REMEMBER
To Get Love's Delicious
CORN
FRITTERS
5c
Said Only in Love's House
LOVE'S

Brewing Since Civil War
Decorated Day reminds us that
our brewing experience started way
back in 1862—three years before
the Civil War ended—and has con-
tinued ever since. That's one reason
why Tam o' Shanter Ale is so good.
Order a case for the Decoration Day
holiday—quarts, pints, or standard
bottles. You pay for good ale—get it.
AMERICAN BEER CO., Rochester, N.Y.
At Your Dealer's or
Call Stone 444
Tam o' Shanter Ale

HOT WEATHER AHEAD!
CHANGE NOW
TO
Safe New tires
LONG EASY
TERMS
Why risk a serious
accident on unsafe tires
when you can have
Diamond's for greater protection
against skid and blow-outs on the
most generous credit ever of-
fered? Get new Diamond "Two-
Way Protection" today!
A NEW KIND OF
QUICK-FRIENDLY CREDIT
QUICKER
1. Accounts Opened At Once
2. Immediate Installation
EASIER
1. Low, Easy Terms
2. Convenient Payment Dates
SIMPLER
1. No Co-Signer
2. You deal only with us
Yes sir! You can have one—
two—or a complete set of these
remarkable tires immediately—
no embarrassing red tape
or bothersome credit investi-
gation! Your credit is good here!

Motorola
AMERICA'S FINEST AUTO RADIO
EASY
TERMS
DOWN \$29.95
UNIT PARTS
ROCHESTER CORPORATION
1185-1223 MAIN ST. EAST CUL. 250
NEW ACCOUNTS OPENED IN FIVE MINUTES

Entertainers



Among the many attractions
at the Chateau this week is the
talented team of Tremore and
Claire, widely regarded as lead-
ing exponents in the grace of
ball room tipples.

Chateau Offers Old Favorites

The show at the Chateau has
everything this week, according
to those who have already seen
it. Kenneth Spencer, popular
colored basso, long a feature,
and a return engagement of
that tornado of fun and frolic,
Wacky Milly Wayne, mistress of
ceremonies.

Two sister teams contribute
lavishly to the dancing en-
tertainment, the Loretta, with
something new in accurate tim-
ing of acrobatic numbers and
the Garnett sisters, who give
forth both with song and tap
routines. Tremore and Claire,
ball room dancers, who merit
their warm reception, and
"Tex," the whip-cracker, com-
plete the bill.



"Wacky" Milly Wayne is
back again. The hilarious and
buxom Mistress of Ceremonies
is once more panicking the
stay-out-laters at the Chateau.

Facts'n' Fiction

Bruce Barton, the gent who
was gonna repeal a law a day,
and is still tryin', gives his ver-
sion of that much touted topic,
recovery; if your boy attends a
CCC camp, and even if he
doesn't you taxpayers will learn
what goes on there in a provoca-
tive article by Adela Rogers St.
John, "Remodeling Youth in
CCC Camps." Just a hint of
what's what in June Cosmopol-
itan.

"How To Get 46% on Your
Money" sounds like usury, un-
til you read the article in "Be-
hind the Scenes of Life In-
surance." If you own, or plan to
buy insurance, you'll find some
provocative articles in this ma-
gazine.

(Programs in E. S. T., Are Subject To Change Without Notice)

THURSDAY, MAY 26th			
WHAM-1130 KC	WHEC-1430 KC	WSAY-1210 KC	WHEN-900 KC
P. M. 4:00—Wings vs. Leafs 4:15—Wings vs. Leafs 4:30—Singing Lady 4:45—Variety Program 5:00—RadioGrams: News 5:30—Tune Twisters 5:45—Lowell Thomas 6:00—Easy Aces, Drama 6:15—Lost Persons 6:30—News: Music 6:45—McTigue, Sports 7:00—March of Time 7:15—March of Time 7:30—Troopets, Drama 7:45—Troopets, Drama 8:00—Promenade 8:15—Concert 8:30—Concert 8:45—Concert 9:00—Western Skies 9:15—Western Skies 9:30—Shield's Orch. 9:45—Shield's Orch. 10:00—Foreign Trade 10:15—Foreign Trade 10:30—Swanson's Orch. 10:45—Swanson's Orch. 11:00—News: Air Masters 11:15—Owen's Orch. 11:30—Owen's Orch. 11:45—Owen's Orch. MID-11:00—Organ 11:15—Organ 11:30—Organ 11:45—Organ 12:00—Dancing Time 12:15—Dancing Time 12:30—Dancing Time 12:45—Dancing Time 1:00—GOOD NIGHT	P. M. 4:00—Baseball: Rochester Red Wings vs. Toronto 4:15—Baseball: Rochester Red Wings vs. Toronto 4:30—Baseball: Rochester Red Wings vs. Toronto 4:45—Baseball: Rochester Red Wings vs. Toronto 5:00—Baseball: Rochester Red Wings vs. Toronto 5:15—Baseball: Rochester Red Wings vs. Toronto 5:30—Baseball: Rochester Red Wings vs. Toronto 5:45—Baseball: Rochester Red Wings vs. Toronto 6:00—Baseball: Rochester Red Wings vs. Toronto 6:15—Baseball: Rochester Red Wings vs. Toronto 6:30—Baseball: Rochester Red Wings vs. Toronto 6:45—Baseball: Rochester Red Wings vs. Toronto 7:00—Baseball: Rochester Red Wings vs. Toronto 7:15—Baseball: Rochester Red Wings vs. Toronto 7:30—Baseball: Rochester Red Wings vs. Toronto 7:45—Baseball: Rochester Red Wings vs. Toronto 8:00—Baseball: Rochester Red Wings vs. Toronto 8:15—Baseball: Rochester Red Wings vs. Toronto 8:30—Baseball: Rochester Red Wings vs. Toronto 8:45—Baseball: Rochester Red Wings vs. Toronto 9:00—Baseball: Rochester Red Wings vs. Toronto 9:15—Baseball: Rochester Red Wings vs. Toronto 9:30—Baseball: Rochester Red Wings vs. Toronto 9:45—Baseball: Rochester Red Wings vs. Toronto 10:00—Baseball: Rochester Red Wings vs. Toronto 10:15—Baseball: Rochester Red Wings vs. Toronto 10:30—Baseball: Rochester Red Wings vs. Toronto 10:45—Baseball: Rochester Red Wings vs. Toronto 11:00—Baseball: Rochester Red Wings vs. Toronto 11:15—Baseball: Rochester Red Wings vs. Toronto 11:30—Baseball: Rochester Red Wings vs. Toronto 11:45—Baseball: Rochester Red Wings vs. Toronto 12:00—Baseball: Rochester Red Wings vs. Toronto 12:15—Baseball: Rochester Red Wings vs. Toronto 12:30—Baseball: Rochester Red Wings vs. Toronto 12:45—Baseball: Rochester Red Wings vs. Toronto 1:00—Baseball: Rochester Red Wings vs. Toronto	P. M. 4:00—Songs of Range 4:15—Songs of Range 4:30—Songs of Range 4:45—Songs of Range 5:00—Songs of Range 5:15—Songs of Range 5:30—Songs of Range 5:45—Songs of Range 6:00—Songs of Range 6:15—Songs of Range 6:30—Songs of Range 6:45—Songs of Range 7:00—Songs of Range 7:15—Songs of Range 7:30—Songs of Range 7:45—Songs of Range 8:00—Songs of Range 8:15—Songs of Range 8:30—Songs of Range 8:45—Songs of Range 9:00—Songs of Range 9:15—Songs of Range 9:30—Songs of Range 9:45—Songs of Range 10:00—Songs of Range 10:15—Songs of Range 10:30—Songs of Range 10:45—Songs of Range 11:00—Songs of Range 11:15—Songs of Range 11:30—Songs of Range 11:45—Songs of Range 12:00—Songs of Range 12:15—Songs of Range 12:30—Songs of Range 12:45—Songs of Range 1:00—Songs of Range	P. M. 4:00—Uncle Ben's Club 4:15—Uncle Ben's Club 4:30—Uncle Ben's Club 4:45—Uncle Ben's Club 5:00—Uncle Ben's Club 5:15—Uncle Ben's Club 5:30—Uncle Ben's Club 5:45—Uncle Ben's Club 6:00—Uncle Ben's Club 6:15—Uncle Ben's Club 6:30—Uncle Ben's Club 6:45—Uncle Ben's Club 7:00—Uncle Ben's Club 7:15—Uncle Ben's Club 7:30—Uncle Ben's Club 7:45—Uncle Ben's Club 8:00—Uncle Ben's Club 8:15—Uncle Ben's Club 8:30—Uncle Ben's Club 8:45—Uncle Ben's Club 9:00—Uncle Ben's Club 9:15—Uncle Ben's Club 9:30—Uncle Ben's Club 9:45—Uncle Ben's Club 10:00—Uncle Ben's Club 10:15—Uncle Ben's Club 10:30—Uncle Ben's Club 10:45—Uncle Ben's Club 11:00—Uncle Ben's Club 11:15—Uncle Ben's Club 11:30—Uncle Ben's Club 11:45—Uncle Ben's Club 12:00—Uncle Ben's Club 12:15—Uncle Ben's Club 12:30—Uncle Ben's Club 12:45—Uncle Ben's Club 1:00—Uncle Ben's Club

FRIDAY, MAY 27th			
WHAM-1130 KC	WHEC-1430 KC	WSAY-1210 KC	WHEN-900 KC
P. M. 4:00—To Be Ann'd 4:15—Hits and Scores 4:30—Variety Choir 4:45—Variety Choir 5:00—Variety Program 5:15—RadioGrams: Music 5:30—Johnston's Orch. 5:45—Lowell Thomas 6:00—The Four of Us 6:15—Blind' My Time 6:30—News: Music 6:45—McTigue, Sports 7:00—Crescent Four 7:15—Spitalier's Orch. 7:30—Death Valley 7:45—Death Valley 8:00—Tim and Irene 8:15—Tim and Irene 8:30—Spelling Bee 8:45—Spelling Bee 9:00—Prize Fight 9:15—Prize Fight 9:30—To Be Ann'd 9:45—To Be Ann'd 10:00—Breeze's Orch. 10:15—Breeze's Orch. 10:30—Breeze's Orch. 10:45—Breeze's Orch. 11:00—News: Dance 11:15—Palmer's Orch. 11:30—Henderson's Orch. 11:45—Henderson's Orch. MID-11:00—Dance 11:15—Dance 11:30—Dance 11:45—Dance 12:00—Dancing Time 12:15—Dancing Time 12:30—Dancing Time 12:45—Dancing Time 1:00—GOOD NIGHT	P. M. 4:00—Afternoon Bulletin 4:15—Afternoon Bulletin 4:30—Afternoon Bulletin 4:45—Afternoon Bulletin 5:00—Afternoon Bulletin 5:15—Afternoon Bulletin 5:30—Afternoon Bulletin 5:45—Afternoon Bulletin 6:00—Afternoon Bulletin 6:15—Afternoon Bulletin 6:30—Afternoon Bulletin 6:45—Afternoon Bulletin 7:00—Afternoon Bulletin 7:15—Afternoon Bulletin 7:30—Afternoon Bulletin 7:45—Afternoon Bulletin 8:00—Afternoon Bulletin 8:15—Afternoon Bulletin 8:30—Afternoon Bulletin 8:45—Afternoon Bulletin 9:00—Afternoon Bulletin 9:15—Afternoon Bulletin 9:30—Afternoon Bulletin 9:45—Afternoon Bulletin 10:00—Afternoon Bulletin 10:15—Afternoon Bulletin 10:30—Afternoon Bulletin 10:45—Afternoon Bulletin 11:00—Afternoon Bulletin 11:15—Afternoon Bulletin 11:30—Afternoon Bulletin 11:45—Afternoon Bulletin 12:00—Afternoon Bulletin 12:15—Afternoon Bulletin 12:30—Afternoon Bulletin 12:45—Afternoon Bulletin 1:00—Afternoon Bulletin	P. M. 4:00—Songs of Range 4:15—Songs of Range 4:30—Songs of Range 4:45—Songs of Range 5:00—Songs of Range 5:15—Songs of Range 5:30—Songs of Range 5:45—Songs of Range 6:00—Songs of Range 6:15—Songs of Range 6:30—Songs of Range 6:45—Songs of Range 7:00—Songs of Range 7:15—Songs of Range 7:30—Songs of Range 7:45—Songs of Range 8:00—Songs of Range 8:15—Songs of Range 8:30—Songs of Range 8:45—Songs of Range 9:00—Songs of Range 9:15—Songs of Range 9:30—Songs of Range 9:45—Songs of Range 10:00—Songs of Range 10:15—Songs of Range 10:30—Songs of Range 10:45—Songs of Range 11:00—Songs of Range 11:15—Songs of Range 11:30—Songs of Range 11:45—Songs of Range 12:00—Songs of Range 12:15—Songs of Range 12:30—Songs of Range 12:45—Songs of Range 1:00—Songs of Range	P. M. 4:00—Uncle Ben's Club 4:15—Uncle Ben's Club 4:30—Uncle Ben's Club 4:45—Uncle Ben's Club 5:00—Uncle Ben's Club 5:15—Uncle Ben's Club 5:30—Uncle Ben's Club 5:45—Uncle Ben's Club 6:00—Uncle Ben's Club 6:15—Uncle Ben's Club 6:30—Uncle Ben's Club 6:45—Uncle Ben's Club 7:00—Uncle Ben's Club 7:15—Uncle Ben's Club 7:30—Uncle Ben's Club 7:45—Uncle Ben's Club 8:00—Uncle Ben's Club 8:15—Uncle Ben's Club 8:30—Uncle Ben's Club 8:45—Uncle Ben's Club 9:00—Uncle Ben's Club 9:15—Uncle Ben's Club 9:30—Uncle Ben's Club 9:45—Uncle Ben's Club 10:00—Uncle Ben's Club 10:15—Uncle Ben's Club 10:30—Uncle Ben's Club 10:45—Uncle Ben's Club 11:00—Uncle Ben's Club 11:15—Uncle Ben's Club 11:30—Uncle Ben's Club 11:45—Uncle Ben's Club 12:00—Uncle Ben's Club 12:15—Uncle Ben's Club 12:30—Uncle Ben's Club 12:45—Uncle Ben's Club 1:00—Uncle Ben's Club

SATURDAY, MAY 28th			
WHAM-1130 KC	WHEC-1430 KC	WSAY-1210 KC	WHEN-900 KC
P. M. 4:00—Rochester Red Wings vs. Buffalo 4:15—Rochester Red Wings vs. Buffalo 4:30—Rochester Red Wings vs. Buffalo 4:45—Rochester Red Wings vs. Buffalo 5:00—Rochester Red Wings vs. Buffalo 5:15—Rochester Red Wings vs. Buffalo 5:30—Rochester Red Wings vs. Buffalo 5:45—Rochester Red Wings vs. Buffalo 6:00—Rochester Red Wings vs. Buffalo 6:15—Rochester Red Wings vs. Buffalo 6:30—Rochester Red Wings vs. Buffalo 6:45—Rochester Red Wings vs. Buffalo 7:00—Rochester Red Wings vs. Buffalo 7:15—Rochester Red Wings vs. Buffalo 7:30—Rochester Red Wings vs. Buffalo 7:45—Rochester Red Wings vs. Buffalo 8:00—Rochester Red Wings vs. Buffalo 8:15—Rochester Red Wings vs. Buffalo 8:30—Rochester Red Wings vs. Buffalo 8:45—Rochester Red Wings vs. Buffalo 9:00—Rochester Red Wings vs. Buffalo 9:15—Rochester Red Wings vs. Buffalo 9:30—Rochester Red Wings vs. Buffalo 9:45—Rochester Red Wings vs. Buffalo 10:00—Rochester Red Wings vs. Buffalo 10:15—Rochester Red Wings vs. Buffalo 10:30—Rochester Red Wings vs. Buffalo 10:45—Rochester Red Wings vs. Buffalo 11:00—Rochester Red Wings vs. Buffalo 11:15—Rochester Red Wings vs. Buffalo 11:30—Rochester Red Wings vs. Buffalo 11:45—Rochester Red Wings vs. Buffalo 12:00—Rochester Red Wings vs. Buffalo 12:15—Rochester Red Wings vs. Buffalo 12:30—Rochester Red Wings vs. Buffalo 12:45—Rochester Red Wings vs. Buffalo 1:00—Rochester Red Wings vs. Buffalo	P. M. 4:00—Red Wings vs. Buffalo 4:15—Red Wings vs. Buffalo 4:30—Red Wings vs. Buffalo 4:45—Red Wings vs. Buffalo 5:00—Red Wings vs. Buffalo 5:15—Red Wings vs. Buffalo 5:30—Red Wings vs. Buffalo 5:45—Red Wings vs. Buffalo 6:00—Red Wings vs. Buffalo 6:15—Red Wings vs. Buffalo 6:30—Red Wings vs. Buffalo 6:45—Red Wings vs. Buffalo 7:00—Red Wings vs. Buffalo 7:15—Red Wings vs. Buffalo 7:30—Red Wings vs. Buffalo 7:45—Red Wings vs. Buffalo 8:00—Red Wings vs. Buffalo 8:15—Red Wings vs. Buffalo 8:30—Red Wings vs. Buffalo 8:45—Red Wings vs. Buffalo 9:00—Red Wings vs. Buffalo 9:15—Red Wings vs. Buffalo 9:30—Red Wings vs. Buffalo 9:45—Red Wings vs. Buffalo 10:00—Red Wings vs. Buffalo 10:15—Red Wings vs. Buffalo 10:30—Red Wings vs. Buffalo 10:45—Red Wings vs. Buffalo 11:00—Red Wings vs. Buffalo 11:15—Red Wings vs. Buffalo 11:30—Red Wings vs. Buffalo 11:45—Red Wings vs. Buffalo 12:00—Red Wings vs. Buffalo 12:15—Red Wings vs. Buffalo 12:30—Red Wings vs. Buffalo 12:45—Red Wings vs. Buffalo 1:00—Red Wings vs. Buffalo	P. M. 4:00—Songs of Range 4:15—Songs of Range 4:30—Songs of Range 4:45—Songs of Range 5:00—Songs of Range 5:15—Songs of Range 5:30—Songs of Range 5:45—Songs of Range 6:00—Songs of Range 6:15—Songs of Range 6:30—Songs of Range 6:45—Songs of Range 7:00—Songs of Range 7:15—Songs of Range 7:30—Songs of Range 7:45—Songs of Range 8:00—Songs of Range 8:15—Songs of Range 8:30—Songs of Range 8:45—Songs of Range 9:00—Songs of Range 9:15—Songs of Range 9:30—Songs of Range 9:45—Songs of Range 10:00—Songs of Range 10:15—Songs of Range 10:30—Songs of Range 10:45—Songs of Range 11:00—Songs of Range 11:15—Songs of Range 11:30—Songs of Range 11:45—Songs of Range 12:00—Songs of Range 12:15—Songs of Range 12:30—Songs of Range 12:45—Songs of Range 1:00—Songs of Range	P. M. 4:00—Uncle Ben's Club 4:15—Uncle Ben's Club 4:30—Uncle Ben's Club 4:45—Uncle Ben's Club 5:00—Uncle Ben's Club 5:15—Uncle Ben's Club 5:30—Uncle Ben's Club 5:45—Uncle Ben's Club 6:00—Uncle Ben's Club 6:15—Uncle Ben's Club 6:30—Uncle Ben's Club 6:45—Uncle Ben's Club 7:00—Uncle Ben's Club 7:15—Uncle Ben's Club 7:30—Uncle Ben's Club 7:45—Uncle Ben's Club 8:00—Uncle Ben's Club 8:15—Uncle Ben's Club 8:30—Uncle Ben's Club 8:45—Uncle Ben's Club 9:00—Uncle Ben's Club 9:15—Uncle Ben's Club 9:30—Uncle Ben's Club 9:45—Uncle Ben's Club 10:00—Uncle Ben's Club 10:15—Uncle Ben's Club 10:30—Uncle Ben's Club 10:45—Uncle Ben's Club 11:00—Uncle Ben's Club 11:15—Uncle Ben's Club 11:30—Uncle Ben's Club 11:45—Uncle Ben's Club 12:00—Uncle Ben's Club 12:15—Uncle Ben's Club 12:30—Uncle Ben's Club 12:45—Uncle Ben's Club 1:00—Uncle Ben's Club

SUNDAY, MAY 29th			
WHAM-1130 KC	WHEC-1430 KC	WSAY-1210 KC	WHEN-900 KC
P. M. 4:00—Magic Key 4:15—Magic Key 4:30—Magic Key 4:45—Magic Key 5:00—Magic Key 5:15—Magic Key 5:30—Magic Key 5:45—Magic Key 6:00—Magic Key 6:15—Magic Key 6:30—Magic Key 6:45—Magic Key 7:00—Magic Key 7:15—Magic Key 7:30—Magic Key 7:45—Magic Key 8:00—Magic Key 8:15—Magic Key 8:30—Magic Key 8:45—Magic Key 9:00—Magic Key 9:15—Magic Key 9:30—Magic Key 9:45—Magic Key 10:00—Magic Key 10:15—Magic Key 10:30—Magic Key 10:45—Magic Key 11:00—Magic Key 11:15—Magic Key 11:30—Magic Key 11:45—Magic Key 12:00—Magic Key 12:15—Magic Key 12:30—Magic Key 12:45—Magic Key 1:00—Magic Key	P. M. 4:00—Polish Songs 4:15—Polish Songs 4:30—Polish Songs 4:45—Polish Songs 5:00—Polish Songs 5:15—Polish Songs 5:30—Polish Songs 5:45—Polish Songs 6:00—Polish Songs 6:15—Polish Songs 6:30—Polish Songs 6:45—Polish Songs 7:00—Polish Songs 7:15—Polish Songs 7:30—Polish Songs 7:45—Polish Songs 8:00—Polish Songs 8:15—Polish Songs 8:30—Polish Songs 8:45—Polish Songs 9:00—Polish Songs 9:15—Polish Songs 9:30—Polish Songs 9:45—Polish Songs 10:00—Polish Songs 10:15—Polish Songs 10:30—Polish Songs 10:45—Polish Songs 11:00—Polish Songs 11:15—Polish Songs 11:30—Polish Songs 11:45—Polish Songs 12:00—Polish Songs 12:15—Polish Songs 12:30—Polish Songs 12:45—Polish Songs 1:00—Polish Songs	P. M. 4:00—Rhythm Revue 4:15—Rhythm Revue 4:30—Rhythm Revue 4:45—Rhythm Revue 5:00—Rhythm Revue 5:15—Rhythm Revue 5:30—Rhythm Revue 5:45—Rhythm Revue 6:00—Rhythm Revue 6:15—Rhythm Revue 6:30—Rhythm Revue 6:45—Rhythm Revue 7:00—Rhythm Revue 7:15—Rhythm Revue 7:30—Rhythm Revue 7:45—Rhythm Revue 8:00—Rhythm Revue 8:15—Rhythm Revue 8:30—Rhythm Revue 8:45—Rhythm Revue 9:00—Rhythm Revue 9:15—Rhythm Revue 9:30—Rhythm Revue 9:45—Rhythm Revue 10:00—Rhythm Revue 10:15—Rhythm Revue 10:30—Rhythm Revue 10:45—Rhythm Revue 11:00—Rhythm Revue 11:15—Rhythm Revue 11:30—Rhythm Revue 11:45—Rhythm Revue 12:00—Rhythm Revue 12:15—Rhythm Revue 12:30—Rhythm Revue 12:45—Rhythm Revue 1:00—Rhythm Revue	P. M. 4:00—Toy Band Concert 4:15—Toy Band Concert 4:30—Toy Band Concert 4:45—Toy Band Concert 5:00—Toy Band Concert 5:15—Toy Band Concert 5:30—Toy Band Concert 5:45—Toy Band Concert 6:00—Toy Band Concert 6:15—Toy Band Concert 6:30—Toy Band Concert 6:45—Toy Band Concert 7:00—Toy Band Concert 7:15—Toy Band Concert 7:30—Toy Band Concert 7:45—Toy Band Concert 8:00—Toy Band Concert 8:15—Toy Band Concert 8:30—Toy Band Concert 8:45—Toy Band Concert 9:00—Toy Band Concert 9:15—Toy Band Concert 9:30—Toy Band Concert 9:45—Toy Band Concert 10:00—Toy Band Concert 10:15—Toy Band Concert 10:30—Toy Band Concert 10:45—Toy Band Concert 11:00—Toy Band Concert 11:15—Toy Band Concert 11:30—Toy Band Concert 11:45—Toy Band Concert 12:00—Toy Band Concert 12:15—Toy Band Concert 12:30—Toy Band Concert 12:45—Toy Band Concert 1:00—Toy Band Concert

EVERY-BODY SAVES
WITH BRAUN'S NEW SENSATIONAL
WAREHOUSE
PLAN
FIRST TIME IN
ROCHESTER
ELECTRIC
REFRIGERATORS
Reg. \$109.50
Now \$79
Others As Low As \$79
1938 RADIOS
PHILCO - RCA
ZENITH - G-E
AT
40% to 60%
DISCOUNT
CASH HELPS—BUT NOT NECESSARY
STONE 122
BRAUN'S
900 PORTLAND — OPEN EVENINGS
STONE 122

WHAM
1150 KC
Highlights—
FRIDAY, MAY 27th
2:00 P. M.
Rochester-Buffalo Game
Described by Harry McTigue.
3:00 P. M.
Washington Calls
Variety program.
3:30 P. M.
Your Esso Reporter
With latest United Press news.
7:30 P. M.
Death Valley Days
The Old Rancher tells an interest-
ing story of the old West.
8:00 P. M.
Royal Crown Revue
Featuring Tim and Irene, George
Olson's music and an all-star
cast.
SATURDAY, MAY 28th
2:00 P. M.
Rochester-Buffalo Game
Described by Harry McTigue.
3:15 P. M.
Indianapolis Speedway Trials
3:30 P. M.
Your Esso Reporter
7:00 P. M.
Hank and Herb
The old boys from Slocum, in
company with The Old Timer's
Orchestra, present another thirty
minute program of fun.
8:00 P. M.
National Barn Dance
Uncle Ezra, and his hayloft band
celebrate Memorial Day.
SUNDAY, MAY 29th
On Sunday WHAM presents
Your Esso Reporter at 9:00 A. M.
—12:30 P. M. — 6:00 P. M. —
11:00 P. M.
1:00 P. M.
Magic Key of RCA
Featuring Frank Black's Magic
Key Orchestra, Guests and Mel-
ton Cross, master of ceremonies.
3:30 P. M.
Canadian Guards Band
4:30 P. M.
Ozzie Nelson's Orchestra
With Peg "Seem" Starr, Murry
and Harriet Hillard. Also guest
stars from the movie colony.
8:00 P. M.
Hollywood Playhouse
Starring Tyrone Power.
8:30 P. M.
Walter Winchell
8:45 P. M.
Irene Rich
9:30 P. M.
Academy Theatre of the Air
MONDAY, MAY 30th
3:00 P. M.
Indianapolis Auto Races
4:30 P. M.
Singing Lady
5:45 P. M.
Lowell Thomas
6:00 P. M.
Vic Arden's Orchestra
Featuring James Melton.
6:45 P. M.
Harry McTigue Sports
7:00 P. M.
If I Had a Chance
Starring Cal Tinney.
9:00 P. M.
Magnolia Blossoms
Music of the deep South.
TUESDAY, MAY 31st
3:00 P. M.
Montreal-Rochester Game
Described by Harry McTigue.
6:15 P. M.
Mr. Keen
Tracer of lost persons.
6:30 P. M.
Your Esso Reporter
7:00 P. M.
Enrique Madriguera's Orch.
8:00 P. M.
Horace Heidt's Brigadiers
8:30 P. M.
NBC Jamboree
10:15 P. M.
Ink Spots
Novelty quartet.
WEDNESDAY, JUNE 1st
3:00 P. M.
Club Matinee
Random Sherman, master of
ceremonies.
6:00 P. M.
Easy Aces
7:00 P. M.
Roy Shield's Revue
7:30 P. M.
Harriet Parsons
News of Hollywood studios.
8:00 P. M.
German Hour
Featuring Charles Silverman's Or.
8:15 P. M.
Boston Symphony Orch.
9:30 P. M.
NBC Minstrel Show
THURSDAY, JUNE 2nd
2:30 P. M.
Joe Green's Novelty Orch.
3:00 P. M.
Rakov's Magic Rhythm
7:00 P. M.
March of Time
7:30 P. M.
True Stories—State Police
8:00 P. M.
Toronto Promenade Concert
9:00 P. M.
Under Western Skies

Old Schenley Awarded First Prize In Greece

That America's eyes and Bourbon rate with the world's finest liquors, was proved when the Schenley International Corporation received the grand prize of the Twelfth Foire International, for Old Schenley whiskey.

Old Schenley, one of the most popular export liquors, was entered in the Salonika, Greece fair by the firm of Beja and Revah, distributors of the brand for that country.

TENNIS RACKETS (RESTRUNG)

\$1.75

Select Quality Silk String
4 HOUR SERVICE
A. G. SPALDING
& BROS.
114 ST. PAUL ST.

**ORDER NOW FOR
DECORATION DAY!**

OPENS LIKE
A BOTTLE



YOUR FAVORITE ALE
NOW IN CANS

• ALSO REGULAR
12 - OUNCE
STUBBY AND
FULL QUART
BOTTLES

ORDER FROM YOUR DEALER OR
Rochester Brewing Co., Inc.
Glenwood 270

**3
Reasons
Why**

GENESEE ALL MALT BEER

... will make your long Decoration
Day week - end more enjoyable

1 We now malt our own barley for Genesee Beer and Ale in our own malt house, using the old-time floor system, costliest but best method known. "The better the malt, the better the brew."

2 GENESEE ALL MALT BEER leads by 5 to 1! (proved by a brand-popularity survey conducted among 655 licensed dealers.) Rochester's best-selling beer is your best bet.

3 You can get GENESEE ALL MALT BEER everywhere. The copper-colored can... no deposit, no return, easily disposed of... is the ideal take-it-with-you container for your holiday trip.

The Genesee Brewing Company, Inc.

NOTE: Starting Saturday, May 28, the famous Genesee 12 Horse Team of Belgian Boons will be in Rochester for one month. All next week, it will be quartered in its own tent at the parking station just east of the West Main-Broad Street intersection. Visit the horses there any time between 11 A.M. and 10 P.M. ... look for them when they make their daily trip through city streets. Everybody welcome ... a free souvenir full-color post card picture of the team to all visitors.

THE SPORTSMAN

By CURT GERLING

It's been dusted off, dragged out and garnished with a new accent—it's the story about the violator with the near-perfect alibi. We've heard it a dozen times and it's amazing to us to find that with each re-telling there seems to be a large audience that was always at the other end of the bar when this tale was unfolded.

Last week Bernie Williams brought it out at the annual meeting of the Genesee Conservation League and, with suitable preamble and gestures, gave for the incident as gospel truth (as usual).

This time it happened around Buck Pond. A game warden—no doubt that roly-poly George Haungs—spent some time watching a fellow a few hundred feet off shore, who it seemed was having rather consistent luck with rod and reel. Every few minutes there would be a splash—alongside the boat and the catch pulled overboard.

The warden finally noted a larger splash than usual and a good-sized fish brought alongside. Then a rapid series of several more. Mr. Haungs, it it were he, just couldn't stand it any longer, he put out from

shore in his skiff, bent on giving the fisherman a routine inspection. As he drew nearer, he noted the fisherman was a colored chap. The warden drew alongside.

"How ya doin'—pretty good?" he asked.

"Yass, suh. Mr. Game Cop, I've fust rate," drawled the dusky Walloonian.

The matter of license inspection passed with all in good order. "Where's your catch?" A stringer alongside the skiff was indicated. The warden's eyes popped open.

"What are those first half dozen?" was the query. "Them's sunfish, suh."

"What are those other three on the end?"

"Them's perch, suh."

"Right both times—but what's that big black fellow in the center?"

"He's a bass, suh."

"Well, don't you know that the bass season doesn't open until July?"

"Yass, suh, I knows."

"Well, you should have released him when you caught him—I'm going to have to take you in—"

"Doan do that, Mr. Game Cop—please doan do that," pleaded the boy from Harlem.

"I wasn't goin' to take him home."

"What do you mean—what have you got him on the stringer for then?"

"Well, see it's this way—he's been stealing my bait all afternoon—so I just had to tie him up till I was through fishin'."

This makes a good story—but don't try to use it on any of Mr. Sandway's boys. It probably just won't find a sympathetic ear.

THIS AND THAT: George Schnackel, blacksmith and conservationist, has done more single handed for Irondequoit Bay than any other man. For years the good George has been carrying on a private war on vermin, carp, polluted water areas and what not. He's dug down in his own jeans for wild rice and aquatic plants to protect and please the palate of the Bay's game fish and visiting wild fowl.

Just recently he planted, with the aid of Bill Bentz, more than a million pike in these popular

waters. He's behind every good movement for the general benefit of the area and knows the story from beginning to end on what's wrong with and what can be done to improve these old fishing grounds and restore the Bay's past glories. We need more George Schnackels!

Don Guerin, who worked off about fifteen pounds putting over the last Sports Show, took a day's fishing for relaxation, accompanied by Mac McPherson, Weed & Company's tackle surveyor.

The place, Woodville, and two fine lake trout, six and seven and one-half pounds, respectively. Report authenticated, but not guaranteed.

Tommy Horp, who, due to an accident, was forced to switch to the southpaw position, now breaks better than 20X25 from the portside at the G. C. L. traps.

Harry Glasser, fox hunter of recent renown, formerly ground and board accountant, will now give his all to life insurance. His pals are warned herewith.

Charlie Shaw, the old sourpuss, really begins to smile when the warm weather promises fewer parking problems at the League clubhouse.

Bill Wratten, the Buck Pond drake destroyer and setter breaker, will make a hard working director for the G. C. L. with a lifetime of knowledge gained in the great outdoors.

Ted Jukes', attention, where wuz yuh, Wednesday night? You were proffered full payment.

Clayt Stein, bartender and also newly elected G. C. L. director, will take the fatal step in September. Old Hoo has fought clear of matrimony's tempestuous seas long enough. It is hoped the future Mrs. Stein will be open-minded about those tri-weekly fishing trips.

Charlie Sandway and his uniformed helpers have been doing a good job on the illegal netters down in the Finger Lakes. There will be a lot of boys mighty shy of cash if they don't mend their ways.

Bisons Play Here Sunday

With Steve O'Neill's Buffalo Bisons furnishing the opposition, Ray Blades and his high-flying Red Wings will return home Sunday, seeking their sixth straight home victory, and then celebrate Memorial Day by meeting Rabbit Maraville's Montreal Royals in a twin bill, May 30. The Red Wings then wind up their three-day home stand with a single game against the Royals on Tuesday.

Making their second foray into northern territory the Wings are invading Montreal and Buffalo before returning to their home park Sunday.

With Jack Sturdy and Lou Verzilch waging a merry battle for team slugging honors and Estel Crabtree, hero of last Sunday's twin bill, demonstrating that he has regained his batting eye, the Wings are soaring upward in the International League pennant chase.

Sam Naron, rookie catcher, up from the Piedmont League, and Bernie Cobb, bespectacled first baseman, who performed for the Royals last season, are two others whose potent bats have figured prominently in recent Wing victories.

The sensational series-sweep over the Newark Bears and their twin victory over the Leafs last Sunday firmly established the Wings as a club that must be reckoned with. The fine pitching of Al Sherer, Bob Bowman and Teddy Wilks in recent games, along with the return of Howie Kriat to his old form as shown by his neat relief work Sunday, is most encouraging to Manager Blades.

He's behind every good movement for the general benefit of the area and knows the story from beginning to end on what's wrong with and what can be done to improve these old fishing grounds and restore the Bay's past glories. We need more George Schnackels!

Don Guerin, who worked off about fifteen pounds putting over the last Sports Show, took a day's fishing for relaxation, accompanied by Mac McPherson, Weed & Company's tackle surveyor.

The place, Woodville, and two fine lake trout, six and seven and one-half pounds, respectively. Report authenticated, but not guaranteed.

Tommy Horp, who, due to an accident, was forced to switch to the southpaw position, now breaks better than 20X25 from the portside at the G. C. L. traps.

Harry Glasser, fox hunter of recent renown, formerly ground and board accountant, will now give his all to life insurance. His pals are warned herewith.

Charlie Shaw, the old sourpuss, really begins to smile when the warm weather promises fewer parking problems at the League clubhouse.

Bill Wratten, the Buck Pond drake destroyer and setter breaker, will make a hard working director for the G. C. L. with a lifetime of knowledge gained in the great outdoors.

Ted Jukes', attention, where wuz yuh, Wednesday night? You were proffered full payment.

Clayt Stein, bartender and also newly elected G. C. L. director, will take the fatal step in September. Old Hoo has fought clear of matrimony's tempestuous seas long enough. It is hoped the future Mrs. Stein will be open-minded about those tri-weekly fishing trips.

Charlie Sandway and his uniformed helpers have been doing a good job on the illegal netters down in the Finger Lakes. There will be a lot of boys mighty shy of cash if they don't mend their ways.

Charlie Shaw, the old sourpuss, really begins to smile when the warm weather promises fewer parking problems at the League clubhouse.

Bill Wratten, the Buck Pond drake destroyer and setter breaker, will make a hard working director for the G. C. L. with a lifetime of knowledge gained in the great outdoors.

Ted Jukes', attention, where wuz yuh, Wednesday night? You were proffered full payment.

Clayt Stein, bartender and also newly elected G. C. L. director, will take the fatal step in September. Old Hoo has fought clear of matrimony's tempestuous seas long enough. It is hoped the future Mrs. Stein will be open-minded about those tri-weekly fishing trips.

Charlie Sandway and his uniformed helpers have been doing a good job on the illegal netters down in the Finger Lakes. There will be a lot of boys mighty shy of cash if they don't mend their ways.

Charlie Shaw, the old sourpuss, really begins to smile when the warm weather promises fewer parking problems at the League clubhouse.

Bill Wratten, the Buck Pond drake destroyer and setter breaker, will make a hard working director for the G. C. L. with a lifetime of knowledge gained in the great outdoors.

Ted Jukes', attention, where wuz yuh, Wednesday night? You were proffered full payment.

Clayt Stein, bartender and also newly elected G. C. L. director, will take the fatal step in September. Old Hoo has fought clear of matrimony's tempestuous seas long enough. It is hoped the future Mrs. Stein will be open-minded about those tri-weekly fishing trips.

Charlie Sandway and his uniformed helpers have been doing a good job on the illegal netters down in the Finger Lakes. There will be a lot of boys mighty shy of cash if they don't mend their ways.

SPORTS

By JOHN BURNS

Perhaps you don't believe that heredity makes influence felt in athletics. You may be inclined to regard the football exploits of the Poes of Princeton or the baseball achievements of the Bagbys, father and son, as rare demonstrations that do not prove a thing about heredity, but you can't laugh off something that is going on hereabouts today, because this current performance has the undeniable mark of heredity, as we shall try to prove.

The specific instance on which we hope to peg proof of heredity in athletics is to be found in the victory of Robert Meredith, Jr., in the quarter-mile race at the recent Brighton-Webster dual track meet at Brighton, and the beginning of our story goes back many years to an old Quaker settlement at Crosswicks, N. J., where Uncle James Meredith first set the example of foot-racing which has been a Meredith tradition ever since.

James Meredith, a great uncle of the youngster who showed his heels to the quarter-mile field at Brighton, had a son named Ted—You may recall Ted as a glamorous track figure at Merceburg and at Penn, as well as in the last pre-war Olympics at Berlin.

Uncle James owned a string of harness horses and while Ted was still a youngster his dad moved to Elwin, Pa., where he acquired an old half-mile track where he trained his horses. Always interested in foot-racing, that track at Elwin soon became the training quarters for Ted Meredith and a group of young athletes from nearby Williamson. Uncle James was coach, trainer and conditioner for the boys, and his word was law. He insisted that no boy attempt to run 440 yards or farther until the young runner was well past his seventeenth birthday, and no amount of teasing could make the old gentleman change his mind.

It was under such conditions that Robert J. Meredith, Sr., father of the Brighton quarter-miler, spent the summers of his boyhood. He and his cousin Ted thrived on the coaching of Uncle James and both went on to make their marks as runners. One year at the Penn Relays the various Merediths really went to town as Ted, running for Penn; Brother George, running for Merceburg, and Cousin Bob, running for Peddie, all contributed to relay victories for their teams.

Bob Meredith moved from Peddie to the Irish-American A. C., where his team mates included such track notables as Jack Eller, Hughie Hersch and Homer Baker, the English half-mile champion. Meredith had planned to go to Dartmouth, but war intervened and he enlisted in the Navy in March, 1917.

All this brings us to consideration of track doings at Brighton High, where the youngest of the Meredith foot-racers is doing his stuff. It seems that young Bobby had been hankering to run for more than a year, but his Dad, remembering Uncle James' advice, told the boy to wait until he was well past seventeen.

During the recent Easter vacation young Meredith was permitted to begin training for track work. Early—morning jogs over Brighton roads comprised most of the preparation and this work was shaped after the pattern followed long ago on the old dirt track at Elwin. These early workouts were strictly private and Meredith, Sr., watched and counseled as the young runner gained in strength, wind and speed.

Competition is the ultimate test, as none knows better than Meredith, Sr., so it must have been rather a trial for him as he watched his son make his first start in the first meet in which the youngster had competed. But that's over and done, and if you don't believe that heredity makes its influence felt in athletics, your correspondent recommends you to Robert Meredith, Sr., who can produce facts and figures tending to show that heredity has a part in foot-racing, anyhow, so far as the Merediths are concerned.

Renown Submarine, \$49, 2,000 School Students Join in Music Fete

"Submarine, ahoy!" or, "John, you shouldn't have taken that third beer" will be heard tomorrow when the S-48, decommissioned submarine of your Uncle Samuel's navy, crosses Lake Ontario and docks at Charlotte Street for two weeks.

The proverbial two million dollars was required to build the undersea craft, but anyhow, it's now listed as a private yacht by its owner, Captain F. J. Christenson, since no military craft is allowed on the Great Lakes by treaty with Canada.

Lithesome little ladies and broadly beaming boys, to the number of 1,000, struttin', preened and played, as 500 of their number footed in the Le Roy Music Festival last week.

Fairport's Main Street took on a gala appearance, and "The Music Went Around and Round" with fog voiced tubas, tooting clarinets, big bass horns and other gleaming musical instruments filled the air with harmony. Eight high grade schools and fifteen bands took part in the concluding ceremonies.

**OPENING
THIS WEEK-END**

**Old Heidelberg's
Famous Tyrolean
Beer Garden**

Western New York's most colorful outdoor dining and dancing spot... the garden at Pittsford Inn! Plan now to dine in the garden Sunday or Monday, if the weather is warm. And if it's cool you'll find a good time in the Old Heidelberg room... regardless of the weather, thing will be going on at Pittsford Inn!

Special!

Decoration Day

Full Course Dinner

75c

A gastronomic treat... this dinner at Old Heidelberg! Those delicious hearty German dishes, prepared in real European manner... bounteous portions, deftly served by Bavarian waiters and waitresses.

• Bettina and Sappie Dancers

• George the Baritone

• Otto - Baritone

• Phil Golden

Voiced Irish Tenor

• Phena - Soprano

• Frieda - Soprano



ERNIE

And His Tyrolean Orchestra

Modern music, along with those famous Viennese waltzes that have become such popular renditions by this orchestra over WHAM!

Old Heidelberg at the
PITTSFORD INN

"Where East Ave. and Monroe Meet"

'Name' Bands at Manitou

Swing will be king this season opening dance of the summer at Manitou Beach Pavilion, where an outstanding "name" band will play every Friday night, beginning June 10, when Ina Ray Hutton and her all-girl band are booked for the series. Other bands already booked for dances at Manitou Beach include such well-known music makers as Chick Webb, Clyde McCoy, Isham Jones, Henry Busse and Austin Wylie.

ROCHESTER'S LARGEST LIQUOR STORE

BERGHASH

Offers Holiday Specials

OPEN DECORATION DAY

8 A. M. TO 12 P. M. FREE DELIVERY

1/2 HOUR FREE PARKING Opposite Store

PHONE MAIN 786

WE SELL FOR LESS

98c

Made To Sell For \$1.29

5th. Large 25 oz. Bot.

LONDON INN GIN

90 PROOF

Case 12 Bottles \$11.25

SAVE AT BERGHASH SALE

BRIAR WOOD

3 1/3

YEAR OLD

RYE

WHISKEY

90 Proof

\$1.69

QUART

SOLD

Over 5000 Bottles

\$1.29

Quart

OUR FAMOUS

BOURBON

WHISKEY

2YRS. OLD

CASE

12 Quarts \$15.00

100% SCOTCH WHISKIES

ALL OVER 8 YEARS OLD

HOLIDAY

IMPORTED

Sale

Only

Reg. Price

\$3.29

2.44

LARGE 25.6 Oz. BOTTLE

\$27.00 CASE OF 12 BOTTLES

Imported Cuban

RUM

RON LAVIN

EXTRA OLD RUM

4.5 Pint

79c

Our Biggest Seller

AMERICAN BOTTLED IN BOND

100 PROOF

RYE WHISKEY

\$2.59

Case \$29.50 Qt.

99c

CALIFORNIA BRANDY

2 YEARS OLD

REG. \$1.25

BUY BY THE CASE

BUY BY THE CASE

Your Favorite Brand Will Cost You Less at Berghash's

NEXT DOOR TO LOEW'S THEATRE

BERGHASH

124 CLINTON AVE SOUTH

PAGE TEN
TRUTHFUL NEWS
THE ROCHESTER SUN, THURSDAY, MAY 26, 1938
TRUTHFUL ADVERTISING

Million Dollars Asked For Sewer Projects

Lexington Avenue and Maple-Hague Street district are expected to get tunnel sewers under a multi-million-dollar PWA sewer project, deadline for which is expected to expire August 31, according to William H. Roberts, Commissioner of Public Works.

The project would be part of a contemplated grade crossing elimination of the New York Central Railroad. The entire construction awaits Congressional approval.

4 SCHINE-THETRES
Starting SATURDAY!

RIVIERA DIXIE
LIBERTY-STATE

WALT DISNEY'S
"Snow White"
AND THE SEVEN DWARFS

ALL THE LATEST MOVIES
MULTI-SCREEN TECHNICOLOR

Catholic Loop Under Way

The Rochester Catholic Softball League finally got under way after a week of inaction due to rain, with five games on various fronts. Immaculate Conception gave the Holy Rosary ten a surprise 5 to 3 setback; St. Anthony's edged out the strong Mt. Carmel team, 3 to 4; St. Margaret Mary whitewashed St. Boniface, 11 to 0; O. L. P. H. lost to St. Patrick's representative 14 to 0; and St. Andrew's had little trouble in conquering St. Michael's, 6 to 1.

The St. Anthony club surprised Mt. Carmel and collected 12 hits off the slants of Frankie Cardmore to eke out a verdict. Jimmy Lee held the slugging Ontario Street boys to five hits and drove out a long fly to score a mate from third base and win his own game.

With Hastings holding the St. Boniface boys to a lone bingle, that team had little trouble in winning. Immaculate came out on top behind the hurling of Bauerschmidt against a favored Holy Rosary aggregation.

St. Andrew's club, with Witzgumman on the mound, managed to collect twelve hits and six runs to give St. Michael's their first defeat of the year before a record crowd.

Schedule for Sunday:
St. Anthony's vs. St. Margaret Mary, Edgerton Park.
St. Michael's vs. St. Boniface, Ave D Playground.
St. Patrick's vs. Holy Rosary, Brown Square.
Immaculate vs. Mt. Carmel, West High Field.
St. Andrew's vs. O. L. P. H., Carter St. Playground.

LOCKERS CUT FOOD BILLS

The Pennsylvania Department of Agriculture reports that in 2,500 food storage locker plants scattered throughout the United States, 850,000 families are preserving meat, fruit and vegetables until needed for the family table.

Gourmets Cry for Hofbrau

"Going! Going! Gone—sold to the gentleman with the mutton chop whiskers!"

Gourmets and just plain, but fastidious, eaters, shed a tear last week when the auctioneer's hammer descended on property of the nationally known Odenbach Hofbrauhaus, 14 South Avenue.

Intertwined with the city's history, the famous restaurant and beer garden, passed out of existence a year ago June. Lovers of good food have transferred (ah! could they ever?) their affections to other places.

Much of the equipment was purchased by other eateries, and clubs. And, when the old timer, whose epicurean desires led him to the Hofbrauhaus, and that place only, seats himself in one of their chairs, he is in another eatery or club, a furtive sigh will escape him as he downs his pig's knuckles and kraut.

On the site of the famed dining room will arise the new store of the Bond Clothing Company.

Meanwhile, diners of both South and Clinton Avenue recall last September when State Superintendent of the Department of Public Works, issued a permit to John H. Odenbach, president of the Odenbach Marine Corporation.

At that time residents of Long Meadows, Pittsford, were protesting the noise caused by the company's boat building.

Last week the plant was renewed, but Greene following an investigation by H. O. Schermerhorn, commissioner of canals and waterways, said he was satisfied that Odenbach and the company are keeping faith.

Odenbach, answering the protest of the Long Meadow Club, said he had been forced to stop construction for a while, but had resumed work, and the building to house all boat construction would be completed as soon as possible.

'MY OWN PRINCE'



When Prince Charming swiftly picked up the Princess, after rescuing her from death, thousands cheered as they saw the happy ending of "Snow White and the Seven Dwarfs". The film plays Saturday through Tuesday at Schine's Riviera, Dixie, Liberty and State.

Down The Fairway

Memorial Day, to the majority of golfers, means flag tournaments, driving contests and all sorts of special events. This year will be no exception. All clubs in the district are making plans for diversions that will enable all members to compete.

Wife won't be compelled to keep the roast hot on Monday next week, she will be out on the course with Junior, as Scotch foursomes, children's tournaments and putting contests galore will lure the entire family out to the club.

Special events listed to date are:

MONROE — Sweepstakes and qualifying rounds for June flight Saturday, Sunday and Monday morning. Memorial Day afternoon — Junior members versus Senior members, both men and women; children's tournament.

MIDVALE — Flag tournament Monday A. M., Scotch foursomes, P. M.

LOCUST HILL — Saturday and Sunday, qualifying rounds June flight; sweepstakes Monday morning; mixed foursomes and driving contest Monday afternoon.

OAK HILL — June flight qualifying rounds.

RIDGEMONT — Flag tournament, driving, approaching and putting contest.

BROOK-LEA — Flag tournament, special driving, approaching and putting contest.

IRONDEQUOIT — Flag tournament, driving contest.

Soccer Officials Honor McKinley

Some 200 members and friends of the North Western New York State Football Association gathered Saturday night at Powers Hotel for a double celebration—the silver jubilee of Rochester's strongest soccer group and observance of the twenty-fifth anniversary of James McKinley, Sr., as president of the organization.

President McKinley and Mrs. McKinley were guests of honor and the former was showered with tributes from representatives of the U. S. F. A. and from Rochester friends and members of the association.

James A. Campbell served as chairman which made arrangements for the affair and James A. Cochran acted as toastmaster.

Pressure of business prevented Joseph Triner, president of the U. S. F. A., from attending, but he sent a capable substitute in the person of George Healey of Detroit. Other distinguished guests from out of town included J. J. McEwan of Cleveland, and J. Armstrong of New York, both members of the U. S. F. A. official family.

Boy Scouts Plan Circus

Something new in the way of circuses will be presented at Edgerton Park Saturday, June 4, afternoon and evening, by the Red Jacket Boy Scouts.

More than 1,500 boy scouts from this area will turn performers for the day to make this "hand-made and boy power" circus a success. Every known tame and wild animal will be as true to life as scouts can make them. There also will be clowns, music and all other acts that make a real circus.

The circus will be only a part of a program planned to acquaint the public with the various activities of the scouts, such as first aid, camping and pioneering and good citizenship.

Scouts from Toronto, Sea Scouts of Rochester, a troop of blind scouts from Batavia, and troops from nearby Indian reservations will attend.

The circus committee is headed by L. A. Pridgen, council president, A. C. Lanetot, Charles Burnett, Elmore Turner, Homer H. Mumby, Walter E. Parker, Dean H. Aldridge, L. A. Christopher, Schuyler Arnold, Henry Jensen, H. J. Whitman.

Ernest Walter, Charles Flagg, Walter Stutbury, the Rev. W. Hurlbut, Harold Stenzel, A. Dale Webster, Truman Hall, Major Barret Lambert, Monroe County Council Commander of the Veterans of Foreign Wars of the United States, Joseph H. Lawrence, V. F. W. County Council Commander and former assemblyman Harry J. Gaynor.

In addition the following have been appointed to direct the various events: Leon Cowles, Indian lore; Elery H. Burnett, pioneering, assisted by Morton Wohlers and Fred Stagg; Homer H. Mumby, scouts at play, assisted by Donald Hilfinger, David Jordan, Harold Knapp and Floyd Drake; Frank Strong, exhibits, with Clark Kunes assisting and Pat Sanders in charge of clowns. Paul Reichert will direct the grand entry.

STRENGTHEN STOCKINGS

A solution of one ounce of aluminum sulphate in a quart of water is an effective shower-proofing compound for stockings. Let the stockings drip and dry; wash with soap and water. This is also said to increase the strength and wearing quality of stockings.

The Chateau
SEASON'S SENSATION
It's Worth The Price Of A Show To See
"Wacky" Millie Wayne
Mistress of Ceremonies
LONNETT SISTERS | GARNETT SISTERS
TREMOR & CLAIRE | TEXAS Whiplackers

Kenneth Spencer Sings Every Night

No Minimum No Cover Weekdays or Sundays

A Swell Place For That Dinner Party

Special SUNDAY DINNER \$1.00 Floor Show 7:30 & 12

PT. PLEASANT HOTEL
ON BEAUTIFUL IRONDEQUOIT BAY

NOW OPEN

for a MARVELOUS TIME

Stop In TONIGHT

FUN and DANCING

EXCELLENT FOOD

Norbert Klem And His Orchestra

You're in for a "Pleasant" surprise when you first visit this completely new and modernized hotel. The old atmosphere of gaiety and good fun in a band new setting. See our new bar—already it's famous. Taste the fine foods... the excellent drinks — they always were famous.

Excellent facilities for Picnics, Parties and Banquets. Call Culver 376

Week End Special

- ★ Half Broiler Plate 50c
- ★ Steak Plate 75c
- ★ Seven Piece Band Every Nite
- ★ Expert Bar and Table Service

YOU WILL ALWAYS HAVE A GOOD TIME AT

HEBING'S HOTEL
GLEN HAVEN
On Beautiful Irondequoit Bay

The Gathering Place Of Smart Rochester

The BREAKERS ON THE LAKE
NOW OPEN for the SUMMER

FLOOR SHOW
THE HERSHEY'S Ball Room Dancers
V. AMES
And His 5 Dancing Darlings

ORCHESTRA
BOB LEES and His Detroiters

FOOD
Full Course Dinners, \$1

NOTHING COMPARES
With an evening by the starlit shores of Lake Ontario. Here, at the Beauty Spot of the beach, you'll find the evening supreme.

THE BREAKERS
On The Lake

ROCHESTER'S THRIFT CENTRE

Edwards
STONE 2300

Helps You SAVE on the BENDIX Home Laundry

UP TO \$50

FOR YOUR OLD WASHING MACHINE ON A BENDIX HOME LAUNDRY

WHY go through another wash-day with all the work of old-fashioned methods? Take advantage of our sensational trade-in offer... good for a limited time only. Let Bendix do your washing job automatically. And Bendix actually pays for itself with the money it saves. Come in tomorrow. See an amazing demonstration of the Bendix Home Laundry. Learn about the trade-in offer and bid farewell to washday toil forever. Convenient terms to suit your budget.

THE SUCCESSOR TO THE WASHING MACHINE

PAYS FOR ITSELF THREE WAYS!

If laundry is sent out Bendix saves this expense. Bendix can save the cost of a laundress... and maid's time. Clothes last in a Bendix and expensive replacements are cut to a minimum.

This Is All You Do... Bendix Does The Rest AUTOMATICALLY

1 Put dry, soiled clothes into the dry cylinder and start the door.
2 Set the automatic time and water controls... add soap, bluing.
3 Take out clean, sweet clothes... damp-dry and ready for the line.

When Shopping Stop AT

HILL APPLIANCE CO.
482 E. MAIN ST.
To See The Amazing

BENDIX HOME LAUNDRY
Demonstration

Buy Your

BENDIX HOME LAUNDRY AT

HOWE & ROGERS
Easy Terms
89 CLINTON AVE. SO.

FOR A—
COURTEOUS and PRIVATE Demonstration
See
PURPLE & BEHRMAN
95 Scio St.

Painting and Decorating
DUTCH BOY WHITE LEAD
Used On All Paint Jobs
LEMOYNE DECORATING CO.
389 LARK STREET
Glen, 1771-M

DOES BLADDER IRRITATION WAKE YOU UP?

It's normal. It's nature's warning: "Danger Ahead." Make this 24c test. Use bichu leaves, juniper oil, and 6 other drugs made into green tablets. frequent or scanty flow, burning or itching resulting in getting up nights. Help the kidneys flush out excess acids and other wastes which can cause the irritation. Ask any druggist for Bureke's. Your 24c back if not pleased in 4 days. J. K. Post Drug Company.

PENNSYLVANIA FINEST

HARD COAL
Pea \$8.25
Buck \$7.45
Rice \$6.55

EGG—STOVE—NUT

DOMESTIC PREMIUM COKE \$8.50 TON CASH

GLEN 339 LAKE COAL CO. 255 Lyell Ave.

AUDITORIUM
ONE NIGHT
Wednesday, June 1st
Seats Now On Sale

COLE PORTER'S New Musical
Starting CLIFTON WEBB
LUPE VELAZ - FRANCES WILLIAMS
IN
"YOU NEVER KNOW"
WITH TOBY WING & REX O'MALLEY, others

PRICES: — \$3.30, \$2.75, \$2.20, \$1.65, \$1.10
Tax Inc.

HOLIDAY DINNER DANCE
Memorial Day will be observed at Monroe Golf Club with a dinner and dance. Dinner will be served from 6 until 8:30 p.m. with dancing at 9 p.m.

City Ready to Start Extensive Street Improvements

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

72,000 COPIES DELIVERED

VOL. 1, NO. 28

ROCHESTER, N. Y., JUNE 2, 1938

DOZEN SEEK G. O. P. LEADERSHIP

Here, There and Yonder

By CRAY REMINGTON

Thoughts while riding, inter-
mittently, on Rochester trolley: Another sports chronicler, who writes in the grand manner, John Kieran of N. Y. Times... Add to life's disappointments, first glimpse of storied Wabash River, which appeared in need of bath with clean water... It costs 25 to license either dog or cat in Germany and this is wrinkle American tax collectors haven't yet caught up with... It's hard to keep faith in human nature, a much-abused term, when one sees readers surreptitiously deleting portions of articles in financial magazines in Bundel Memorial Library.

Rochesteriana: Whatever in world became of all the shovels furnished to W. P. A. workers in first local bloom of New Deal? Drop hook delivery of young Mr. Bowman of Red Wings is best I've seen since advent, and departure, of erratic Walter Seal, who enjoyed one good season with late George T. Stallings' Rochester club... Mayor Lester B. Rapp is a printer, and good one, too... Something new to worry about, 25 cents per gallon Federal tax will be added to whiskey cost July 1.

Seen while motoring, Ontario branch of N. Y. C., one known as Rome, Watertown & Ogdensburg, semi-shrouded in tall grass weeds between Webster and Sodus. Where once, in glamorous Nineties, passenger trains, with swanky yellow coaches, rattled proudly to admiration of both young and elderly men, only single "miked" train plods today over neglected right of way, that is, neglected by all except tax collectors.

Joe Sargent, former infielder with Detroit, reminiscing at Red Wing game. "It doesn't pay to become fresh with sports writers," he mused aloud. "Remember I became in league with Detroit Free Press baseball scribe, but he got even with me. In a tie game after Hellmuth doubled, I was sent in to pinch-hit and scored Hellmuth and a single to win the game. And how did my gallant effort appear in the paper the next day? It read that Hellmuth doubled and another guy singled him in!"

Adjacent to eighth hole on the Lake Shore Country Club links is a house with golfers assert, a million windows. Tinkle of broken glass, as balls are sliced through unprotected panes, makes costly music for golfers, and house occupant has become so accustomed to daily home wreckage that he strolls out unperturbed, following each crash, to enquire, as though remarking on the weather, the perpetrator of the brand new outrage. Pro Joe Garin has to keep a set of books so that the carnage can be financially adjusted at end of each week.

More thoughts, idle man: Corner newstand men waiting, not patiently, for promised new Rochester newspaper... Two drops of demon rum, mixed with ten drops of warm water, helped to save two weakest Dionne quintuplets, Dr. DeFoe divulged to Will Hunt, proving what? Add to time's over generous supply of malarky, advertising assertions that tobacco (cigarettes) steady one's nerves and relieve fatigue. Publications which refuse liquor ads not only display the cigarette canards, along with patent medicine misstatements, which may cause physical injury, but solicit them.

More trouble for local C. of C. to adjust: United Alway folder, distributed from local hotels, displays Rochester, Minn., in big type and omits Rochester, N. Y.

Thanks to Rochester's standard time and neighbors' daylight saving time, the Empire State Express fairly hurtles, on timetable, from Buffalo to Rochester, and crawls, as a snail, from Rochester to Buffalo.

City Ready To Start On Streets

Projects Include Resurfacing of West Avenue

Several of Rochester's heavily-traveled streets are to be dressed up with new surfaces this summer, according to the plan of street improvement projects announced by City Manager Harold Baker.

West Avenue, from Bull's Head to Buffalo Road, and Park Avenue, from Alexander Street to Colby Street, are the most important undertakings planned for this year.

DEADLINE SET

Work will be undertaken soon on the Park Avenue project, as August 1 has been set as the deadline for completion of this job. Park Avenue, which has become one of the favorite routes for motorists since buses replaced trolleys on that street, now is a patchwork of brick and asphalt and the proposed resurfacing is expected to relieve the traffic load now carried by East Avenue.

The West Avenue resurfacing probably will be done as a WPA project and no date has been set for its start.

WIDENING PLANNED

Following the completion, Blossom Road will be widened to Winton under a city ordinance adopted several years ago. The present 49.5-foot roadway will be made into an 80-foot thoroughfare. Completion of the widening and elimination of the grade crossing will divert much traffic from East Avenue as Blossom is an extension of University Avenue and runs all the way to Landing Road in Brighton.

Modernized East Avenue lighting will call for new standards and fixtures. Several additional traffic signals will be installed and synchronized to a 28-mile-an-hour speed. Traffic lights along University Avenue already have been synchronized to a constant speed of 27 miles an hour.

Railways Form New Corporation

Railways Properties Corporation has been incorporated as one of two new companies called for in the reorganization set-up of the Rochester Lines New York State Railways. It will be followed next month by the Rochester Transit Corporation.

Its purpose is to hold the utility's properties not under railway operation.

Listed as directors until the first annual stockholders' meeting are: Oscar W. Guellich, Leonard G. Toomey, Leon R. Brown, Benjamin Tilton and John D. Pike.

Employed Boys To Spend Week-Ends at Camp Cory

Thirty dollars to go—and two automobiles for transportation is the goal of the employed boys who plan to spend June 10, 11 and 12 at Camp Cory.

The Rochester Kiwanis Club gives the principal support for this camp each year, but assistance also comes from Rochester business men and various YMCA clubs.

The campers will leave Central YMCA Friday afternoon, June 10, and will return Sunday.

Mercy Guild Group Plans Garden Party

Another garden party which is looked forward to annually is that of the Mercy Guild of the Little Flower, to be held June 18 at the Mother House in Blossom Road.

Plans for the affair will be completed at a meeting of the Guild to be held tomorrow at 2 p. m. in the Hotel Seneca.

City Ready Rochester on Parade

By W. L. James



Board Closes School 26

Sentiment went down to defeat before practicality when the Board of Education voted unanimously to close School No. 26.

Protesting parents from the district had presented a list of arguments for retention of the school, the major objection being that their children's lives would be endangered by traffic as a result of the transfer.

This was answered by a study which showed that hereafter, children crossing busy Clifford Avenue, will be reduced from 394 to three, and street crossings as a whole will be cut from 654 to 612, according to the planned redistribution.

Study also indicated that distances to be traveled will be no greater than that necessary in a large number of other schools of the city.

Party To Benefit Mooseheart Fund

Rochester Chapter, Women of the Moose, will sponsor a game party in Moose Temple, tomorrow evening, for the benefit of the Mooseheart Silver Jubilee Fund.

Senior Regent Hazel Weekes will serve as chairman with the following committees assisting: tickets, Rilla Mollen, prizes, Helen Holley, Bessie Green and Edith Rumpf, floor, Senior Regent's Escorts.

Dancing will complete the evening's entertainment.

This evening the Senior Regent's Escorts will meet, president Sue Bundy in charge, and Tuesday evening the chapter will have a penny supper in Moose Temple, after which there will be election of officers. Call chairman Hazel Bassett about donations for the supper.

K. of C. Ladies Auxiliary To Discuss Picnic Plans

The Ladies Auxiliary of the Knights of Columbus will meet at 8:15 this evening in Columbus Civic Center to complete plans for a picnic.

Mrs. Louis C. Hoek will preside at the business session which will be followed by a social evening.

SCOUT MEETING

The Boy Scouts Council Advancement and Eagle Review committees, with leaders of the Lightning Division, will meet at St. Paul's Episcopal Church at 8 p. m. this evening. Howard Cummings and Harold Stewart will be in charge.

School No. 27 playground opened, minus equipment, giving the Republicans a jump on the Democratic proposal that had allegedly gathered dust.

Buck passing entered suit of Enoch Nicholson, county employee for 24 years, seeking re-

Sun Dial on Week's News

Police Chief Henry T. Copenhagen will keep his job—Democrats and patronage-seeking Republicans wonder how long—Floating Captain William H. McLaughlin becomes temporary inspector, replacing Jimmy Collins.

Unlooked for thrills chilled Irondequoiters when plane carrying two lucked played into the hands of quartet, rescued.

Arch foe of Communism, Rep. Hamilton Fish Jr. forgot the Reds temporarily, joining Democrats with Socialist clergyman, the Rev. A. J. Muste, in a meeting here, against FDR's policies.

"Aginners" were skeptical of Alfred Mossman's claim that his junket eastward, including a visit to local publisher, Frank E. Gannett, had no hint of politics. Nevertheless, local politicians gathered at the festive board to hear the former GOP presidential candidate.

Young and handsome Gordon Howe took the rap for WPA spending in Greece as Democratic Minority Leader Charley Knapp accused the town of cornering the cream of county WPA funds. Howe argued that Knapp can't differentiate between WPA and PWA aid.

Trucking strikes were seen outwitted as "highballers" and operators signed pact with special emphasis on arbitration.

Gates and Brighton Democracy entered the fray against leadership of Donald A. Dailey. Disgruntled committeemen in both towns said views of two individuals were not to be construed as endorsement of county leader.

Fourth liquor license suspension was announced by State Liquor Authority, continuing its war against alleged gambling on pinball machines.

Joeey Kilmer's celebrated poem was recalled as state promised to re-study route of widening Dewey Avenue, thus easing jitters of residents who feared woodmen wouldn't spare their trees.

School No. 27 playground opened, minus equipment, giving the Republicans a jump on the Democratic proposal that had allegedly gathered dust.

Buck passing entered suit of Enoch Nicholson, county employee for 24 years, seeking re-

Keeping Copenhagen Smart Move

Various Factions Satisfied With Situation

There is still more than a little discussion about the matter of Henry T. Copenhagen's retention as Chief of Police, and surprisingly little dissatisfaction, considering the fact that there is still a large pack of job-hungry Republicans not

It is generally considered to be a smart political move on the part of Thomas E. Broderick. Party appointments have been running smoothly, but with Deputy Chief William R. Miller and Captain William H. McLaughlin both stout contenders, with stouter supporters, it looked like clouds ahead. With Copenhagen retained, neither group has anything to cry about.

Of greater importance to the average tax payer is the fact that keeping the present set-up saves the city money, as Copenhagen would draw a substantial pension if he had been deposed. However, the fact that Copenhagen remains as chief does not mean that the comparatively colorless record or accomplishment of the police department during the last four years is to continue.

The Chief's laissez-faire attitude has naturally made enemies and his easy discipline has made him a favorite with his men, both of which qualities Commissioner Thomas Woods undoubtedly will use to advantage in accomplishing what he feels is necessary to achieve a top-notch department.

Vocational High Style Exhibition

What the well-dressed young lady and gentleman will wear—made by themselves—will be shown at the annual style show of Vocational High School, which is to be held tomorrow at 1:30 p. m. in the auditorium of School No. 5, Jay and Plymouth Avenue North.

Forty students, boys and girls, will model sports, leisure, business, afternoon and evening wearing apparel which has been made under the direction of Miss Ellen C. Ashe, Mrs. Lou Bergwald and Arthur Mohr. Isabel Mitrano is chairman of the show and is being assisted by Freida Busack and Francis Pelletieri. Carol Patton, junior class president, is stylist.

Hair styling will be shown under the supervision of Miss Lorraine Stuart, instructor in Cosmetology.

An attractive feature planned by Mrs. Jane Leatham, dramatic director, is a large clock which will show the hours for different modes of dress.

Students Issue Monroe Book

"Monrolog" the annual year book of Monroe High School, will be distributed Monday. The staff is headed by Martin Cramer as editor; Theodore Tuke, sports; Harriett Davis, organizations; Bill Weller, photography; Milton Gross, typing; Nat Becker and Michael Lewis, art; assisted by Lucille Robinson, Jeanne Conrad, Charles Nelson and George Agaston. Ray Savage is advisor.

Band Training Planned At Pittsford Music Camp

Band training will be emphasized at the Inter-Community Music Camp which is to be held in Pittsford for six weeks beginning July 5. The new additions have been made to the faculty. Eugene Barnard, soloist of the Rochester Philharmonic Orchestra, has been engaged to teach oboe and saxophone, and Paul Phillips, also a member of the same orchestra, will instruct in bassoon.

Greece Supervisor Leads Large Field In Race For Post

Gordon Howe in Van, with Art Lochte and Carl Hallauer Well Up in Race

All warfare is not waged with guns, or gas, or bombs. For instance, there is interminable petty bickering, job seeking and symptoms of civil war even within the ranks of a dominant political party, and political warfare is something which none can stand without a robust constitution.

Kelly Plans Fight For Bay Channel

Congressman George B. Kelly plans a determined fight for the Irondequoit Bay channel deepening project, he indicated while in Rochester for the holiday week-end.

After a visit to the bay in company with Charles F. Brooks, president of the Irondequoit Bay Fish and Game Club; Charles J. Knapp, 22d Ward supervisor; Lawrence J. Heyer, Irondequoit Democratic leader, and others, Kelly said:

"The deepening and widening of the channel should be a WPA project. I believe the WPA committee gave it insufficient consideration in turning it down."

"Within the next two weeks, I will ask a public hearing so that I can present facts and figures to show that it could and should be made a WPA project. I shall also take up the matter with WPA engineers at Washington following my return Thursday."

Kelly said he would file formal request for a hearing with Supervisor Gordon Howe, chairman of the Supervisors' WPA committee.

Veterans' League Wins Job Fight

The first victory of the newly formed Monroe County Veterans' Civil Service League came Tuesday when the 22 members of the city ash collection gang who were let out May 9 were ordered back to work.

The League claimed veterans' preference for the men and city officials, reviewing the cases, decided the dismissals were "a mistake."

The League is open to veterans in civil service jobs in city, county, state or federal governments or on any eligible list.

Scouts To Give 3-Act Mystery

Girl Scout Troop 28 and Boy Scout Troop 77 of Grace Presbyterian Church are sponsoring the play "This Night Beware!" to be presented by the Trinity League Players in Grace Church Hall Friday night.

The play, a three-act mystery comedy, is said to have thrills and excitement. Those taking part in the play are: Bobby Trost, Violet Blum, Martha Boulter, Lawrence Geith, Helen Orshlager, Edna Boulter, Earl Trost, Gertrude Hennick, Warren Buld, June Budd, William Boulter, Oscar Klumpp, Matilda Klumpp and William Rellich. Clarence Boulter directed the play.

Proceeds used by the two troops will go toward repairing and refurbishing its camp equipment. The public is invited to attend.

Asbury-First Church Picnic Set for Saturday

The Youth Choir of Asbury-First Church will have a picnic Saturday at 2:30 p. m. at Edgemoor Park. Those wishing transportation are asked to be at the church at 2 p. m. The picnic of the Married Couples' Class will be held at Mendon Farms the same day.

(Continued on Page 6)

BRIDGE LUNCHEON
A luncheon followed by bridge is being planned by the Ladies of the Alhambra for June 9 at 1 p. m. at Locust Hill Country Club.

NOLIN'S
Scientific
COLD STORAGE
For
FURS
and cloth garments, at a very low cost. Expert furrier in charge.
NOLIN'S
256 EAST AVE. STONE 2127

ENJOY TODAY!
While Out Driving—or for Your Picnic
REMEMBER
To Get Love's Delicious
CORN FRITTERS
5c Pkg.
Sold Only in Love's Stores

LOVE'S STORES
OPEN ALL DAY TODAY

To Serve You Your Favorite Candies,
Ice Cream, and Popcorn

A Real treat for the Family
DELICIOUS HOME MADE
LOVE'S ICE CREAM
24 DELICIOUS FLAVORS
25c PER QT.
LOVE'S
Sold Only at Love's 7 Stores
130 Monroe Ave. 17th East Ave.
618 Lake Ave. 5th E. Main
1335 Lake Ave. 8th W. Main
454 Culver Road
Opp. DuPont Eastman

21 FOR
LOW PRICE
TIRE SALE

FINEST FIRST CLASS GUARANTEED STANDARD Quality TIRES

TAKE 12 WEEKS PAY \$1 EACH WEEK

6.50-16	\$18.90	4.50-20	\$7.90	4.50-21	\$9.45	4.75-19	\$9.95
Two for		Two for		Two for		Two for	
5.00-19	\$10.85	5.00-20	\$10.90	5.25-17	\$11.95	5.50-19	\$12.90
Two for		Two for		Two for		Two for	
5.25-18	\$11.85	6.00-16	\$12.90	6.00-18	\$14.90	6.00-17	\$14.95
Two for		Two for		Two for		Two for	
30-5	\$24.90	32-16	\$29.90	32-16	\$39.90	7.00-16	\$22.95
8-Ply Truck		8-Ply Truck		10-Ply Truck		Two for	

AMERICAN SUPPLY CO. EAST AVE. 292
Open every night to 9 P. M. also all day Sunday tire Dept. only.

Air Minded Is The Word



CLARK GABLE **SPENCER TRACY**
Aviation's future is reflected in the serious faces of Messrs. Gable and Tracy as they star in "Test Pilot", at Schine's Riviera, Dixie, Liberty and State, beginning Sunday.

Unnecessary Finesse Gives Smart Player Extra Trick

By VIRGINIA LEVY
Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

I have written many times on the subject of finesse, stressing, as a general rule, the fact that in a great many situations the finesse is entirely unnecessary, and that if another safer line of play can be found, the finesse should be avoided.

There are many hands in which the only possible hope of making the contract depends upon a finesse, which is purely a guess. Also we have those hands, examples of which I have previously given in this column, in which the finesse should be discarded in favor of a sounder method of play.

Today's hand offers an entirely different problem, the very simple one of taking an unnecessary finesse in order to make an overtrick in the hand.

WEST NORTH
S K 8 5 4 3 2
H 10 8 5 3
D K Q J 6
C Q 4 4

EAST
S A Q J 9 8 7
H A K 5 4
D 10 8 7 3
C 10 9 7 3 2

South and North reached a contract of four spades, with South as declarer. The king of diamonds was the opening lead and declarer won with the ace. The trump finesse was then taken, losing, of course, to West. West then cashed his queen of diamonds and led a small heart which South won with his ace.

IMPORTANT TRICK
After drawing the last trump, declarer played the ace and king of clubs, ruffed the third one in his own hand, took his king of hearts and finally conceded a heart trick, making his contract of four spades.

All of us who play duplicate know how vitally important it is to make that extra trick. It often means the difference between a top and a bottom on the board. If, upon looking the hand over, we see that our contract is always safe, we then should look around to see if there isn't some possibility of making an extra trick. In the hand given above, that possibility is there, and it lies in the taking of an unnecessary finesse.

South must win the first trick with the ace of diamonds. He can then either take the trump finesse or play for a drop. In either case, he loses the king. That, however, is unimportant. He can see, in addition to the loser in trump, one heart and one diamond loser. This gives him ten tricks, which assures his contract. It shouldn't be at

Mr. and Mrs. Charles W. Pembroke of Groves Road, Mr. and Mrs. Worth Probst of Bonnie Brae Avenue, Mr. and Mrs. Philip T. Probst of Highland Avenue, and Mr. and Mrs. Willard Smith of Highland Avenue, motored to Cranberry Lake for the holiday week-end.

Leopold D. Mannes of South Washington Street, left last week for a four-month tour of Europe. Mrs. William R. Todd of San Rafael Drive, entertained her bridge club for luncheon on Wednesday at her home.

Vincent Murphy of New York, spent the week-end with his sisters, the Misses Margaret and Grace Murphy of Canterbury Road.

Members of Hagnolia Twing will entertain at luncheon tomorrow at Wyoming Inn in honor of Mrs. Leon Stern of East Avenue, who will pass the summer in England.

Mr. and Mrs. Charles P. Williams, Mr. and Mrs. Saxon B. Gavitt and Mr. and Mrs. William S. Johnson of Lyons, were dinner guests of Dr. and Mrs. E. Earl Elliott of Clover Hills Drive, on Friday.

Morley A. Stern of Brunswick Street, and his son, Herbert Stern, returned last week after a sojourn in Philadelphia.

Mr. and Mrs. Edward C. Moone of East Avenue, have returned from Syracuse, where they spent several days.

Mr. and Mrs. Albert E. Vogt of Highland Heights, entertained at dinner and bridge on Saturday in their home.

Mrs. Burton D. Bagley of Sibley Place, entertained at luncheon on Wednesday in her home.

Mrs. Richard G. Finucane of

P.T.A. Council Installation

Mrs. Floyd Newell will again be installed as president of the Rochester Parent-Teacher Council at a meeting to be held at the John Walton Spencer School No. 16, Tuesday at 8 p. m.

In charge of installation will be Mrs. James Small, former director of the Genesee Valley District. Other officers who will serve are: Adelbert Northrup, first vice-president, Herman Wild, second vice-president, Mrs. Wilbur Kinyon, recording secretary, Mrs. Max Messinger, corresponding secretary, Mrs. Fred Bareis, treasurer.

Annual reports will be given by the various chairmen, Mrs. Elmer Davies, chairman of the New York State P.T.A. convention to be held here in October, will discuss plans for entertaining delegates.

Refreshments will be served by the social committee of School No. 16.

all difficult to see that if West happens to have the queen of clubs eleven tricks are in the hand.

UNNECESSARY FINESSE
When West leads the heart, South must win with his ace, lay down the club king and then finesse the jack. If the trick holds, the ace of clubs then becomes the extra trick, as the losing heart can be discarded upon it.

Declarer has absolutely nothing to lose by taking this unnecessary finesse. If East has the queen instead of West, South loses a club trick, but saves a heart, as he still can discard his small heart on the ace of clubs.

As a service to bridge players, we offer information on questions pertaining to the game. Send your queries to The Sun in care of Virginia Levy and your question will be answered in this column as promptly as possible. Your initials only will be used in replying, unless otherwise authorized.

By Way Of Mention

Digby Wyeth of Toronto, was the week-end guest of H. Kenneth Likly of Penfield Road.

Mr. and Mrs. John J. MacMasters of Edgerton Street, returned last week from Florida, where they passed the winter.

Mrs. William G. Stuber of Rock Beach, will entertain the Beau De Sir Reading Club for lunch on June 13 at her summer home.

Arthur B. Headley of Florida, is the guest of his son, Robert T. Headley, and Mrs. Headley of Penfield Road.

Mrs. Frederick F. Church of Oxford Street, left today for Akron, Ohio, where she will be the guest of her daughter for a fortnight.

Miss Jeanette W. Huntington and Mrs. Henry G. Danforth of West Avenue, and Mrs. Merwin T. Daly of Brunswick Street, returned this week from a motor trip to Washington and Mt. Vernon.

Mrs. Leon Stern of East Avenue, and Miss Marie White of New York, will sail for Europe on Saturday, July 2. They will spend the summer abroad.

Count and Countess Hecio of Italy—the Countess is the former Miss Margaret Wolff of Merriman Street—left by motor last week for New York. They will sail for Europe about the middle of June.

Mr. and Mrs. Charles W. Pembroke of Groves Road, Mr. and Mrs. Worth Probst of Bonnie Brae Avenue, Mr. and Mrs. Philip T. Probst of Highland Avenue, and Mr. and Mrs. Willard Smith of Highland Avenue, motored to Cranberry Lake for the holiday week-end.

Leopold D. Mannes of South Washington Street, left last week for a four-month tour of Europe. Mrs. William R. Todd of San Rafael Drive, entertained her bridge club for luncheon on Wednesday at her home.

Vincent Murphy of New York, spent the week-end with his sisters, the Misses Margaret and Grace Murphy of Canterbury Road.

Members of Hagnolia Twing will entertain at luncheon tomorrow at Wyoming Inn in honor of Mrs. Leon Stern of East Avenue, who will pass the summer in England.

Mr. and Mrs. Charles P. Williams, Mr. and Mrs. Saxon B. Gavitt and Mr. and Mrs. William S. Johnson of Lyons, were dinner guests of Dr. and Mrs. E. Earl Elliott of Clover Hills Drive, on Friday.

Morley A. Stern of Brunswick Street, and his son, Herbert Stern, returned last week after a sojourn in Philadelphia.

Mr. and Mrs. Edward C. Moone of East Avenue, have returned from Syracuse, where they spent several days.

Mr. and Mrs. Albert E. Vogt of Highland Heights, entertained at dinner and bridge on Saturday in their home.

Mrs. Burton D. Bagley of Sibley Place, entertained at luncheon on Wednesday in her home.

Mrs. Richard G. Finucane of

Attractive Sports Costume Practical and Durable

BY DONNA BIRDSALL

Stylist for E. W. Edwards and Son

It's June—and vacation is seriously in the air. We wander among the tables in any sports display, and we're all confused by the extravagant arrangements of such attractive sports costumes. We know the leanness of our purse, and we're apt to get a bit discouraged if we haven't a well-planned ensemble already in mind.

The most important factor is, of course, attractiveness. To be attractive, a sports item must be "different." The second most important factor is that the ensemble be practical. And, of course, most important to us all is the matter of thrift.

We have selected as our ideal in vacation ensembles, a combination that affords us the smartest of fashion, while being practical enough to serve our every purpose. The fabric is a natural colored crash finish, and guaranteed to outwear your vacation, no matter how boisterous you may be.

The ensemble consists of a full length over-all with a fitted and flattering "bra" top, and with it a short-sleeved bolero. The most attractive visual feature is the hand-painted washable Mexican cabelleros that are aquatted on the pockets and the multi-color raffia belt that twirls around the waist. The over-all alone may be used as a play suit, allowing the sun to give your back that bisque brown that Vogue talks about, and with the bolero you have a smart sports ensemble for the street.

The accessories for this particular costume are toleess sandals, in multi color to match the belt, and a wide-brimmed natural colored hat that every man adores. And, believe it or not, the entire ensemble retails at

your favorite store at about five dollars.

So if you, like most of us, want your vacation to be a success, choose wisely your play clothes. Be clever in your planning, be most attractively dressed, but at a price that is pleasurable to pay.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

Famous For Famous Make Shoes at a Saving

Take A Step In The WHITE Direction!

Step Over To **CLARK'S**
For

Nationally Famous
SHOES

SAVINGS UP TO 1/2
\$3.99 \$4.99 \$5.99

Complete Selection of Arch Shoes
We have standing orders with America's most famous shoe manufacturers for their cancelled orders. Every shoe is perfect (no seconds). Every shoe worth up to \$12.50. Buy with confidence. See the shoes. Recognize the value.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

CLARK'S CANCELLATION SHOES
62 CLINTON AVE. S.

Niagara U. Graduation

The second class to be graduated from Niagara University School of Business, Rochester's newest college, will be given diplomas June 7 in exercises at Columbus Civic Center.

Heading the list of twenty-four graduates is Richard J. Dettliff, who will be graduated magna cum laude, and William C. Knapp, who will graduate magna cum laude. Those finishing cum laude are Francis J. Cunniff, Nelson William Last, Jack William Maloney, Joseph P. F. O'Brien, William J. Rahm, Austin F. Whalen and William A. Polanski.

Receiving degrees of Bachelor of Business Administration or Bachelor of Science in Economics, are George K. Christoff, Francis L. Claus, John J. Driver, Daniel W. Fowler, Charles H. Fuller, Lester A. Gleiner, Paul V. Heberling, David Hughey, Dorothy A. Iuppa, William Levine, Helen V. McAvoy, Edward J. Neld, Donald J. Rick and Irene M. Shea.

The college is a division of Niagara University, which consists of several schools in the state with headquarters at Niagara Falls. It is conducted by the Vincentian Fathers.

Germania Lodge Installs Leaders

At the annual meeting of Germania Lodge of Perfection, A. A. S. R., the following officers were elected and installed by Ill. William G. Staudenmayer assisted by P. M. William G. Wolf:

Albert O. Witt, Thrice Potent Master; Oscar E. Zabel, Deputy Master; Emil C. Schmidt, Senior Warden; Richard Belem, Junior Warden; Edward L. Spitz-Nagel, Orator; Oswald Luckenbach, Treasurer; Richard W. Lyman, Secretary; John W. Sharpe, Master of Ceremonies; Oscar Seeman, Trustee; Marcellus G. Gert, Captain of Guard; William G. Hauck, Tyler; Emil W. Kofahl, Hospitalero; Carl C. Baumbach, Organist; ASIBERT E. Chadwick, Engineer; Charles S. Naramore, Master of Wardrobe.

UNION LEAGUE FETE

The Union League Club will hold a bingo party, Wednesday night June 15, at Club Hall, Gregory Street, at 8 o'clock. Thomas Dorcheid is general chairman, Charles O. E. Doerr and Irving G. Drew are honorary chairmen.

Rep. Kelly To Speak At WSAY Ceremonies

Representative George B. Kelly will deliver the welcoming address when radio station WSAY celebrates its full-time-on-the-air ceremonies Saturday. On that date the station will sign on at 7:30 a. m. and broadcast continuously until 3 a. m. Sunday. Thereafter it will sign off at midnight daily and Sunday.

Frank Peck, tenor, Helen Saper, soprano, the WSAY Dramatists in "Poor Little Rich Boy" and the Studio Producers will lead the local talent. Other special programs will be announced. Mr. and Mrs. Rochester and all the little Rochesters are invited to attend in a body.

DOES BLADDER IRRITATION WAKE YOU UP?

It's not normal. It's nature's warning: "Danger Ahead." Make this 25c test. One bunch leaves, juniper oil, and 6 other drugs made into green tablets. Help the kidneys flush out excess acids and other wastes which can cause the irritation resulting in getting up nights, frequent or scanty flow, burning or buckles. Ask any druggist for Bular. Your 25c back if not pleased in 4 days. J. K. Post Drug Company.

TIME ON YOUR HANDS

If you have ever been late or early for an appointment, you know how annoying it is to have time on your hands due to an inaccurate watch. Let us remedy your watch and clock ills and return to you a time-piece that is really accurate.

Main Spring Stem and Crown 95c

Bringing your watch to our regular repair department assures you a perfect job at a minimum cost.

Watch Shop—Street Floor

Edwards
MAIN STREET

Have You Heard...?

YOU probably have heard... in fact, you may be one of those who have been here and are telling their friends about it! The Old English Room, of course. The Sagamore's new grill where smart Rochesterians are gathering for refreshing beverages and delicious steaks! You'll like the Old English tavern atmosphere and you'll appreciate the skill with which the legal beverages are mixed.

"I'll meet you in the Old English Room."

The SAGAMORE HOTEL

LEE W. JOHNSON, Manager
EAST AVENUE, ROCHESTER, N. Y.

The Chateau

FAREWELL PARTY

For Your Old Favorite
KENNETH SPENCER
SUNDAY, JUNE 5th
Profits of Dinner to go to Kenneth For Furthering His Musical Career

Call For Reservation Mon. 9040

No Minimum No Cover Week Days or Sundays

A Swell Place For That DINNER PARTY

Don't Miss This Season's MOST SENSATIONAL FLOOR SHOW

Lonneth Sisters Tremore & Clark Kenneth Spencer

"WHACKY" MICKEY WAYNE M. C.

Sema Leska and an All Star Show



STAR VALUES

A 5 STAR VALUE REPRESENTS A SPECIAL PURCHASE. IT MUST BE FRESH, NEW AND TIMELY MERCHANDISE OFFERED AT THE LOWEST PRICE OF THE MONTH. WATCH FOR THE IDENTIFYING 5 STAR VALUE SIGNS THROUGHOUT THE STORE.



ROCHESTER'S THRIFT CENTRE
STONE 2300
at

TWO SIDES TO YOUR VACATION PICTURE!

SUMMER COTTONS 1.69

Daintily feminine, in the dewy-fresh flowered voile, sketched right. Boldly dashing, in the zealous Mexican pottery print plique, sketched left. Two of Edwards' many tub-loving, wrinkle-hating, money saving cotton fashions.

- ★ Sheer Voiles
- ★ Printed Cottons
- ★ Perky Piques

Rainbow Colors
Sizes 14 to 46

EDWARDS,
Second Floor

SALE TOWN AND VACATION DRESSES

MADE TO SELL FOR 6.95 AND 7.95

5.95

- Cool, Shady Sheers
- Bright Printed Chiffons
- Washable Pastel Rayons
- Practical Bembergs

Only 5.95... but every line and detail looks more expensive... the moulded waistlines, shirred bodices, neck to hem zippers, gored and pleated skirts, breezy jackets, white frosting touches... all indicate higher prices. Choose both sophisticated TOWN DARKS and spirited VACATION LIGHTS, and spend the Summer in style!

NAVY BLACK PASTELS WHITE
SIZES: 11 TO 17; 12 TO 20;
16½ TO 24½; 38 TO 46
EDWARDS, Third Floor.



3-Thread EXTRA SHEER Perfect Quality Silk STOCKINGS

66c

3 Pcs. 1.90

Sure to cause a near riot... these superb stockings with their luxurious sheerness, extraordinary clearness, remarkable wearing qualities. Lively silk from top to toe for extra elasticity. Platted sole with double silk heel and toe for extra mileage. BUY! SAVE! RAVE! Sizes 8½ to 10½.

Six Harmonious Summer Shades:

SUNNY... a lovely light beige
CRUISE TAN... a lively suntan shade
ROSE PETAL... a new summery rose-beige
SUN NUDE... a radiant light sun-tone
FLARE... a rosy iridescent
VAGABOND... a versatile smart beige
EDWARDS, Street Floor

DO YOU KNOW THAT EDWARDS HAS THE MOST COMPLETE STOCK OF GLIDERS IN WESTERN NEW YORK?

COIL SPRING GLIDERS

14.97



Buy On Edwards Budget Plan

10% DOWN Balance Monthly

FREE Delivery Within 200 Miles Of Rochester

Swing into Summer with one of these well made gliders. Product of one of the country's foremost makers, its features include 24-coil bottom, six piped reversible cushions, half panel arms, DuPont finish — and a special construction suspends the glider from legs below the seat, for a smooth, even glide. Choice of colorful, waterproof coverings!

EDWARDS, Swing Club, Fifth Floor

NOW 3-WAY BLOWOUT PROTECTION



Diamond
Blowout Protected Tires

USE OUR
QUICKER
EASIER
CREDIT

Why take chances with ordinary tires? Get safer, longer wearing, quieter DIAMOND "BLOWOUT PROTECTED" tires at no extra cost! Your credit is good here!

ACCOUNTS OPENED
IN 5 MINUTES

**UNIT
PARTS**
ROCHESTER CORPORATION
Cul. 250
1185-1223 Main St. East

THE SPORTSMAN

By CURT GERLING

Nobody has yet come forward to break down the percentages on skeet. You hear about percentage players in the management of baseball clubs, in football games and occasionally in the ring. Skill counts for much, it's by far more than half the battle, but the breaks do count, and breaks often mean a run of pure and unadulterated luck. When the powers of the national pastime injected the rabbit into the leather spheroid it was most certainly to the disadvantage of teams getting poor pitching with the ordinary un-inoculated ball.

In skeet, the new traps and targets have certainly helped the scores. They've made run-of-the-mine shooters better and topnotchers consistently darn near perfect. It wasn't far back that when the low nineties on any championship 100 - bird event had an excellent chance of bringing back the engraved water pitcher—today if you drop more than a couple you're quite apt to be tied for fifth with a dozen others.

The more - easily powdered target and the trap that tosses 'em out with greater uniformity comprise only a small part of the reasons for higher scores. The big reason for championship performances is the consistent practice of the shooter. Skeet is after all, in a manner of speaking, still in its infancy and in most cases it's only those who could afford to do lots of shooting over the past three or four years who are adding ribbons to their sleeves.

It's only one man's opinion

Catholic Loop Leaders Clash

St. Patrick's, taking advantage of the three-bit twirling of Mastrella, handed Holy Rosary its second one-run defeat, 2 to 1, at Brown Square Play ground in a Catholic League game.

Andrew's had trouble in beating O. L. P. H. 5 to 2; St. Anthony fell by the wayside to the strong St. Margaret Mary team, 14 to 4; Mt. Carmel won its first league game by setting back Immaculate, 5 to 3, and St. Boniface set back St. Michael's 3 to 0, in close contests.

Mastrella not only gave a good mound performance, but in the last inning he laid down a perfect bunt to score a runner from third to win his own game. Holy Rosary came back in their half of the seventh to score a run, but fell one short of tying the contest.

St. Andrew's, with Holowka on the mound, gave the O. L. P. H. boys just four hits and two runs. Kremble featured at bat for the Portland Avenue team. Mt. Carmel, behind the six-hit hurling of Hank Hudson, set back Immaculate in a close game.

Ray J. Leitzel's triple with the bases clogged enabled St. Boniface to win its first league game.

Action next Sunday will be had when the undefeated St. Andrew's and St. Margaret Mary's ten's battle for the league lead on the Rogers Parkway diamond. The twice beaten St. Michael's will seek their first league victory when they face St. Anthony's on Edgerton Park field. St. Boniface clashes with Holy Rosary on the Cobbs Hill diamond. In other games, St. Patrick's will play Immaculate and O. L. P. H. is to encounter Mt. Carmel.

Should have a dozen similar offers before the year is up... Walt Burd, who doesn't have the time when the nutbrown ale is in full season, still manages to catch a few minutes now and then to powder a few targets. He knocked off a fifty straight during the past week.

The decoration day fabrications are coming in fast, never were there so many of the finny tribes snared and so many big ones that got away. There will be a bait-casters club formed in Rochester and next year's contest may tell an entirely different story. One of Pike Meade's ambitions has been fulfilled—that 100 straight ribbon for the sleeve is practically on there. His 114 straight at the Community Gun Club last week puts him in that very select circle of 100 straighters with plenty to spare.

The woodchucks caught it over the holiday weekend. There were more perspiring figures stalking neighboring fields on hands and knees than there are snipers in Madrid. Gil Goddard's luck around the Bay of Quinte unreported. We brace ourselves for the reasons why we didn't rate a mess. Ed Reed's popular youngster, Johnny, will be junior state champ before long. Bill Weaver, G. C. L. secretary, is enjoying his convalescence at a local hospital. Appendicitis spoiled plans to bring home a big one from Canada.

Mostly this and that: The Rochester Sport Show was a financial as well as artistic success. Don Guerin to whom much of the credit is due will manage the Buffalo Sport Show next year and, if knowing how to do it counts for anything, he

SPORTS

By JOHN BURNS

Gabriel Paul, the affable and efficient young road secretary of the Cincinnati Reds, was in town the other night for a few hours and his appearance and conversation provided proof that his major league associations are agreeable.

Such a situation is to be expected wherever Gabe Paul is concerned because that's the sort he is—agreeable, efficient and energetic. Most of Gabe's lifetime has been spent in baseball. He started as a bat boy in the days of the Bay Street park and has kept going ahead ever since.

Gabe's boyish appearance almost cost him his first worthwhile baseball job. That was back in 1928, when the Cardinals took over the Rochester club, and Warren Giles hired young Paul to write about the training activities of the Red Wings at their Monroe, La. camp. Rochester newspapers did a bit of watchful waiting in the spring of '28 and none of the dailies sent a correspondent to the Wing's training camp.

Paul was doing well in his new job, spreading the news intelligently and with such discretion that none of the papers had cause for complaint. One day Branch Rickey popped into the camp at Monroe and Branch, being fond of asking questions, asked about "that young fellow," meaning our Gabriel.

"He's too young for such a job," said Rickey. But the Cardinal brass had changed his mind when Giles displayed samples of the work Paul had been doing.

And today Gabe is still getting pieces in newspapers about ball players. His job as road secretary of the Reds is only one of the things he does for the Cincinnati club. You may recall how widely the Reds were publicized a year ago—it was Gabe Paul who spread those stories up and down the land.

Unfortunately for Gabe, and Warren Giles, too, the Reds did not live up to their pre-season ballyhoo. This season, however, the Cincinnati have been going places and life is easier for Gabriel, whose theme song during spring training was this: "The Reds will do better than they did last year."

"We have a pretty good ball club, and a great manager in Bill McKechnie," said Paul while he was here. "Bill has done wonders with some of our young players, notably Frank McCormick. We aren't talking about a pennant this year, but we certainly hope to land in the first division, which would be quite a jump from last season."

June's here and those rampaging Red Wings are doing right well for themselves, as a peck at International League standings will prove. This current Rochester club, possibly because of its color and predominant youth promises to become this city's most popular International League representative since the era when Billy Southworth and his athletes captured four successive pennants.

There's no telling how far those young Red Wings will fly in the 1938 championship race. They might finish first, or they might finish fourth—certainly not out of the first division. But, regardless of where they finish, Rochester fans, who are as hard-boiled as any in the land, are taking the Norton Street pastimers to their hearts.

We might credit what is known as competitive spirit for the rapidly-increasing popularity of the Reds. Those kids never concede defeat and their second game victory over Montreal on Memorial Day showed more than 7,000 customers that they are a fighting bunch.

As the Reds grow in popularity, Ray Blades, their boss, is riding along with the tide. Fans are beginning to appreciate that Blades is one of the soundest tacticians in baseball. He makes mistakes, of course, but so do all of us. The next time you feel like "riding" Blades it might be well to remember that he has only one guess, while your guessing is not restricted. This season Blades is fortunate in having lads who usually are capable of doing what he wants them to do. The Skipper can't swing for pinch hitters, but, nevertheless, he takes the blame if his pinch batsman doesn't deliver.

Bill Walker Thrives On California Climate

Bill Walker, who moved from the Red Wings to the Sacramento club of the Pacific Coast League, is about ready to believe that there is something in California air that is good for veteran left-handed pitchers. Walker recently suffered a knee injury and he was fearful that pitching might aggravate the hurt. But a specialist in Los Angeles told Bill there was no cause for worry, so Bill stepped out and beat Hollywood for his fifth win of the season.

BIRTHDAY PARTY

The G. B. Club will observe its first birthday Saturday with a motor trip to Buffalo where they will have a theater party.

Larry Barton Hits 'Em In Old Home Town

Larry Barton, who's weak hitting kept him from landing first base job at Rochester, is still having trouble getting base knocks. Barton, however, went on a batting spree recently at Los Angeles, his home town, when he made his first appearance there since breaking into professional baseball. Barton, now with the Cardinal-controlled Sacramento club, celebrated his homecoming by rapping six hits in four games, including three doubles and two homers.

CROUCH CHAPTER PICNIC

Crouch Chapter of the YWCA will hold its annual picnic tomorrow at Camp Onondaga on Canandaigua Lake.

Down The Fairway

By E. J. RANDALL

The Memorial Day parade passed down Main Street Monday morning. Another parade began early Saturday morning and continued until late Monday evening. A young army of golfers crowded all courses in the district to take advantage of the three day holiday and the perfect weather conditions that prevailed. Sunburned necks and aching "dogs" were in evidence Tuesday, but the boys and girls sure got in their golf over the week-end.

Best-ball tournaments, mixed foursomes, qualifying rounds, driving contests, flag tournaments, and dances and other events combined to make up the most strenuous week-end of the golfing fraternity has enjoyed in date. Probably if all the dug were laid end to end, they would look like one of the streets Mr. Herbert Hoover threatened us with back in '22.

The honor for the lowest round reported goes to Bud Habes, who negotiated Durand's rolling fairways in an excellent 72 on Monday. Jack Tucker, of Oak Hill, gets the palm for the most consistent golf over the week-end with his 73 on Sunday and 75 on Saturday and Monday.

Fred Allen, Country Club star, receives honorable mention for his consistency in shooting 75 on Saturday and Sunday and a good 76 on Monday. Mike Ferenz continued his domination of the sweepstakes at Locust Hill, by snaring a 73 on Sunday and a 78 Saturday. Mike burned up the first nine Sunday with a 32, three under par, but skidded to a 41 on the back nine, four over par.

Jack Johnston, Durand's canny Scot, served notice that he is still a threat, by turning in a 74 Sunday and a 75 Saturday. Jerry Dimmick, the se-

QUALITY PAINT

for every purpose

WALLPAPER

for every room

Lowest Prices

KOVERALL

Paint & Wallpaper Corp.

19 SOUTH AVE.

MAIN 6054

NEW LIFE FOR TIRED ROOFS!

BIRD ROOF
Right Over the Old One
KEMP
ROOFING COMPANY
321 West Main — Main 1788

LOW COST!
EASY
TERMS!

EXPERT SHOE REPAIRING

The New Factory Way — Invisible Half Soling
SPORT SHOES
CLEANED 25¢
New Process Way

WE SPECIALIZE IN FULL SOLES

TOMMY'S

FREE CALL AND DELIVERY



SHOE REPAIRING
32 NO. WATER ST.
STONE 4351

IDEAL FOR FRAMING DOUBLE PAGE — FULL COLOR — PICTURE U. S. S. PHILADELPHIA

Also by special arrangement with the United States Navy Department, the Sunday News will present other EXCLUSIVE PICTURES in a complete section devoted entirely to the UNITED STATES NAVY.

A Special Edition Containing All Features Now On Sale

5c **SUNDAY NEWS** 5c
NEW YORK'S PICTURE NEWSPAPER

TO THE LADIES

Complete

GOLF SETS

1 WOOD \$16.75
4 IRONS
1 CADDY BAG



TENNIS RACKET
The Ardmore
Attractively
trimmed in
blue and
white with
black
leather grip.

A. J. Spalding & Bros.
114 ST. PAUL ST.



FOR A REAL THRILL... SEE THE

GENESEE 12 HORSE TEAM

PROBABLY you've seen Genesee's beautiful Belgian Roans on parade... marvelled at the only 12 horse hitch in America, twelve tons of fine horse flesh all pulling as one... and wished you could get a good "close-up" of them. Well, now you have the chance, for they're "at home" for the month of June.

YOU ARE INVITED TO VISIT
THE GENESEE 12 HORSE TEAM

All this week at the parking station just east of the West Main-Broad Street Intersection.
Next week at the parking station outside Red Wing Stadium.

The horses will be stabled in a large tent. Come any time between 10:00 A. M. and 10:00 P. M. and see how they live, how they are cared for, fed and groomed. Bring the children... they'll particularly enjoy it. A souvenir picture of the team to all visitors. The team will also parade daily in the neighborhood of its stables.

The Genesee Brewing Co., Inc. Rochester, N. Y.

GENESEE ALL MALT BEER

ON DRAUGHT • IN BOTTLES • STEINIES • QUARTS • CANS • EVERYWHERE

... now brewed from malt made in Genesee's Sodaus Point Malt House by the oldtime floor system, costliest but best method known... so good a survey of 655 dealers proves it's Rochester's favorite beer by 5 to 1!

CLEANING KETTLES
Have you noticed tiny particles in your kettle? Then remember to place therein an oyster shell which will attract these particles, no matter how much water is boiled.

SALAD ACCESSORY
The yolks of eggs, left over when making requires the whites only, if dropped into a pan of boiling and salted water will cook and be ready for your noon salad.

EVERY-BODY SAVES With Braun's New Sensational WAREHOUSE PLAN

FIRST TIME IN
ROCHESTER

WASHERS
Reg. \$59.50
\$39.50

ELECTRIC REFRIGERATORS
REG. \$179.50
\$109.50

Others As Low As

\$79

CAR RADIOS
Reg. \$49.50
\$29.50

1938 RADIOS

PHILCO - RCA
ZENITH - G-E

AT

40% to 60%
DISCOUNT

CASH HELPS — BUT NOT NECESSARY

BRAUN'S
900 PORTLAND — OPEN EVENINGS

Rochester's Largest Liquor Store

"SALE!" GOLD FEATHERS GIN \$1.39

90 Proof
made
To Sell
For \$1.85

Full
Quart

CASE 12 BOTTLES \$15.00
100% Distilled From Grain

2 1/2 YEARS OLD
90 PROOF

GREY HOUND

STRAIGHT BOURBON WHISKEY

Regular \$1.99
\$1.59 Full Quart

CREAM-O-GRAIN \$1.29
Straight Bourbon Whiskey

LONDON INN GIN \$1.00
Fifth

Imported SCOTCH Whiskey
Over 8 Years Old
Case 12 Bottles \$27.00

\$2.44 Fifth

VINTAGE 1932 RESERVE

PORT WINE

GRAND

IMPERIAL SEAL

Case 12 Bottles \$4.50

Reg. \$1.00

44¢ Fifth

PHONE MAIN 786

1/2 HOUR FREE PARKING Opposite Store

BERGHASH

124 CLINTON AVE SOUTH

NEXT DOOR TO LOEW'S THEATRE

WHAM Highlights—

FRIDAY, JUNE 3rd

8:00 P. M.
Rochester-Buffalo Game
Described by Harry McTigue.
8:00 P. M.
Washington Calls
Variety program from Washington.
8:30 P. M.
Your Esso Reporter
7:30 P. M.
Eastman School Symphony Orchestra
8:00 P. M.
Royal Crown Revue
Starring Tim and Irene, George Olsen's "Music of Tomorrow," and an all-star cast.
8:30 P. M.
NBC Spelling Bee

SATURDAY, JUNE 4th

8:00 P. M.
Rochester-Buffalo Baseball Game
Described by Harry McTigue.
1:00 P. M.
Trio Time
Featuring Milt Herth's famous swing trio.
8:30 P. M.
Your Esso Reporter
7:00 P. M.
Hank and Herb
With the Old Time's Orchestra.
8:00 P. M.
National Barn Dance

SUNDAY, JUNE 5th

1:00 P. M.
Magic Key of RCA
Featuring an all-star cast including Frank Black's Magic Key orchestra and Milton Cross, master of ceremonies.
5:00 P. M.
Musical Camera
5:30 P. M.
Canadian Grenadier Guard Band
6:30 P. M.
Ozzie Nelson's Orchestra
Featuring Peg Murray, Harriet Hilliard and famous movie personalities.
8:00 P. M.
Hollywood Playhouse
Starring Tyrone Power
8:30 P. M.
Walter Winchell
8:45 P. M.
Irene Rich
9:00 P. M.
Norman Cloutier Presents
9:30 P. M.
Academy Theater of the Air
Presenting "The Crowd Roars"

MONDAY, JUNE 6th

1:00 P. M.
General Mills Hour
4:30 P. M.
The Singing Lady
5:45 P. M.
Lowell Thomas
Comments on the news.
5:45 P. M.
Harry McTigue
Reviewing the sports-world.
7:00 P. M.
If I Had A Chance
Cal Tinney presents something new in the way of a radio program.
8:00 P. M.
Toronto-Rochester Game
Described by Harry McTigue.

TUESDAY, JUNE 7th

8:00 P. M.
Rakow's Magic Rhythm
3:00 P. M.
Club Matinee
6:15 P. M.
Mr. Keen
Tracer of Lost Persons.
8:30 P. M.
Your Esso Reporter
7:20 P. M.
Information Please
Stump the expert. Hear a studio audience try and stump a chosen group of nationally known experts.
8:00 P. M.
Horace Heidt
With the famous Brigadiers Orchestra.
8:30 P. M.
NBC Jamboree

WEDNESDAY, JUNE 8th

3:00 P. M.
Syracuse-Rochester Game
Described by Harry McTigue
6:00 P. M.
Easy Aces
7:00 P. M.
Roy Shield's Revue
7:30 P. M.
Harriet Parsons
News of Hollywood.
8:00 P. M.
German Hour
Charles Siverson conducting.
8:15 P. M.
Boston Symphony Orchestra

THURSDAY, JUNE 9th

3:00 P. M.
Club Matinee
6:00 P. M.
Rakow's Magic Rhythm Orchestra
7:00 P. M.
March of Time
7:30 P. M.
True Stories of the New York State Police
8:00 P. M.
Syracuse-Rochester Game
Reported by Harry McTigue
12:00 MID.
Monday through Friday Tom Grierson presents over WHAM a thirty-minute organ program from midnight 'til 12:30 A. M. Quiet restful melodies to end a busy day.

Church Women Picnic Thursday

The Council of Church Women of Rochester and Monroe County will have a picnic at Camp Onondaga, YWCA camp on Canandaigua Lake, next Thursday.

Council representatives, alternates and officers will meet at Monroe and Highland Avenues at 9:15 a. m. proceeding to the camp by automobiles.

There will be a demonstration of the work of the YWCA which has been arranged by Miss Leona MacGeorge and Miss Agnes Kidder.

OLIXIR

The Original Lubricated GASOLINE

6 Gals. for \$1

Costs You Less Because We Sell Direct From The Refinery To You

TRY A TANKFUL TODAY

PEP - POWER PLUS MILEAGE
Greatest Economy
INDEPENDENT GAS AND OIL CO.

585 LVELL AVE. JEFFERSON AVE.
5th, Broadway St. 6th, Broadway Ave.
Clinton Ave., So. 300 Arnett Blvd.
Ct. Alexander St. Next To Public Library



DINE DANCE DRINK

This Year It's The PT. PLEASANT HOTEL

On Beautiful Irondequoit Bay
You'll Meet Your Friends Here.

NOW PLAYING
NORBERT KLEM and His ORCHESTRA

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

LET'S HAVE A PARTY:
This is the time of year to get the old crowd together and have a party. But who wants to fuss and do all the work? Not you—not I. Well, leave it to me, to find a way out. Talked to Mr. Fay of the Lotus Tea Garden,

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

LET'S HAVE A PARTY:
This is the time of year to get the old crowd together and have a party. But who wants to fuss and do all the work? Not you—not I. Well, leave it to me, to find a way out. Talked to Mr. Fay of the Lotus Tea Garden,

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

Those white clothes of yours—ask! Ask! They must be cleaned and done to snowy white perfection. Why not send them to Watts, where they do excellent work, especially light summer garments that need special care? Come now—dash up and get them out of the closet and ship them off to Watts. Genesee 614 is the number. And do it now—so you'll be prepared when an extra special social engagement comes your way.

MAGIC KITCHEN PUTS ON SHOW

Speaking Parts Taken by Eleven Mechanical Aids

It's as modern and up-to-the-minute as the page one headlines of next week's Sun. It took three years to build, cost more than \$100,000 and was originally designed and developed for the New York World's Fair in 1939.

Its synchronized mechanical parts "speak" for themselves and move about without human assistance.

FREE SHOW
It's novel entertainment, it's informative, it's spectacular... and it's free to the public.

Authority for the above statements is James H. Slocum, Jr., vice-president and general manager of the E. W. Edwards and Son department store, who this week announced that the famed General Electric "Magic Kitchen" would be displayed on the sixth floor of the Edwards Store beginning next Monday, June 6th, and continuing through Saturday, June 11th.

The "Magic Kitchen" will be presented as the feature attraction of a week-long electrical appliance display and special-value promotion to be known as "General Electric Week at Edwards."

Other features are a General Electric washer to be given for the best 25 to 50 word letter on "Why I Like A General Electric Washer," and 200 wooden stirring spoons to be given away each morning to the first 200 women to register on Edwards sixth floor.

"SPEAKING PARTS"
In a nine-minute skit, the kitchen of yesterday—the old fashioned stove, old sink, old garbage disposal, old refrigerator—"speaks" in an attempt to justify its continuance and

presence in Rochester homes. But in vain, for one by one, beginning with the old ice box, these obsolete kitchen aides are pushed out of the scene by new 1938 electrical appliances from the Edwards store's regular stock. These in turn, "converse" and demonstrate their proved efficiency economy and convenience.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.



This modern kitchen will be the principal attraction during General Electric week at the Edwards store.

known as "General Electric Week at Edwards." Other features are a General Electric washer to be given for the best 25 to 50 word letter on "Why I Like A General Electric Washer," and 200 wooden stirring spoons to be given away each morning to the first 200 women to register on Edwards sixth floor.

"SPEAKING PARTS"
In a nine-minute skit, the kitchen of yesterday—the old fashioned stove, old sink, old garbage disposal, old refrigerator—"speaks" in an attempt to justify its continuance and

presence in Rochester homes. But in vain, for one by one, beginning with the old ice box, these obsolete kitchen aides are pushed out of the scene by new 1938 electrical appliances from the Edwards store's regular stock. These in turn, "converse" and demonstrate their proved efficiency economy and convenience.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

Electrically controlled, the show includes eleven different voices in its "cast." Slocum stated, too, he added, more than 300 automatic and precise changes are necessary to make possible the various scenes.

The Way To A Man's Heart

Salads and cold main dishes are the order of the day through the summer months. To make your meals more interesting and satisfying, a contrast of a hot food served with the cold one is especially nice. An easy way to get this contrast is with quick breads. They combine in a jiffy and will bake while you are setting the table and mixing the salad. In addition, they offer an inexpensive way of varying your menus and make the simplest meal seem dressed up.

12-MON HICKEY
Temperature: 350 Degrees F.
Time: 15 Minutes
2 c flour 1 c shortening
1 c baking soda 1 c lemon juice
1 c salt 1 c milk
1 c sugar
Sift flour, measure, and sift with dry ingredients. Cut in the shortening until the mixture is like fine cornmeal. Add lemon juice, then milk, adding only enough to form a stiff dough. Turn out on a lightly floured board knead lightly about 30 seconds and pat out 1/4 inch thick. Shape with a small cookie cutter and bake on a well-oiled cookie sheet in a preheated oven. The tops may be sprinkled with sugar if desired. Delicious with fruit or a seafood salad.

POPOVERS
Temperature: 450 Degrees F. for 15 Minutes
Reduced To 350 Degrees for 25 Minutes
2 eggs 1 c salt
1 c milk 1 c flour
Beat eggs and add milk. Sift flour, measure and sift with salt. Slowly stir into egg mix-

ture, beating constantly to avoid lumps. Lastly stir in the melted butter. Pour into hot greased popover pans or custard cups and bake in a preheated oven. Makes 8 popovers. The tops may be removed with a sharp knife and the cavities filled with salad.

BLUEBERRY MUFFINS
Temperature: 400 Degrees F.
Time: 25 Minutes
1/2 c blueberries 1 c salt
1 c flour 1 c egg
1 c sugar 1 c melted fat
Wash and pick blueberries. Drain well. Sift flour, measure and sift with dry ingredients. Beat egg, add milk and stir into the dry ingredients until partially blended. Add melted fat and blueberries, stirring only until the dry ingredients are just dampened. Fill well-oiled muffin pans 2-3 full and bake in a preheated oven.

Scouts To Put On Their Own Circus
A boy-made circus comes to town Saturday, when 1500 Boy Scouts from this area will demonstrate that even animals are not beyond the constructive ability of the lads in khaki. The impersonations promise to be something to remember also. Edgerton Park will provide the grounds, and the performances will be given there both afternoon and evening.

This is only one feature of a program planned to acquaint the general public with what the Scouts are doing. Demonstrations will be given in first aid, camping and pioneering and duties as citizens.

portunity—you can purchase a genuine \$29.75 Whitney English coach for only \$23.95...any make...Oh, yes...and Whitney coaches are equipped with ball-bearing wheels...at Pilling Baby Carriage Company, 512 Joseph Avenue.

Also...you can get a full-size baby crib for as little as \$5.98. In fact, Mr. Pilling has baby carriages, play pens, canvas carriages and all sorts of juvenile furniture...lowest prices! When you go shopping for baby go to Pilling's, where they specialize in the best merchandise.

One more word...when you go to Pilling's or any other place we mention in this column, do please mention us. We'll be ever so grateful to you, if you will...And now... "ta...ta" 'til next week... ADELAIDE ERWIN

I'll BC-ing You
IN RAY HUTTON
Ina, the Toscanini of girl singing musicians, together with her Melodians, will play at Manitou Beach Pavilion, June 10. Tickets at Lewis Music Stores and Adam Hat Store.

KEEP THE 20TH OPEN
We expect to see you at the Auditorium Theater June 20th at 8 p. m. It's the Orma Shannon-Alvera Sarson recital. Orma Shannon and Alvera Sarson are two energetic young women who've established themselves among Rochester's leading dancing teachers. And we look to a snappy, entertaining recital from them...so do check your calendar for the 20th and we'll look for you at the Auditorium. Tickets 25c. Main 7945.

OFFSIDE TO DADDIES:
While you're passing out those cigars and beaming with pride on the new heir...member, it'll soon be time to take baby out in a new pram...And now...you'd better go baby-carriage shopping!!! Here's a real op-

P. T. A. MEETING
Members of the Parent-Teacher Association of School No. 30 will meet Wednesday at 2 p. m. at the school. Mrs. Isabel McCook Butler, principal, will speak.

COTTAGE FOR RENT
On Seneca Lake. Large living room, fireplace, eating porch, four bedrooms. Accessible by hourly boat from Watkins Glen.
Apply MRS. JOHN DEAN
108 Madison Ave., Watkins Glen, N.Y.

WE HOLD THAT LINE!

Day in and day out you'll find almost a cupful of cream in every quart of Brighton Place Dairy Seal Test Milk. That's why you can immediately taste the distinctive flavor—so unusual that many Rochester families would think of serving no other milk.

Phone for Regular Delivery Service

Phone GLENWOOD 144

BRIGHTON PLACE DAIRY
Home of Seal Test Milk

WEEK END SPECIALS!

Boneless Rolled RIB ROAST of BEEF 29c lb.
EAST SIDE DELIVERY SERVICE
Phone STONE 290
Try Our Genuine CUBE STEAKS 39c lb.
There is a Difference

5 lb. Sack PASTRY FLOUR 14c

SCHUDT
511 Main St. E. Market, Inc. Stone 290
Cor. Scio St. We Deliver



Silver Pale Ale
It's Light Ale
By Standard, of Course
A Light Refreshing Ale In Bottles Only On Sale Now At All Licensed Dealers

STANDARD BREWING CO., Inc.
Glenwood 373

U.S. GOVERNMENT GRADED 93 Score



LAND O'LAKES BUTTER 30c
Sweet Cream
Wegmans

ROCHESTER'S HOME OWNED MARKETS

Yates Plays Sound Golf

Once again the coveted British amateur golf championship trophy is in the hands of an American, Charley Yates, of Atlanta, defeated Cecil Ewing, of Ireland, to confound the British sporting gentry, who had high hopes of a British victory after the elimination of the two American Johnnies—Goodman and Fischer.

Yates, only 24 and playing his first golf on Scottish links against the stiffest competition, had the game to come from behind and he won the praise of the most loyal Britons.

Zonta Directors To Discuss Meet

What Zonta Club of Rochester will do during the coming year, and what part it will play in the eighteenth annual convention of Zonta International, which is to be held from June 29 to July 3, are to be the two considerations of the local board of directors when it meets tomorrow at 8:30 p. m. at the Rochester Gas and Electric Office, 89 East Avenue.

Included on the board are Mrs. Margaret Leach, Miss Nellie O'Connell, Miss Adeline Bush, Miss Cora Bradt, Miss Leah Woodruff, Miss Flora Vogel, Miss Margaret Erhardt, Miss Ida Randle, Miss Margaret Bridgeman, Miss Teresa Brayer, Miss Jessie Haskins, Miss Marie Ries, Miss Flora Nagel, Miss Evelyn Harding.

The entire Zonta membership will meet Tuesday at 12:15 p. m. in the Rochester Club, for a luncheon and business session.

Irondequoit Chapter Garden Party June 2

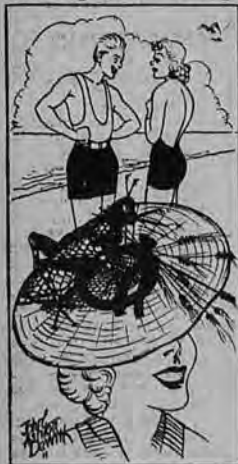
Mrs. Stephen Fay of Ramsay Park will open her attractive gardens for a card party to be sponsored by the Irondequoit Chapter, DAR, Wednesday at 2 p. m.

There will be outdoor games for those who do not wish to play cards.

GARDEN FASHION SHOW

A garden fashion show is something new and will be presented June 13 by the Better Films Council, with the lovely grounds of Mrs. Gordon E. Thing, in East Avenue, furnishing the background.

Really and Truly



Dear Jane,
If you have any intentions (against your better judgement) of vacationing at the beach... here's a suggestion for a beach hat.

An enormous grasshopper in green and yellow "Plastacel" with a cluster of wheat, posed on a disk of paillasson.

I've got inside information that these grasshopper hats are going to give the mosquitoes and sand flies plenty of competition this season. (They can also be used for scaring little children.)

The swim suit you see above is similar to one Peg picked out... you know... she's one of those girls that loves to get out in the sun... as far out as possible.

Love 'n' stuff,
BABE

Cornell Women Set Election

Cornell Women's Club of Rochester will elect officers at a picnic at the home of Miss Eleanor Gleason, 3434 East Avenue, on June 7th at 5:30 P. M.

Mrs. Marvin R. Dye heads the nominating committee, assisted by Mrs. Irwin G. Bircher and Miss Katherine E. Crowley.

Mrs. Walter Schlotzhauer is chairman of the picnic committee, assisted by Mrs. Linn B. Bowman, Mrs. Robert Selfert and Dr. Ruth A. Boak.

Dozen Seek G. O. P. Post

(Continued From Page 1)

is confined to hoping that Broderick's successor will carry on along the same lines as the retiring chief.

One of the reasons for Broderick's success as a leader is to be found in the fact that he kept his promises. Broderick promised that the principles of his party's platform would be carried out, and it's dollars to doughnuts that he will see that his successor fulfills the uncompleted portion of that promise.

Scout Troop Names Leaders

The newly organized Scout Troop 82 of Our Lady of Perpetual Help Catholic Church has appointed the following patrol leaders and assistants:

Beaver patrol, James Grimm, Wilbert Kleinke; Blazing Arrow, Richard Streb, Christopher Tamme; Flying Eagle, Edward Marzell, Donald Kausch; Lone Wolf, Richard Hoefel, Harold Elsele and Panther Patrol, Bernard Meyering, Harold Vaughn. Harold Vaughn also was named troop bugler.

Democratic Strife Impends

While their opponents are sighting a fall victory, Democratic town leaders are preparing for June 13, when definite action will be taken on whether they will support Donald A. Dailey or County Clerk Roy F. Bush, as county leader.

Because several of their number were absent, the issue was delayed until the June date. No organized support for Bush was advocated, but six committeemen declared themselves in favor of the regular organization.

TESTIMONIAL DINNER

Kenneth Spencer, well known negro basso, who completes his work at Eastman School of Music this month and will leave soon for Sweden to continue his studies, will be guest of honor at a dinner to be given Sunday at the Chateau. Proceeds will go to Mr. Spencer.

BOOK REVIEW GROUP

Mrs. Charles Palmer of Forest Lawn, will be hostess to members of the Women's Book Review group at a picnic luncheon Monday at 1 p. m.

Democrat Women Select Officers

Mrs. Mabel Leen will serve as president of the 23rd Ward Women's Democratic Club for the third term, as a result of the recent elections of the group.

Other officers of the group are Mrs. Julia Tiernan, vice-president; Mrs. Alice McVeigh, corresponding secretary; Mrs. Grace Spiedel, recording secretary; Mrs. Mae Quinn, treasurer.

Directress will be Mrs. Grace Spiedel, first district; Mrs. Leona Gray, second district; Mrs. William Nichols, third district; Mrs.

William J. Carey, fourth district; Mrs. Irving Blume, fifth district; Mrs. Alvira O'Connor will serve as director-at-large.

Popular Young Artists In Joint Recital Tonight

The Youth Lovers Club of Mount Olivet Baptist Church will present Kenneth Spencer, basso, and Thomas Kerr, Jr., in a joint recital this evening in the church.

This recital will mark the last appearance of the two popular young artists, both of whom are graduates of the Eastman School of Music. Mr. Spencer has been heard regularly over a coast to coast NBC network from California.

LOWEST PRICES GUARANTEED

For DAW'S Meet or Beat Any Advertised Price!

3-PIECE FOOD SET
Porcelain ware... 2 most useful pieces.
6c Value **29c**

MOTH TABLET
You simply hang it in your clothes closet and it keeps out moths. 25c value.
1 for 25c **9c**

SHOWER SPRAY
Fits all standard faucets. Fresh rubber.
15c Value **39c**

PAPER NAPKINS
Regular 10c value. Package of 80.
6c

2-IN-1 KITS
Shoe Shine Kits. Dauber, polish and lamb's wool polisher.
Special Price **23c**

MYCOSIS
For Athlete's Foot

Dr. HINKLE LAXATIVE PILLS
4c

Black Flag SPRAY
29c

PHILLIP'S Milk of Magnesia TOOTH PASTE
11c

HOPPER'S RESTORATIVE CREAM
28c

DOG FOOD
4c

CHIPSOS
LARGE SIZE **17c**

KOLYNOS TOOTH PASTE
Reg. 50c **18c**

ASPIRIN
TABLETS - 5 Grain U. S. P. - Pack of 100 **4c**

FREE WITH THIS COUPON
GAINSBOROUGH—MADE POWDER PUFF
A lovely, soft velour powder puff given absolutely free with the presentation of this coupon. Only one to each customer, none to children. No purchase necessary... simply present coupon.

TOILET ARTICLES
Angelus Lipstick Reg. 50c **59c**
Marchand's Hair Wash Reg. 25c **26c**
Italian Hair Reg. 1.10 **59c**
Nest Depilatory Reg. 40c **29c**
Nix Cream Reg. 40c **49c**
Ojor Kiss Talcum 2 for Reg. 25c **25c**
Chamberlain Hand Lotion Reg. 35c **31c**
Woodbury's Creams Reg. 55c **39c**
Golden Gilt Reg. 25c **14c**
Pond's Face Powder Reg. 25c **21c**

BABIES' NEEDS
Anti-Colic Nipples Reg. 8c **3c**
Glycerine Suppositories Reg. 25c **11c**
Stork Castile Soap Reg. 15c **7c**
Castoria, Pitchers Reg. 40c **11c**
Zinc Stearate Powder Reg. 40c **11c**
Mennen's Baby Powder Reg. 25c **19c**
Gerber's Baby Foods Reg. 10c **6c**
Hygiene Nipples Reg. 15c-oz. **9c**
Hygiene Nipples Reg. 25c **11c**
Denti-Maltose, Mead's Reg. 75c **59c**

PILLS AND TABLETS
Bland's Iron Pills Reg. 35c, Bottle of 100 **11c**
Hasslem Oil Caps Reg. 25c, Gold Medal **21c**
Blondel Mints Reg. 25c, Tin of 30 **13c**
Caroid and Bile Reg. 1.25, Bottle of 100 **74c**
DeWitt's Kidney Pills Reg. 50c **26c**
Veracolate Tabs Reg. 1.25 **77c**
Yeastfoam Tabs Reg. 50c **21c**
Sodamint Tabs Reg. 25c, Bot. of 100 **8c**
Milk of Magnesia Tabs Reg. 25c, Tin of 30 **9c**
Fennamint Lax Gum, Reg. 1.25 **19c**

TOILET TISSUE
Exceptionally fine quality... full 3 1/2 x 7 1/2 roll.
3c Value **3 for 10c**

DOLORES Castile SOAP
Pure olive oil. Regular 15c size.
10c
3 for 27c

25c Energine Shoe White
A good, long-lasting white finish. Will not rub off.
25c Value for **19c**

20c Pt. Size WATER GLASS
9c
EGG PRESERVER

30c Size MOSCO CORN SALVE
14c

P & G WHITE SOAP
3c

30c Size POLIDENT PLATE CLEANSER
19c

BRING YOUR NEXT Prescription AT DAW'S
Prescription service is an important part of these big home owned drug-stores. The expert pharmacists who serve you at DAW'S dispense only the finest, fresh medicines... always in fresh, new containers. And you pay less for your prescription at DAW'S than anywhere in Rochester.

HERE'S A BARGAIN!
SCHICK INJECTOR RAZOR
SAME AS IN \$2.00 BOX BUT **10c**

LIFEBUOY SHAVING CREAM
Usually **25c**

ALL 3 ONLY 59c

SAVE \$1.00 SUMMER Tonic 49c
WE Want To Give \$1.00 Worth of Medicine To Each Person Cashing This Coupon. While Laboratory Supply Lasts WE Want Every Family To Get a Bottle of Grand Old Sequoia India Herbs.

STERA-KLEEN
No Brushing - Recommended by Dentists - Approved by Good Housekeeping Bureau.
STERA-KLEEN removes blackens, stains, tartar film and tarnish, and bad taste and smell. Makes dull teeth look like new—smooth, cool, comfortable. The discovery of Dr. L. W. Sherwin, eminent dentist, approved by Good Housekeeping. Ask DAW'S for STERA-KLEEN today. Money back if you are not delighted.

DAW'S EXTRA SAVINGS COUPON
CHIPSOS
LARGE SIZE **17c**

DAW'S EXTRA SAVINGS COUPON
KOLYNOS
TOOTH PASTE Reg. 50c **18c**

DAW'S EXTRA SAVINGS COUPON
ASPIRIN
TABLETS - 5 Grain U. S. P. - Pack of 100 **4c**

DAW'S EXTRA SAVINGS COUPON
GILLETTE
RAZOR & 50 BLADES TO FIT **49c**

DAW'S EXTRA SAVINGS COUPON
PHILLIP'S
MILK OF MAGNESIA Reg. 50c **19c**

DAW'S EXTRA SAVINGS COUPON
Peppermint
PATTIES 1/2-lb. Limit of 2 **8c**

DAW'S
CUT-RATE DRUG STORES

1. OPPOSITE Temple Theatre. **56 Clinton AVE. SO.**

2. CORNER ARCADE. **31 Main ST. EAST**

3. 1 DOOR FROM STILLSON. **353 Main ST. EAST**

4. CORNER DEWEY. **464 Ridge ROAD W.**

5. AT THE BULL'S HEAD. **880 Main ST. WEST**

Right Reserved To Limit Quantities

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

72,000 COPIES DELIVERED

VOL. 1. NO. 29

ROCHESTER, N. Y., JUNE 9, 1938

Here, There and Yonder

By CRAY REMINGTON

Rochesterians: Spring Street, more than any other, old residents say, creates a deep nostalgia for the Rochester of yesterday. Johnny Murphy's face resembled a poppy in bloom when Mrs. Murphy defeated him over Lake Shore Country Club links. "Anybody," taunted Johnny at the finish, "you can't beat me at basketball." Most sedate little man I happen to know of and whom you would term Casper Milquetoast, drops everything, including his favorite game, bridge, to listen to gangsters radio yarns.

Correction: Beg pardon! Our mayor, Lester B. Rapp, does not boast trade of printer, although he does own partnership in print shop. But, declare working printers, male and female, he should be, because he's a regular fellow. When Mayor Rapp strolls in to print shop, attired in morning coat and trousers, following address of welcome to Cray Remington, visiting firemen, he will more often than not, hurriedly doff his glad regalia and help at the nearest job at hand, folding circulars, or what have you. He loves sports, baseball, golf and, in a whisper, the bangtails, and if he happens to be near a race track, and he does, sometimes, he'll watch the fortunes of the galloping reeves with the interest of a Whitney or Sam Riddle.



Cray Remington

Stray thoughts of idle man: Cletus Poffenberger is not a character in Dickens' novel, but baseball pitcher with Detroit Tigers. Add to similes, "As angry as when two good Irishmen," of whom George McCarthy, another good Irishman, relates, stopped at Scottsville Road stand for Friday noon luncheon and found only ham (Continued on Page 6)

CIVIL WAR THREAT FACES G. O. P.

Taxpayers Are 'Goats' Of Relief

Able-Bodied Told
To Accept Job
Or Else--

Mr. Taxpayer is always the goat. As a matter of fact, however, it is usually his own fault. Consider local relief. As the costs go up, he pays and pays—and groans, but seems to stop short of studying the situation with an eye toward his own relief.

He has no quarrel with aid for those who are unable to work, whatever the reason, but he should have with the able bodied person who "enjoys" relief. John Doe worked in a meat market. He failed to show up one day and when his boss went to find the reason, the explanation was "all my neighbors are staying on relief, why should I work? A domestic worker found that loafing with a reduced income had its advantages and quit her job despite the pleas of her employer. Both went on relief. These are not isolated cases.

If Mr. Taxpayer were sufficiently interested in the situation to get a lot of his taxpaying friends together, he might suggest, with considerable force, that before an able bodied person was accepted for relief, he or she first must have registered with the State Employment Bureau and be willing to accept work if it is offered to them. Anyone refusing a job which he is capable of performing should automatically be taken off relief.

This is the only way to prevent the growth of a permanently parasitic leisure class. Cash—for welfare recipients—on the line was advocated by one, and expected of other towns, following footstep of city fathers.

Rochester on Parade

By W. L. James

WHICH WILL HE CHOOSE?



THE SAGE OF MAIN STREET CANNOTING, THEY SAY, HAS ITS ELEMENT OF DANGER, BUT I'LL TAKE IT IN PREFERENCE TO COMPETITION WITH SOME OF THE SUNDAY DRIVERS I'VE SEEN LATELY.



JUNE BUGS



THE IVY LEAF OPENED THE HOME NIGHT BALL SEASON IN FINE FASHION MONDAY BY HALLOPING TORONTO. LOCAL SOUVENIRS WERE IN MID-SEASON FORM LAST SATURDAY AND SUNDAY WHEN TWO CIRCLES IN ONE WERE MADE. ONE COUSE RECORD BROKEN AND MANY LOW SCORES WERE POSTED.



Bishop Kearney Receives Degree

Bishop James E. Kearney of the Catholic diocese of Rochester received the honorary degree of doctor of laws at the eighty-first annual commencement of Niagara University at Niagara Falls.

The degree was conferred by the Very Rev. Joseph M. Noonan, C. M., university president, in recognition of Bishop Kearney's work in educational fields. Exercises for graduates of the Rochester branch of the University will be held Friday night in Columbus Civic Center.

To Receive Degree

Mr. and Mrs. Arthur J. Morton, of Windemere Road, left today to attend the graduating exercises at the University of Toronto. Their son, Joseph A. Morton, will receive his B. A. degree there tomorrow, and will enter the Medical School of the University of Rochester in September.

Sun Dial on Week's News

Kind words for the homeowner—and maybe a reduction of taxes—hit the news as Citizens Tax League praised city for saving in one breath, and in the other called for consolidation of city-county police, fire and public works departments, and for abolishing precinct stations, combine city and county purchasing duties, single tax collection office and joint Rochester and Monroe health departments.

State Division of Unemployment Insurance and Job Placement promised to speed up checks, arguing that reason it was slow was because of state, and that local supervision should be permitted by Albany.

Extended "merely as a courtesy," according to Mrs. Alice Wynd, chairman of the Industry Committee of the State Welfare Board; Rush residents were invited to attend a meeting, date to be announced later. Purpose: building program for State Industrial School. Re-

action: Consult residents who protested alleged runaways at institution.

It may have been a three-ring circus to the world-at-large, but to Albert S. Osborn, handwriting expert, and former co-owner of RBI, the Hauptmann-Lindbergh trial was "carried on with perfect order and dignity."

Suggestion (Harry J. Barham) "Broderick for Congress." Reply (TEB) "I am definitely not interested."

Scores of "Your Honors" in Elmira will hear, or have heard, Lester B. Rapp's plea that the 39 state conference of mayors (lessee, didn't the local GOPolitics promise to abolish the job of mayor here?) be held in the city on the dear old Genesee.

Awarded: contract, by New Deal, to Eastman Kodak. Purpose: needed X-ray film for veterans' hospitals. Value, \$101,872.

Polluted: Ol' Man (Genesee) River. Sez who? Arthur A. Davis, vice president of State Conservation Council. Solution: Public support to make towns, guilty of dumping sewage, stop.

Pointing with pride: Board of Supervisors. Reason, 1,256,716, vim, vigor and vitality seekers sought—and found—recreation 'n' stuff in county parks. It's about time, moody motorists maintain, University Avenue Extension, Blossom Road Underpass and East Avenue to be opened to traffic. Two weeks for U. A. and Saturday for E. A. Merchants of city's swankiest street, (those from Probert to Winton Road,) planning celebration.

New Exchange For Phone Co.

Rochester's eight telephone exchange office is already in the process of construction and services will be started early next year. The new exchange is to be housed in the Rochester Telephone Company's building in Field Street, which also is the home of the Monroe exchange. The present Monroe exchange switchboard soon will have reached its capacity of 9,400 and the new switchboard, to be installed this summer and during the fall, will provide an initial increase of 2,000 lines. The new board will be set up in quarters that have been used for the Monroe exchange's cafeteria and locker room, which will be moved to an addition now being constructed on the building.

Increased Air Service Endorsed Slocum Outlines Advantages of Added Planes

Representative endorsement by local retail business executives of Commerce Commissioner Harold S. W. MacFarlin's proposal for more frequent airline service to Rochester was voiced this week by James H. Slocum, Jr., civic leader and vice president and general manager of the E. W. Edwards and Son store.

Stating that materialization of MacFarlin's plan for at least three planes a day east and west would meet a definite need in the city's transportation facilities, Slocum said retail buyers and merchandise men would be able to conduct their business in New York, Boston and Chicago and return to Rochester in at least half the time now required—present train and plane schedule being what they are.

This would mean, he said, that local stores would be able to bid and buy against the larger stores of the country on an equal footing, because the difference in traveling time from cities now well served by airlines to the buying markets and the traveling time from Rochester to buying markets, as at present, would be erased. This would mean savings to local consumers as a result of manufacturers' "off price" offerings that local stores could more readily take advantage of.

Too, he added, new fashions, cosmetics, designs in furniture and the like could be presented to Rochester after their announcement in wholesaling centers days earlier than is now possible.

Success of the efforts of the Department of Commerce to obtain additional air transportation facilities for Rochester depends upon the extent of patronage for this mode of travel. Commissioner MacFarlin was able to obtain the concession of a second air mail service, both east and westbound, but thus far his efforts to get additional passenger service have not had a favorable response from American Airlines, the only through line that serves this city.

Under present schedules, east-bound planes carrying passengers, mail and express leave Rochester Airport at 11:40 a. m. and 5 p. m. Westbound planes take off at 9:33 a. m. and 7:13 p. m. Commissioner MacFarlin is trying to persuade the American Airlines to add an east-bound passenger plane which would leave here between 7 and 8 a. m., and a westbound plane, leaving between noon and 1 p. m.

The Department of Commerce also has a project under way whereby westbound planes would connect at Buffalo with the line serving Baltimore, Washington and Pittsburgh.

Liberals Prepared To Stage Revolt Over Leadership

Threaten to Bolt Party if Member of
Old Guard Gets Post Vacated
by Broderick

Selection of a successor to Thomas E. Broderick, retiring leader of the Monroe County Republican forces, is a procedure fraught with many headaches, as well as an element of danger for the G. O. P.

There is talk that the Selection Committee, of which Emmet Gauhn, Nineteenth Ward Leader, is chairman, will provoke civil war within Republican ranks if it designates a Guard for the leadership. And civil war is something Republicans are decidedly against at all times, but especially now, in view of the Congressional election that is coming up next fall.

SEEK KELLY'S POST
The G. O. P. is preparing to make a determined drive for the seat in Congress now occupied by George B. Kelly, a Democrat, and prominent Republicans, especially those astute enough to see farther than the next political corner, realize that defeat in this contest would embalm Republican chances for a Congressional representatives from this district for a considerable period.

Those same astute Republicans know that they must have

a united front in the Congressional election and the threat of a party split in connection with designation of Broderick's successor is something to which they are giving serious consideration. It looks like trouble regardless of which way they turn—if the designee is one of the Old Guard, the liberal Republican group will be disgruntled and if a liberal is picked, the Old Guard will do the grumbling.

LAYING 'PIPE'
Meantime, wire-pulling and pipe-laying are keeping candidates for the leadership busy as beavers. On the surface, it would seem that Charles E. (Clip) Bostwick, Tenth Ward warhorse who has been through a thousand political battles, is leading the field, but those who should know declare that the designation will not go to Bostwick. And, too, they say that (Continued on Page 4)

For An Active Summer!

BURKE'S Sports Oxfords

AND
Saddle Oxfords \$3.95

- All White!
- Brown and White!
- Beige and Brown!

TEN STYLES



Leather or
Sport Soles
Sizes to 10
AAAA
to C

BURKE'S

17 Clinton Ave. North

Directly Opp. Sibley's

LIKLY'S ANNUAL SALE

271 Main E.

Savings to 1/4 to 1/2

on Leather and Travel Goods

Now in Its First Full Week

Wedding Gifts
Graduation Gifts
Father's Day Gifts
and For Yourself

Luggage Hand Bags Jewelry
Bill Folds Key Cases Umbrellas
Brush Sets Dressing Cases Diaries
Art Objects Brief Cases Belts
Smokers' Articles Hundreds of Other Items



SPECIAL PRE-INVENTORY SALE of brand-new 1938 models STROMBERG-CARLSON ONE WEEK ONLY!

MODEL	Reg. Price	Trade-In Allowance	You Pay Only
228-H ..	\$69.95	\$25.00	\$44.95 and your radio
230-H ..	89.50	30.00	59.50 and your radio
*228-L ..	95.00	35.50	59.50 and your radio
230-L ..	125.00	45.50	79.50 and your radio
231-R ..	145.00	50.00	95.00 and your radio
240-L ..	159.50	60.00	99.50 and your radio

...and many other big bargains!

Yes, brand-new 1938 Stromberg-Carlson's at tremendous savings! Limited stock and one week only...so hurry!



* NO. 228-L \$95.00
LESS TRADE-IN 35.50
ONLY \$59.50 and Your Old Radio

EASY TERMS!

There is nothing finer than a Stromberg-Carlson

HICKSON'S

Cor. Main and Franklin—Stone 93

HARRIET HUBBARD AYER



The Luxuria Special

LUXURIA and Beautifying Face Powder boxed, \$1.55 value \$1.00

Beautifying Face Powder, pure, flattering, clinging, is now being presented with every dollar jar of Luxuria, the cleansing cream that restores moisture to drying skin.

Quantities are limited, you are advised to order early. Mail and telephone orders accepted.

Toiletries Dept. Edwards Street Floor

FIREMEN'S PICNIC

Wives and children of more than 300 supervisors and foremen in Rochester industries Institute Management Confer-

ence Association at Churchville Park Saturday. Ben Rehn, Thomas Burns, Joseph Gray, Charles Golden and Walter Flemming are on the arrangements committee.

AVON

132 SHOP E. MAIN ST.

Friday and Saturday
Save Up To 1/2
Luxurious Summer

SLIPS

59c

Yes—
Worth Up
To \$1.00
Sorry—No
Mail or Phone
Orders.

Choose from tailored, embroidered or lace styles. Many with "Bra" Tops for summer wear. In Rayon Taffeta, Crepe, Taffeta Brocade or Pure Pigment Rayon. With the famous "X-Lent" Seams (Taped throughout).
All Regular Sizes—34 to 44



Flower Show Scheduled

By MARIETA C. ZOLLER

The garden Study Club of the Rochester Home Bureau will hold its first flower show at the headquarters, 55 St. Paul Street, tomorrow at 3 p. m. Mrs. Hawley B. Nell is the chairman.

Mrs. Walter A. Swan will judge the flower arrangements, and Miss Betty Keiper will judge the cultural classes.

Mrs. Nell has the following members on her committee:—Decorations, Mrs. C. W. Kimball, property equipment, Mrs. John S. Merrill; classification entries, cultural, Mrs. Ralph J. Allen; arrangement, Mrs. Lewis H. Morgan; judges, Mrs. Roy C. Draper; schedule and publicity, Mrs. Frank McGee; hospitality, Mrs. Fred J. Lee; refreshments, Mrs. C. E. Graub; closing show, Miss Margaret Knickerbocker.

Pauls Moves To New Store

Curtains, curtains everywhere, for every taste and purse, seems to be a fairly accurate description of Pauls Curtain Shop which moved Monday in its new quarters at 76 Clinton Avenue South.

What the well-dressed window will wear is displayed in most attractive fashion in this "house of a thousand windows." They are dainty and lovely, plain and severe, in every color and style. There are dots and dashes stripes and plaids and almost no limit to the kinds of material.

Paul E. Lindgren, owner, has added bedspreads and bathmats to his merchandise, with particular emphasis on unusually lovely chenille spreads. The feminine passers-by have been unable to resist the lure of the gorgeous one which centers the window display this week and at times during the day the "no crowding please" sign would be in order.

Superfluous Hair

on Face, Arms, Legs
GONE FOREVER
Electrolysis—Quick, Safe
HELEN SERINE
ELECTROLOGIST
(Send for Free Booklet)
819 Granite Bldg. Stone 3648

P. T. A. of School 13 Will Install Officers

Officers will be installed at the meeting Tuesday evening of the Parent Teacher Association of School No. 13. Mrs. Floyd Newell, president of the Rochester Parent-Teacher Council, will install Mrs. Harold Wiles as president of the unit, Mrs. W. Bert Woodams, vice-president, Edgar Payne, second vice president, Miss Hazel Ball, secretary, Arthur Brzezick, treasurer.

William Gardner, retiring president, announces that plans will be made for the annual picnic at Genesee Valley Park Saturday, June 18.

LINCOLN'S PHOTO SPECIAL

Present This Coupon At Our Photo Studio Before June 18th And Receive Our Regular \$1.69

DELUXE CABINET SIZE

50c

Beautifully Hand Colored In Oils
Photo Studio Main Floor

This Week's Shoe Repairing Specials

TOPLIFTS
PRIME LEATHER 25c
RUBBER 30c

SHOES CLEANED 25c
Ladies' SOLES & HEELS... \$1.25

Weinstein—Call Stone 408
294 JOSEPH AVE.
FREE CALL AND DELIVERY SERVICE



We Were Forced To Move!

Yes, forced by our ever-increasing business to seek larger quarters. Truly, we have been amazed and gratified by the wholehearted acceptance and gratified by the wholehearted acceptance since our move to our new quarters. We realize that no business can grow larger than the service it renders and we, therefore, take this opportunity to pledge an even greater service in our new home. To our many friends and to the hundreds of others we hope to make our friends, we extend a cordial invitation to inspect our stock, new and modern home.

Rochester's Largest and Most Beautiful

CURTAIN SHOP

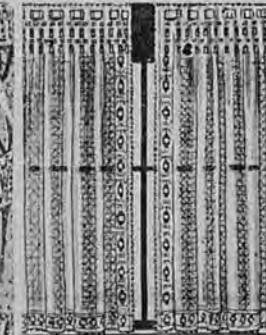
NOW LOCATED AT
76 CLINTON AVE. SO.

(4 Doors South of Forman—Former Wurlitzer Store)

Now, more than ever before — this certainly is Rochester's outstanding curtain shop. In addition to the most complete display of curtains in every known material and style, you'll find a beautiful new bedspread department complete in every detail. Listed on this page are only a few of the many values we are offering for this grand opening celebration.



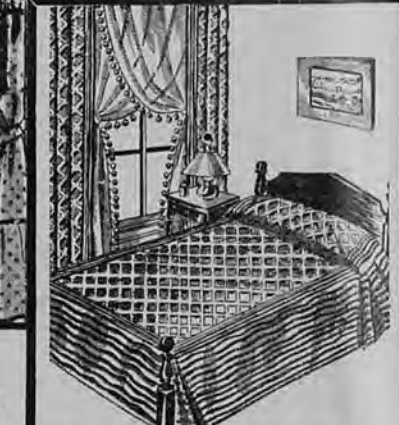
47 Inch Pin Dot
RUFFLES
Worth 1.29 **89c**
Wide enough to criss-cross! Full ruffles — 6 inches wide (no skimping). In ecru and ivory.



Portage Tailored
MARQUISSETTES
Reg. 1.98 **\$1.69**
Crown tested rayon portage curtains. Beautiful for the formal living room. Hemmed and headed—ready to hang.



Dotted Voile
COTTAGE SETS
Reg. 1.29 **89c**
Dainty, fast color cottage sets in a wide choice of patterns. Gay new shades of gold, green, blue and black.



VISIT OUR NEW AND BEAUTIFUL BEDSPREAD DEPARTMENT

We combed the markets to find just the bedspread values you would expect us to have. Now they are here in every new color and weave you've ever longed for. See these now. Even if you are not contemplating buying, you'll get an entirely new idea of how much you can buy for your money.

Luxurious, Heavy
CHENILLE BEDSPREADS
\$2.98

Other Bedspreads from 1.98 to 29.50
2-Pc. Chenille Bath Mat Sets \$1, \$1.69, \$3.50



OIL SILK SHOWER CURTAINS
Made of durable, water-proof oil silk. In all popular solid colors and dainty floral designs. Here is a beautiful addition to your bathroom.
\$1.69



Matching Oil Silk
WINDOW CURTAINS . . **\$1.00**



Adjusta Net
LACE
Worth \$1.19 **89c**
Attractive new styles in all over lace designs. In a delicate beige shade. 3 row adjustable tops.

Furniture

FIGURE IT OUT FOR YOURSELF

Every business house must pay rent. Therefore, whatever you buy and where ever you buy—you help to pay the rent of that business. We are out of the house. We are out of the high rent district. So when you buy here—more of your dollar goes into furniture and less into rent.

SHOULD Cost You Less At Rivers!

—AND IT DOES

We know that it's no miracle that we are able to offer high quality furniture at lower prices! Our low rent location and low overhead method of operation makes it possible to cut down the prices without sacrificing the quality.

FOR THE JUNE BRIDE
NOW FEATURING EXHIBIT
PIECES FROM RECENT
FURNITURE MARTS

2 Piece
Moderne
LIVING ROOM SUITE
99.50



Wide Choice Of Fabrics And Colors
Featuring The Revolutionary "DUNLOPILLO CUSHIONS"

OPEN TUESDAY AND THURSDAY EVENINGS
Drive Out—Always Plenty Of Free Parking Space.

Frank A. Rivers Co.

226 SOUTH AVE.
STONE 1139

PAULS CURTAIN SHOP

76 CLINTON AVE. SOUTH

Linoleum Floor Covering By kyle and horton company CARPETS RUGS 430 MAIN STREET EAST STONE 1206	Cases and Mill Work By A. POZE & SON, INC. BUILDING CONTRACTORS OFFICE and FACTORY 488-492 ST. PAUL STREET Telephone Main 4264	Front and Interior By WM. E. SIGEL, INC. 204 N. WATER ST. STONE 1000
--	--	--

HAVE YOU HEARD?

No wonder all this romance—these engagement parties, weddings and prenuptials!!!! It's June. And right now you're probably wondering what to choose for a wedding gift. Well, why don't you go to Lauer's? That's the place for the bride and groom to shop. They have just about everything one could want in furnishing a home... and moderately priced, too. Shop at Lauer's 50 State Street, for wedding gifts this June—where you'll find the best values anywhere.

GIVING A SHOWER?

A shower for the bride—a lot of fun—a lot of work. But why don't you take a tip and have your luncheon sent in? Maybe you didn't know, but Cutall will prepare your luncheon for you and deliver it all ready to serve... and surprising enough, it doesn't cost much more than if you prepared it yourself. Spaghetti's their specialty, you know, and only 25 cents an order. Phone your orders—Main 8455. Cutall's Restaurants, Broad Street or North Street.

Wonder where the young, up-and-doing 'uns are going these days? It's Willow Point Park, overlooking Irondequoit Bay at West Webster. Tennis, archery, badminton, golf driving, croquet, baseball and all outdoor sports are in vogue at the present. Best thing about this Willow Point Park—you can make special reservations for a picnic and "your picnic is exclusive with the picnic reservation." E. J. DeNeve is proprietor. Call him for your picnic reservations at Culver 4002.

A NEW HAT—NEW SHOES

It's fun to go on a shopping spree once in a while and this is a good season for it. A new hat, a flattering, eye-catching one, will pep you up like nothing else. Oh... of course, it doesn't have to cost you very much—not if you shop at Ruth and Anne's, 86 Adams Street, a charming little place which I hope you've visited by now, at least once. They have such exquisite white bonnets... new stock almost every week... and only \$1.79 and \$2.79.

And now for shoes! To complete your white outfit, you must have new, stylish white shoes. The place to find them is Gorham Street Shoe Parlor, 36 Gorham. That's where fashionable women all over town shop for shoes. Why? Because Gorham Shoe Parlor has better shoes, in the very latest styles, at lowest prices. You've missed a lot if you haven't been to 36 Gorham Street for your footgear. You ought to see their white shoes. Umm... too lovely for words!

OFFSIDE TO MAMMAS AND PAPAS:
Did you know that Pilling's

is the place to buy baby furniture at the most reasonable prices. You can purchase a genuine \$29.75 Whitney English coach for only \$23.95... and make... equipped with ball-bearing wheels. You can get a full-size baby crib for as little as \$5.98. In fact, Mr. Pilling has baby carriages, play pens, can-vas carriages and all sorts of juvenile furniture... at lowest prices!!! Pilling Baby Carriage Company, 512 Joseph Avenue. (And don't forget to tell them we sent you...).

This being the season for picnics—one must think about picnics—and what a nuisance to fuss and stew about something to bring. Worries and fussing are over if you'll just keep in mind Aunt Jennie's Bake Shoppe, 516 Monroe Avenue. They have the most tempting delicious, irresistible salads—potato, macaroni and cabbage—at only 20 cents a pint. It's wise to order before you make the trip out there, since they do such a tremendous business. Member the number, Monroe 665.

LEARN TO TRUCK...

Really, now, you can't face the summer without knowing the latest dance steps. Why, you won't have any fun! But, maybe this will help... Orma Shannon and Alvera Saxon are opening their summer course in ballroom dancing soon... Registration begins Tuesday, June 22, through June 25. The classes begin June 27. For information—Main 7945. That's in the RKO Palace Theater Building, you know.

OF COURSE YOU'VE HEARD

The crowd's going to Louis Runda's Point Pleasant Hotel these nights. You find just about everyone you know there. Situated on beautiful Irondequoit Bay, it's the spot for dining and dancing. It's where Rochester's gayest rendezvous this season. Norbert Klem and his orchestra provide danceable rhythms at dinner hour and after dark. It's the place to go alright—the most-talked-about spot in Rochester right now... Point Pleasant Hotel out Culver Road way.

White clothes—pastel and floral summer things, demand much attention during the summer months. Wear them once, twice at the most, and off they go to the cleaner. Next time you're about to call a cleaner—call Watts. Genesee 614. I'm sure you'll be pleased with their work. Things always come back so spotless, and looking just like new. Make it a point to let Watts do your cleaning all through the vacation months. Then you'll be sure to have things right.

—Adelaide Erwin

You're ALL Invited
To Come To...



SEE and HEAR
the Amazing

GENERAL ELECTRIC MAGIC KITCHEN

All Week Beginning Monday, June 6th, and Ending Saturday, June 11th
First Exclusive Showing In Western New York On Edwards Sixth Floor
It Talks! It Moves! It Disappears! It's Uncanny!

Introducing
This Week to
Rochester

**WASHING
COMPOUND**
Special **88¢** Lb.

Contains all ingredients necessary for perfect washing. Makes water gratifyingly soft; clothes gloriously clean. Leaves no scum on water. "Floats out" imbedded dirt.

EDWARDS, Sixth Floor



IF THIS KITCHEN COULD TALK, what a woeeful tale of drudgery it would tell. And, believe it or not, it does talk in the General Electric Magic Kitchen display. The ice box, stove and sink move too, as each in turn claims to say more of the housewife's energy than the others. Then the scene changes. The old-fashioned kitchen disappears as if by magic, and a new General Electric Kitchen takes its place. The synchronized sound and action of the Magic Kitchen display are entirely automatic.



YOU'LL SAY IT'S MAGIC when you see this amazing General Electric Kitchen operate. You will see each appliance talk, sing and move without human assistance. All of the performance—even the startling change in scene—is automatic. The refrigerator, then the range, opens its own doors and demonstrates its interior features. The dishwasher washes dishes; the Disposal flushes away food waste. Each appliance talks while it works. Together they tell a dramatic action and sound story of the progress of civilization in a way that astounds and entertains the audience.

FREE!
200
Of These
Handy

**WOODEN
MIXING
SPOONS**

Given Away Daily
To The First 200
Customers Who Come
to the G-E Magic
Kitchen!
Simply Register at...
EDWARDS, Sixth Floor



Friday and Saturday Only!
**Green BAMBOO
PORCH Shades**

Reg. 98c
Value **79¢** Ea.

Protect your porch from the glare and heat of the summer sun with these fine, attractive shades. Made of choice outside bamboo bark, they're 4 ft. wide, 7 ft. long and are complete with equipment and ready to hang.

Other Sizes to \$2.49 each
Edwards, Fourth Floor



Walnut or Mahogany
Knee Hole DESK
1797

Lend charm and character to your living room, library or den. This generously proportioned knee hole desk has ample storage space... is yours in a choice of walnut or mahogany veneers on gumwood. A grand buy!

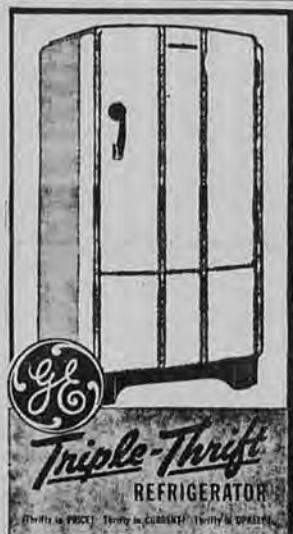
Edwards, Fifth Floor

SAVE UP TO \$60 IN THIS Clearance Sale "Floor Model" General Electric Refrigerators

Just 61 Special during "General Electric Week at Edwards!" 1937 model, fully guaranteed with 5 year protection plan. And the triple-thrift cold-producing unit means convenient, food saving operation at a minimum cost! Read these markdowns!

Model	Reg. Price	Size	Sale Price
B5	189.50	5 Cu. Ft.	159.50
JB6-37	179.95	6 Cu. Ft.	157.50
M6-37	212.50	6 Cu. Ft.	179.50
B6-37	209.50	6 Cu. Ft.	179.50
JB7-37	209.50	7 Cu. Ft.	179.50
M8-38	269.50	8 Cu. Ft.	209.50

Pay \$5 Down, Balance Monthly
Edwards, Sixth Floor



NOTED Samson CARD TABLES New 1938 DESIGNS



**Strength Combined
With Beauty**

It is truly amazing the way card tables have been improved. A few years ago we all played on tables that were weak and wobbly and so very ugly the hostess had to hide their tops with covers. The Samson Card Table changed all that. Almost unbelievable sturdiness is combined with stunning new colors and modernistic decorations. We are fortunate in being able to offer these famous tables at such a low price.

**Shop Early While
Selections Are Best**



\$198
MANUFACTURED TO SELL FOR \$3

Check these

QUALITY FEATURES

- All tops are washable.
- All tops are alcohol-proof.
- Fluted, oversize legs.
- Continuous top round edges.
- Legs securely double braced.
- Oversize top—50 inches square.
- Substantial frame with cross brace.
- Strong enough to stand on.

MAIL-ORDER ORDERS NOW

Please send me the following card tables at \$1.98 each.
Style No. Quantity Color

Name _____ Charge ()
Address _____ City _____
City _____ State _____ C.O.D. ()
Mail orders add 35¢ postage per table.

Use Less Paint

CHEAP PAINT

**Low Brothers High Standard
LOWE HOUSE PAINT**

costs less per square foot of surface covered and outlasts ordinary paints due to its **HIGH QUALITY**. You won't have to paint so often when you use Low Brothers High Standard House Paint and you'll get more pleasing effects and better results.

Rochester's Most Complete Paint and Artists Supply Store
There is A LOWE BROTHERS Dealer In Your Neighborhood

Barnard, Porter & Remington
9, 11, 13 North Water Street - Main 8140

Mrs. Charles M. Thoms of the cheon and bridge Friday at the Sagamore, entertained at lun- Century Club.

FIRST CHURCH OF CHRIST, SCIENTIST ROCHESTER, NEW YORK

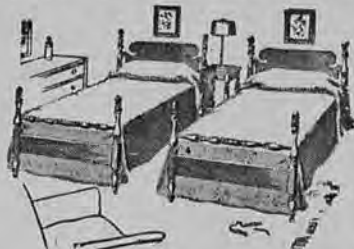
Cordially Invites You and Your Friends to a
FREE LECTURE ON CHRISTIAN SCIENCE

Subject: "Christian Science: Its Healing Ministry"

BY
DR. WALTON HUBBARD, C. S. B.
OF LOS ANGELES, CALIFORNIA

Member of the Board of Lecturers of The Mother Church
The First Church of Christ, Scientist, in Boston, Massachusetts
IN MASONIC TEMPLE AUDITORIUM
East Main at Prince Street
SATURDAY EVE, JUNE 11, 1938, AT 8:00 O'CLOCK
Eastern Standard Time

LAUER'S SALE OF TWIN POSTER BEDS



**Complete With Platform Spring
And INNERSPRING MATTRESS**

You may now enjoy the comfort of an innerspring mattress bed from Lauer's at this extremely low price. This bed outfit comes complete with platform spring bed and innerspring mattress. You will sleep better on one of these bed outfits from Lauer's and therefore enjoy better health. Discard that old hard bed, come into Lauer's and see this new beautiful poster bed outfit. You will be sure to like it.

\$25
EACH BED

LAUER'S

50 STATE ST., ROCHESTER, N. Y.

Kennedy-Clark Inc., 22 South Avenue

SALE

GLEAMING
WHITE
PORCELAIN

GENERAL ELECTRIC WASHER

Regularly \$49.95
Valued At \$69.95

PAY ONLY \$1 DOWN

FIRST PAYMENT
JULY 15th

75¢ A WEEK

LIBERAL TRADE-IN
ALLOWANCE

- Perma-drive Mechanism
- Never Requires Oiling
- Quiet Washing Operation
- Agitator Washing Action
- Lovell Wringer
- White Porcelain Tub
- Rubber-Mounted G-E Motor
- G-E Guaranteed



NO CHARGE
FOR FILLER HOSE
If you bring this ad when
you purchase a washer.

Store Hours

Daily 8 to 5:30

Thursday and Friday Evenings

Store Open Until Nine

KENNEDY-CLARK INC.

Fifty-Fifth Anniversary Year

Stoves—Radios—Refrigerators—Cleaners—Washing Machines

22 South Avenue—Near Main St.

G.O.P., Faces War

(Continued From Page 1)

Mayor Lester B. Rapp, Emmet Gauhn and W. Ray Whitley are other aspirants who are waiting energy in angling for the leadership.

It's general belief that Broderick will not agree to the designation of Bostwick, while the official positions held by Messrs. Rapp, Gauhn and Whitley are believed to bar them from the leadership. A political boss—and that's what county leadership stands for—has his fingers in many pies and prominent Republicans are not ready to swallow the idea of having a mayor, or a welfare commissioner, or a purchasing agent in the driver's seat. They are wise enough to realize that the rank and file of voters would not like such an arrangement and that Mr. and Mrs. Voter undoubtedly would express their dislike at the polls.

While all this speculation is going on concerning a new leader, friends of Gordon Howe, supervisor from Greece, and Haskell Marks, city treasurer and prominent in Republican activities in the Seventh Ward, are boosting Messrs. Howe and Marks for the post. Howe is rated as one of the ablest of the younger Republican group, while Marks, a former Assemblyman and a protege of the late Dr. Tom Killip, knows all the political answers.

Sitting in the background is Harold S. W. Mac Farlin, Commissioner of Commerce, who might be called the "mystery man," despite the designation applied by Senator Emmett L. Doyle, who termed Mac Farlin's

department the "City Hall Press-Radio Bureau." "The Department of Commerce," Doyle charged, "is the cloak behind which the personnel of the Republican machine actually runs the city." Mac Farlin has indicated that he is not after the leadership, but the fact that he wrote the current Republican platform is taken to mean that he has a keen interest in the identity of the new leader. If Broderick's successor happens to be a man with lukewarm interest in the party platform, look for fireworks from Mac Farlin.

OLIXIR

LUBRICATED GASOLINE
FOR
**Maximum
Economy**

**6 Gals.
\$1
for**

**INDEPENDENT
GAS AND OIL CO.**

565 LYELL AVE. JEFFERSON AVE.
Opp. Burrows St. Cor. Brennan Ave.
Clinton Ave. So. 300 Arnett Blvd.
Cor. Alexander St. Next To Public Library

JOIN THE FUN

come to . . .
**MANITOU BEACH PAVILION
FRIDAY, JUNE 10th**

Dancing
9-1:30

★
Admission
Per Person
Plus Tax

3 BIG FEATURES
★ **INA RAY HUTTON**
and her Melodians playing the music you love.
★ **19 NBC RADIO ARTISTS**
famous for their Brunswick recordings
and Vitaphone shorts.
★ **and the WINSTEAD TRIO**

\$1 a Month R-E-N-T-S An Automatic Gas Water Heater

Have piping hot water always on tap. Pay only \$1.00 a month RENT for the gas heater, plus the cost of the gas consumed. No obligation to buy. Ask for details today.

Gas Supplies Constant Hot Water
At Lowest Cost.

ROCHESTER GAS & ELECTRIC CORP.
89 East Avenue Main 3960

Positively Two Days Only

10:00 A.M. to 6:00 P.M. **FRIDAY and SATURDAY** 10:00 A.M. to 6:00 P.M.

SENSATIONAL DEAL FREE!



PRICE After This Sale **\$3.50** **ABSOLUTELY FREE!**

NOTICE TO AUTHORIZED DISTRIBUTOR
In accordance with our agreement you are authorized to deliver a Field Glass FREE with each purchase of a package of blades at 50c and this coupon. New blades are made of the finest quality Swedish blue steel, accurate, precision, made, hollow ground. With each purchase of package of blades at 50c you will receive a beautiful Field Glass that will last you a lifetime.

ABSOLUTELY FREE
NOTE: Buy Now! THIS AD WILL NOT APPEAR AGAIN. Price of this super-fine glass will be \$3.50 after this sale. Blades fit new and old style Gillette or Probak razor, also Gen type.

LIMIT TWO SETS TO A CUSTOMER

BRYAN DRUG HOUSE

92 MAIN ST. W.
Mail Orders Add 10c Postage

SPECIAL SALE! MULEHIDE ROOFING

LOWEST PRICES
EVER OFFERED

REG. \$95 ROOF
Now Only **\$79**
For Average 7-Room House

The factory makes it possible for us to offer these low prices to quickly introduce these beautiful, long-lasting roofs.

REG. \$160 ROOF
Now Only **\$119**
For Larger House

ACT NOW!

EQUALLY LOW PRICES FOR LARGER OR SMALLER HOMES

Every One Of These Roofs Come
Complete With Mulehide
Staggered Strip

ASK FOR STYLE A

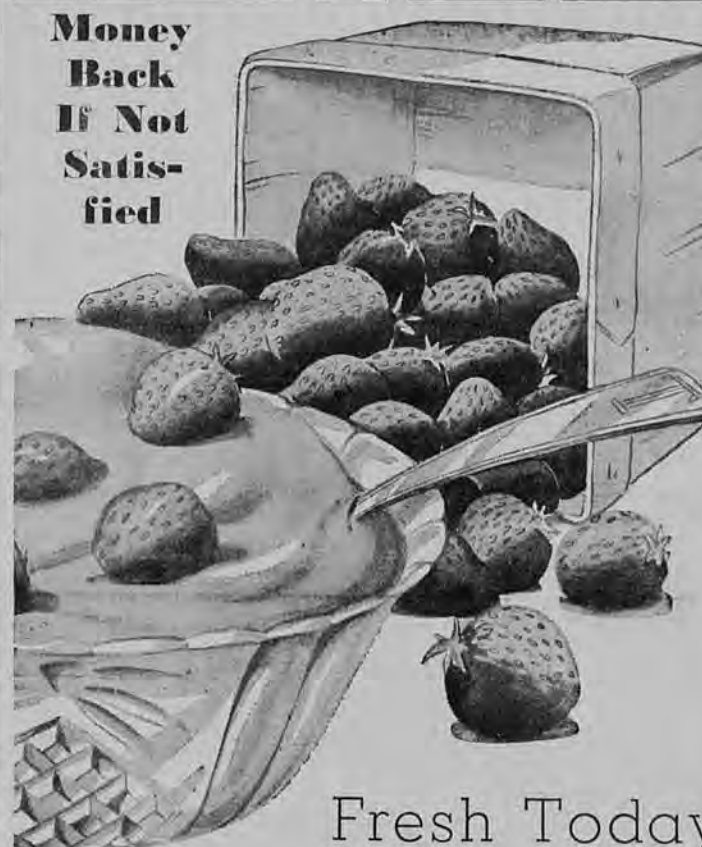
PHONE FOR ESTIMATE
No Obligation

TERMS — \$5 A MONTH
NO DOWN PAYMENT
3 YEARS TO PAY

KEMP ROOFING CO.
331 W. MAIN PHONE MAIN 1786

At Dealers All Over Town

**Money
Back
If Not
Satisfied**



Fresh Today

Teall's Strawberry ICE CREAM

One thousand-six hundred (1,600) quarts the last time we "went to town" with this Strawberry Ice Cream SPECIAL. Made of the same nationally famous Marshall Berry from Oregon's famed Hood River Country.

Big, luscious, sun-ripened Berries in their scarlet coats as uniform as the Buckingham Palace Guards . . . and each as distinguished looking. And you should have seen them, as I did, marching proudly out of Teall's Magic Mixer as uniformly as Guards on parade . . . and into the first made soft ice cream fresh from Teall's EXCLUSIVE Continuous Faster Freezer . . . with nary a human hand touching a single Berry . . . and thence to the hardening room with its sub-zero temperature stirred by a giant airplane fan.

This FRESH Strawberry Ice Cream of Teall's comes to you with the whole Berries tucked into the smoothest of Ice Cream textures, stained pink from the flavorful juice that just naturally oozes from each big, luscious Berry in the most highly scientific Ice Cream manufacturing processes. Strawberries and Cream, indeed.

In order that you may enjoy it at its delicious best: Retain in the carton until the Ice Cream will slide of its own accord by opening one end and tilting the other . . . into a huge bowl. Then serve with a spoon into cereal dishes or glass dessert dishes . . . never on plates. Your money cheerfully refunded if you do not say it is the best Strawberry Ice Cream you have ever eaten.

Herbert W. Brigham
President

25¢

QUART BRICK
(After Sunday, 35c)

Reason for this

Nearly 30%

Saving

An extra inducement to win new friends to Teall's All standard flavors also each week at the regular 35c price and one or two delicious fruit or nut ice creams. ALWAYS your money back if you are not supremely satisfied.

WHAM

Stamper Carbon Station
ROCHESTER'S BLUE NETWORK AFFILIATE
1150 KC

Highlights—

FRIDAY, JUNE 10

11:15 P. M.
NBC Radio Guild
3:00 P. M.
Club Matinee
Starring Ransom Sherman
7:00 P. M.
Eastman School of Music
Symphony Orchestra
Directed by Dr. Howard Hanson.
8:00 P. M.
Royal Crown Revue
Starring Tim and Irene, George Olsen's "Music of Tomorrow", and an all-star cast.
8:30 P. M.
Rochester-Syracuse Game
Described by Harry McTigue.

SATURDAY, JUNE 11

11:30 A. M.
Farm and Home Hour
2:55 P. M.
Syracuse-Rochester Game
Described by Harry McTigue.
5:30 P. M.
Your Esso Reporter
8:00 P. M.
National Barn Dance
Sixty minutes of exceptional fun with Joe Kelly, Uncle Ezra and the happy-go-lucky "hayloft gang".

SUNDAY, JUNE 12

2:00 P. M.
Rochester-Baltimore Game
Described by Harry McTigue
5:30 P. M.
Canadian Grenadier Guard Band
6:30 P. M.
Ozzie Nelson's Orchestra
Featuring Pee Wee, Harriet Hilliard and famous movie personalities.
7:00 P. M.
Charlie McCarthy
With Don Ameche, Dorothy Lamour, Edgar Bergen and guests star.
9:00 P. M.
Hollywood Playhouse
Starring Tyrone Power . . .
8:30 P. M.
Walter Winchell
9:30 P. M.
Academy Theater of the Air

MONDAY, JUNE 13

1:00 P. M.
General Mills Hour!
Betty and Bob, Arnold Grimm's Daughter, Valiant Lady, Hymns of All Churches and Betty Crocker.
3:00 P. M.
Rochester-Baltimore Game
Described by Harry McTigue.
6:00 P. M.
Alas Jimmy Valentine
7:00 P. M.
James Melton-Vic Arden
A quarter hour program of bright music and pleasing songs.
7:30 P. M.
Those We Love
8:30 P. M.
Rochester-Baltimore Game
Described by Harry McTigue.

TUESDAY, JUNE 14

3:00 P. M.
Club Matinee
7:00 P. M.
Al Domahue's Orchestra
7:30 P. M.
Information, Please
A radio audience tries to stump a picked group of experts. Can they do it?
8:00 P. M.
Horace Heidt
In company with his famous Alomite Brigadiers.
8:30 P. M.
Rochester-Baltimore Game
Described by Harry McTigue.

WEDNESDAY, JUNE 15

1:00 P. M.
General Mills Hour
7:00 P. M.
Roy Shield's Revue
Guest artists assisted by Joseph Gallicchio's orchestra.
7:30 P. M.
Harriet Parsons
News of Hollywood
8:00 P. M.
If May Have Happened
Dramatizing events that might have changed the course of history.
8:30 P. M.
Rochester-Baltimore Game
Described by Harry McTigue.

THURSDAY, JUNE 16

3:00 P. M.
Club Matinee
NBC variety show, Ransom Sherman master of ceremonies.
5:00 P. M.
Rakow's Magic Rhythm
7:00 P. M.
March of Time
7:30 P. M.
True Stories of State Police
8:00 P. M.
Rochester-Newark Game
Described by Harry McTigue.

Healey Picks

As His Baseball
After several seasons to decide whether to be a catcher, pitcher, fielder, Francis Healey, who played with the 1933 Boston Red Sox, has settled on catcher for his career.

Healey, for who Rickey predicted a baseball career, is a fra Smith's Houston hitting .339 for the

Rochester

Berg

3 YEAR

BONNIE
Straight

90 PRO

WH

WE HA

CAL

1/2 Gallo

1932 VIN

American
5 Years

IMPORTER
(Case 12 B

GOL

GIL

90 Proo
made
To Sell
For \$1.8

CASE 12 B
10

1/2 Hour

PH

BE

12

N

GEN

NOW

FROM

WE MA

The Genes

now on sal

barley malt

du Point

old-time fl

best but b

Taste t

GE

ON DRA

Healey Picks Catching As His Baseball Job
After several seasons of trying to decide whether he wanted to be a catcher, pitcher or infielder, Francis Healey, who played with the 1935 Red Wings, has settled on catching as his forte.
Healey, for whom Branch Rickey predicted a brilliant baseball career, is catching for Ira Smith's Houston club and hitting .339 for the Buffs.

Schacht Fractures Toe With Too-Realistic Kick
Al Schacht, whose baseball clowning is figured to net him one of the game's fancy incomes this season, suffered a painful injury recently while putting on his act for the amusement of Evangeline League fans at Opelousas.
Schacht kicked an umpire's mask and put so much action in the kick that he broke a toe.

St. Andrew's Team at Top

St. Andrew's gained undisputed possession of first place in the Rochester Catholic League as a result of their 7-to-5 conquest of the St. Margaret team, while St. Patrick's lost a thrilling 1-to-0 game to the Immaculate ten.

Holy Rosary lost its third game by a one-run margin, losing out to St. Boniface, 3 to 2. St. Carmel, with Cardimone on the hill, beat out OLPH, 5 to 1. St. Michael's surprised St. Anthony's and won their first game of the year, 6 to 2, behind the two-hit pitching of Schuler.

St. Andrew's and St. Margaret Mary teams tied up in a hitting duel with the Portland Avenue team having the edge with their long distance clouting. Kremling was the hitting star for the St. Andrew team, collecting three hits. Farrell blasted out a homer with a mazz on base. Hastings kept his team in the ball game by driving out a home run and a single to bat in four runs.

This week's feature clash will be the St. Andrew's and St. Anthony's game on the Edgerton Park diamond. Holowka will face Lee, who is slated to pitch for the home team.

SPORTS

By JOHN BURNS

Every now and then one hears the plaint that modern baseball is too polite; that players have lost the competitive spirit which prevailed when a base runner went into an opponent with spikes riding high, and that many athletes are merely going through the motions.

This correspondent does not agree with most of the above. You'll always find laggards and incompetents—as in every other undertaking—but the great majority of baseball players are in there day after day giving everything they have, even if they appear polite as they go about their business.

But for those who like their baseball with what might be called raw-meat trimmings, we advise a trip to Auburn, which is a member of the Canadian-American League. Practically all of the players in the Can-Am loop are youngsters striving to grab a place in professional baseball and their earnestness does much to make up for their lack of artistry.

A friend who recently attended a game at Auburn described his excursion like this: "I haven't had so much fun at a ball game in years. The players battled the umpires almost continually and the home

Braemer Course Pleases Golfers

It's worth a trip out Ridge Road to see for yourself the amazing transformation Phil Brodie has wrought in Braemar, the former Westridge course. Brodie, a golf professional for more than 30 years, came here from Mountain Lake Country Club, located at Lake Wales in Florida.

With the benefit of his years of experience, Brodie has made Braemar one of the most attractive layouts in the district. Fairways have been rolled, seeded and trimmed to perfection. Greens have been reconditioned and one new green installed. The attractive clubhouse has been entirely redecorated and the grill, under the expert supervision of Mrs. Brodie, is proving extremely popular with players at the club.

Braemer offers golfers who may have become somewhat jaded with their own course an opportunity to play a sporty, well-conditioned layout with all the privileges of a private club at popular rates. It's only five miles from Rochester on the Ridge, just a half-mile beyond Manitou Road.

TWO GAMES FOR BARONS
The Barons, pacesetters in the Vacuum Oil loop, will attempt to strengthen their hold on the top rung when they meet the 10th Warders and the Marites in league encounter this week. Manager McCarthy will use his ace right-hander, Mat Kenny, in both games.

The Chateau

When In The Mood For FOOD And FUN, Come Out And RELAX. We Are Tops In Both

Another HIT SHOW Don't Miss It!

No Cover Nor Minimum Week Days or Sundays

Special Sunday DINNERS \$1 Show 7:30 and 12 P.M.

A Swell Place For That Dinner Party

PT. PLEASANT HOTEL

Norbert Klem

AND Orchestra

FRANCIS B. KNOX

Singing

The Modern Bar

This Year It's The

Rochester's Largest Liquor Store
OPEN DAILY 8 A. M. TO 12 P. M.

Berghash Offers OUTSTANDING SPECIALS

3 YEARS OLD BONNIE BROOK Straight Bourdon 90 PROOF

3 1/3 YEARS OLD BRIARWOOD STRAIGHT RYE 90 PROOF

Your choice of these famous Brands at a great saving.

WHISKEY \$1.69

Full Quart

WE HAVE SOLD OVER 6000 GALLONS OF OUR FAMOUS CALIFORNIA WINE

1/2 Gallon 79c Gallons \$1.29

1932 VINTAGE PORT, Fifth 44c

American Bottled In Bond 5 Years Old RYE, Quart \$2.59

IMPORTED SCOTCH 8 Yrs. Old (Case 12 Bottles \$27.00) 5th \$2.44

"SALE!" GOLD FEATHERS GIN \$1.39

90 Proof made To Sell For \$1.85

CASE 12 BOTTLES \$15.00

100% Distilled From Grain

1/2 Hour Free Parking Opposite Our Store

PHONE MAIN 786

BERGHASH

124 CLINTON AVE SOUTH
Next to LOEW'S THEATRE

Down The Fairway

By E. J. RANDALL

Saturday and Sunday saw a course record tied, two holes-in-one registered and low scores galore.

Del Jacobs, low-scoring Midvale star, shot a brilliant 68 at the Perinton course Saturday, to tie the course record held jointly by himself and Ned McKenna. Extremely hot, Jacobs ended up three under regulation par figures. He birdied the 7th, 14th and 17th and toured each nine in exactly 34 blows.

Charley McKenna, Oak Hill pro, bagged an ace at his home course while playing in a pro-amateur best-ball tournament Sunday. Jack Graham of Alameda Street, held his tee shot at the 145-yard 15th hole of Genesee Valley's new course for the second hole-in-one of the day. Locust Hill defeated Meadowbrook, at Locust Hill, 72 to 42. "Doc" Rogger, the contribution of Buffalo's publishing industry to the game of golf, held Mike Perentz to a tie, as a feature of the match. Jerry Dimmick's 71 at Midvale, Bill Cory's 72 at Durand, Jack McInerney, Jr.'s 73 at the Country Club and Owen Luckhurst's 73 at Ridgmont, the lowest amateur round recorded at that club this season, featured the Saturday scoring.

Low scorers Sunday were Bob Allen with a 74 at Lake Shore, Paul Woock, Oak Hill, and Mike Perentz, Locust Hill, each having 75 and the 76's scored by Carroll Johnston at Monroe, by Harold Christ at Genesee Valley, and Jack McInerney, Jr., at the Country Club.

ENGAGEMENT ANNOUNCED
Mr. and Mrs. Carl H. Knitt of Bidwell Terrace, have announced the engagement of their daughter, June, to Jack A. Allen of Rosemary Drive, son of John D. Allen of Dewey Avenue.

QUICK CREDIT UNIT PARTS
ROCHESTER CORPORATION
Cul. 250
1185-1223 Main St. East

GOLF AT BRAEMAR

(Formerly Westridge)

NO WAITING

FEES:
MEN—75c
After 4:30, 50c
LADIES—50c All Day

Newly Seeded Fairways
Velvety Greens
PHONE 312-P-4
Phil Brodie, Pro.

Ridge Rd., W. 1/2 Mile Beyond Manitou Rd.
BRAEMER COUNTRY CLUB

DINE & DANCE UNDER THE STARS

Fast-Tempting FULL COURSE DINNERS 75c

Dancing... and continuous entertainment every evening from 7 o'clock. Sunday concert, 2 to 4 P. M.

PITTSFORD INN

East Ave. at Monroe

OLD HEIDELBERG'S SUMMER GARDEN

Never a dull moment in this beautiful Summer Garden! Come out for a bite or a drink and hear old Heidelberg's new all-star entertainers.

CHAMPION KNITWEAR CO.'s ANNUAL SUMMER SALE OF SPORTSWEAR

LADIES SWIM SUITS
A nationally known make whose name we can't mention.
No Suit In This Lot Under \$5.95
\$3.95
• With Skirts • Without Skirts
• Printed Lastex • Pure Wool
We also carry men's Gantner Matrons trunks.

Ladies All Wool Regular \$2.95 Value SWIM SUITS \$2.25
Regular \$1.95 Value SWIM SUITS \$1.24

Ladies Beach SLACKS
Sizes 14 to 26 94c
In Brown and Blue EXTRA SIZES To 38 Waist \$1.48

Men's 100% Wool Zipper Top SWIM SUITS \$2.89
Sizes 36 to 46 Reg. Val. \$3.50
Odd Lot Zipper Top SWIM SUITS \$1.49

Wool And Lastex SWIM TRUNKS \$1.69
White Lastex and Wool SWIM TRUNKS \$1.95

Finest Quality Gabardine BUSH COATS \$2.89
Sizes 34 to 44
White Drill Cloth BUSH COATS \$1.74

Reg. \$1.95 Value! Cool Rayon Fast Color POLO SHIRTS \$1.39
All Sizes All Colors
Can be worn in or out of slacks.

CLIP THIS COUPON CREW SHIRTS Plain White 25c EA.
WITH THIS COUPON 25c Without Coupon Sizes 28 to 46

CLIP THIS COUPON Men's and Young Men's POLO SHIRTS 2 for 95c
WITH COUPON REGULAR 59c EACH

CLIP THIS COUPON BOY'S POLO SHIRTS (Yellow Only) 10c Each With Coupon
15c Without Coupon Small, Medium, Large

EXTRA SALES PEOPLE

Champion

KNITWEAR CO. 71 ST. PAUL ST.

SALE STARTS FRIDAY 8:30 A. M. SHARP

20 Min. Free Parking for Customers—Ridge and Strand Parking Station

GENESEE 12 HORSE TEAM

"at home" every day in its own tent-stables. Admission free... everybody welcome. Come... see how the only 12-horse hitch in America lives.

THIS WEEK in the parking station outside Red Wing Stadium. Open daily 11 A.M. to 10 P.M. and after night games.

NEXT WEEK in the lot near the Ridge Road-Dewey Avenue intersection.

STREET PARADE DAILY • SOUVENIRS FOR ALL

GENESEE ALL MALT BEER

ON DRAUGHT • IN BOTTLES • STEINIES • QUARTS • CANS • EVERYWHERE

NOW BREWED FROM MALT WE MAKE OURSELVES

The Genesee All Malt Beer now on sale is brewed from barley malt made in our Soda Point Malt House by the old-time floor system, costliest but best method known.

Taste the Difference!

GARAGE FOR RENT

On MARGARET ST. Near Thurston Rd.

REASONABLE

Phone Mon. 7459-R

OLIXIR

LUBRICATED GASOLINE For Maximum Power

6 Gals. \$1 for 1

INDEPENDENT GAS AND OIL CO.

585 LYELL AVE. CLINTON AVE. SO. CLINTON, N.Y.

JEFFERSON AVE. 300 ARNETT BLVD. WEST TO PUBLIC LIBRARY

PAINTS for BEAUTY - PROTECTION

Now! Lasting Beauty & Economy with This New **HOUSE PAINT**

THE RAIN RENEWS IT

STARTS WHITER STAYS WHITER

Titanium, the whitest pigment known, makes the new, white Du Pont House Paint whiter at the start—and best of all, it actually keeps itself clean!

\$3.35 (net)

TRIM & TRELLIS FINISHES

RESIST FADING

The longest-wearing trim colors you can buy. Exclusive DULUX formula. 4 Greens, Browns, and Blacks. Look better—last longer.

\$1.67 qt.

Saves Floors from Wear and Weather

FLOOR & DECK ENAMEL

Easy to use—dries to a tough, hard film—laughs at sun and rain!

Special ONE QUART and a 2 1/2" BRUSH **\$1.29**

REDEEM YOUR DUCO COUPONS HERE—

Ward's 15 Exchange St. MAIN 7900

SALE 1/2 OFF

By Permission of The Maker

Nationally Famous

AMERICUS WATCHES AT HALF PRICE

What Finer GRADUATION GIFT Than A Beautiful AMERICUS WATCH

Ladies Round WRIST WATCH

Reg. \$19.75 **\$9.95**

Roller gold plated case with stainless steel back. Cord attached. 7 jeweled movement.

TINY WRIST WATCHES

Round and Square Models

Regular \$27.50

Guaranteed 7 jeweled movements in yellow rolled gold plated cases.

\$13.75

EXCEPTIONAL VALUE!

LADIES WRIST WATCH

17 Jewel Movement

In Solid Gold Case

\$23.75

Regular \$47.50

Wrist Watch

7 Jewel Movement

In Stainless Steel Case

\$7.95

Regular \$15.95

Edwards ROCHESTER'S THRIFT CENTRE

Buy On Our BUDGET PLAN or Use Your Charge Account

WATCH DEPT. MAIN FLOOR

STONE 2300

Salesmen's Club Set For Saturday Funfest

Formality will be folded away with winter clothes Saturday when members of the Salesmen's Club of the Chamber of Commerce don old clothes and adjourn to the Rock Beach cottage of William Morse for an afternoon of outdoor fun.

George Cornell is chairman of the arrangement committee, assisted by Charles Angle, Stanley Field, Donald Galloway, Harry Shoemaker, Jack Stern and Paul Van Horn.

Lambda Delta Nu Presents Its 15th Annual Dance

SUN., JUNE 12 DANCELAND SEA BREEZE

"CHICK" WEBB

"KING OF DRUMS"

And His N. B. C. Orchestra

Featuring Ella Fitzgerald

Dancing, 9 to 12

Tickets on sale at ADAM HAY'S STORE, 137 E. MAIN. Advance ticket sale, \$1.00, plus tax, per person. At door, \$1.25 plus tax, per person.

OLIXIR

LUBRICATED GASOLINE For Superior Performance

6 Gals. for \$1

INDEPENDENT GAS AND OIL CO.

585 LYELL AVE. CLINTON AVE. SO. 300 ARNETT BLVD.

The Way To A Man's Heart

BY IRENE MUNTZ

If you are looking for a little bit different flavor in your cakes these days, try folding moist coconut into the batter instead of just sprinkling it over the frosting. The result will be a moist rich cake with a new flavor appeal. Both of the following recipes offer a delicious variation for your summer menus.

ORANGE COCONUT CAKE

Temperature: 375 Degrees F. Time: 25-30 Minutes

3 egg whites 2 1/2 c cake flour 1/2 c sugar 2 t baking powder 1/4 c shortening 1/2 t salt 1 c orange juice 1 c coconut

Beat egg whites until stiff and glossy. Gradually beat in the 1/2 c sugar. Cream shortening add 1 c sugar and orange rind, beating until light and fluffy. Sift flour, measure and sift with baking powder and salt. Add alternately with the orange juice to the first mixture. Lastly fold in the egg whites and coconut. Bake in 2 well oiled layer tins in a preheated oven. Frost with white boiled frosting and top with additional coconut.

FRENCH CHOCOLATE CAKE

Temperature: 375 Degrees F. Time: 25-30 Minutes

3 egg whites 2 1/2 c cake flour 1/2 c sugar 2 t baking powder 1/4 c shortening 1/2 t salt 1 c chocolate 1 c milk

Melt chocolate. Beat whole eggs until they look like whipped cream. Cream shortening, add sugar and beat until fluffy. Beat in the eggs and add chocolate. Sift flour, measure and sift with baking powder and salt. Add alternately with the milk. Lastly fold in the chocolate. Bake in two well-oiled layer cake pans in a preheated oven.

CLARK'S MARKETS

WEEK END Specials

For Picnics or Salads

Milk Fatted Fowls 19c

Young and Tender, 3 lb. Average, lb.

Frying Chickens 25c

3 1/2 lb. Average, lb.

Fresh Dressed Broilers, lb. 29c

Genuine Kaufman's

Leg O'Lamb 23c

lb.

Zwick's Parballed

Coney Island Hots, lb. 25c

Walker's Delicacies

Chicken Pies 2 for 25c

Gravy Free

Pound Prints of Fresh

Creamery Butter, lb. 26 1/2 c

CLARK'S MARKETS

600 Jefferson Ave. Cor. Bartlett St. Gen. 1417

FREE PARKING At Both Stores

906 N. Goodman St. Cul. 4870

Join the 1938 THRIFT PARADE

SAVE MORE IN MORE WAYS

Another Thousand Users of New 1938 G-E Refrigerators Since Yesterday!

See the refrigerator that started a new "save wave" in America! When you buy a new 1938 G-E you don't spend money—you invest it!

\$5 DOWN 3 Years To Pay

FIVE YEAR PROTECTION PLAN

Open Evenings Free Parking

Triple-Thrift REFRIGERATOR

Thrifty in PRICE! Thrifty in CURRENT! Thrifty in UPKEEP!

SIEBERTS

ST. PAUL and ANDREWS STREETS

Remington:

(Continued From Page 1)

sandwiches on menu. Can you remember way back when your country cousin referred to it as the city steam laundry?

"Newspaper headlines fairly gloated," remarked Kenneth Jones motorcar salesman, "because three persons were injured in Czechoslovakia election." Humph! Seven men were shot to death in a Kentucky primary and news dispatches gave it only ten lines of type."

Benefit Planned To Aid Crippled

A one-act comedy, a concert by the Hill Billy Band, and an evening of dancing are included in the program planned by the Lady MacNaughton Lodge No. 80 D. O. S. for the annual crippled children's party to be held tomorrow at 8 p. m. in Union League Hall.

Proceeds will be used to aid crippled children, through a committee headed by Mrs. Ruth Duffie. Tickets may be obtained from any officer of the lodge or at the door.

Perfect Attendance Mark Made by Girl Graduate

An unusual record for attendance and punctuality was made by Miss Charlotte Hughes, daughter of Mr. and Mrs. Tudor V. S. Hughes of 45 Ridge Road East, during her four years at the Academy of the Sacred Heart.

Miss Hughes, valedictorian and merit ribbon winner, was graduated this week from the Prince Street school with the exceptional record of never having been absent or tardy during the four years of her academic work.

SPECIALS THIS WEEK

Luscious SALT WATER TAFFY 17c

PEANUTS 10c (In Shell)

PITTED DATES 13c

BLACK WALNUTS 39c

AT THE ROCHESTER NUT SHOP

OUR ONLY STORE 550 WEST MAIN ST. MAIN 8100

MILK

Is the Perfect Health Food

Brighton Place Milk is richer — will renew or maintain energy and well-being. Try a big glassful after a strenuous game of golf or take it along on a picnic — you'll see what we mean. Perfect for mealtime, too. Refreshing for summer.

Phone Glen 144

BRIGHTON PLACE DAIRY

Home of Sealtest Milk

America's Finest Butter FROM THE LAND O' LAKES

LAND O' LAKES BUTTER

Sweet (NOT SOUR) Cream

30c Lb. Roll

Wegman's

ROCHESTER'S HOME OWNED MARKETS

"October Nut Brown Ale" chorus would be censured from Will Hay's Nice Nelly movies today. to come. But, perhaps, ale item Or wouldn't it?

WEEK END SPECIALS!

Our Own Famous **SLICED BACON 29c** With Rind Off

EAST SIDE DELIVERY SERVICE Phone STONE 290

Heinz **TOMATO JUICE 4 Tall Cans 29c**

Our Own Make Sausage Meal lb. 21c

SCHUDT

511 Main St. E. Market, Inc. Stone 290

HIGHLIGHTS OF WEGMANS WEEK-END FOOD SAVINGS!

PRIME TENDER STEER SHOULDER ROAST

BEEF 18c lb.

Select your week-end roast from the hundreds on display at Wegman's! Prime steer beef... with that fine-grain to the meat that is the hallmark of good beef!

BONELESS ROLLED LAMB ROASTS 21c lb.

HOME DRESSED PLUMP BROILERS 27c lb.

Best Quality Solid

No. 1 Potatoes 10 lbs. 25c

No matter how you cook them, these No. 1 potatoes will come out mealy, and snow-white!

Juicy Golden Ripe

Cal. Lemons 15c

You'll want to keep them on hand for lemonade these warm days. An extra special value this week-end. Dozen

FRESH STRAWBERRY SHORT CAKE 25c

50-OUNCE CAN TOMATO JUICE 15c

Wegman's

A Guide More Homes. Of Inter

VOL. I

Here and Yon

By CRAV

When the plant, at R... discharges... p. m., remi... erupting, R... almost ins... motor car t... way to Dew... to Lake, on... is an uproa... vity lasting... than fifteen... stander spec... in the worl... Rochester... weren't ind... a Rochester... Firemen o... Ridge Road... at placidly... quarters a... speculate... rosey on w... would hap... if a fire al... were signa... during th... crowded tr... spasms, a... your answer... nothing... Nothing p... ticularly, ex... confusion, co... possibly n... pen, becaus... fire t r u... couldn't find... to move. I... fire alarm h... vicinity at 5

Rochester... Skinner lov... a true hors... wrong... Te... Greece and... Rochester... paper will... ever defunct... have to fea... N. Y. Tim... ceded to be... America, ca... lineage than... blication du... still the be... of Mohlar... course adja... and Durand... trances. Am... way back... numerous a... Brewer's bi... twelve-hor... tion now, t... tional Dew

The art... venson is... and one of... I always co... of Davy a... the Scottia... naped," al... as a who... his run-of... How, I o... ing a the... screen cat... rlt in his... naped?" C... lywood d... use Stever... title, and... buted lov... memorabl... Alan. Thi... would v... provemen... Being... doddering... on why l... ones con... title St... Wouldn't... Love" ha

Here (Bill) N... Mayor o... surance... peaches... Brown... starting... to be q... lin mak... of cello... of frien... animati... instrum... \$1,000... sons as... marked... "and t... mobiles... proves... rican... baseba

Vete... Wing... expert... perfor... from... come... Life... dern... ving... equal... store

On Your Door-Step Every Thursday Afternoon. If You Do Not Receive Your Copy By 6 P. M., Phone Stone 6001 and One Will Be Delivered.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

ROCHESTER, N. Y., JUNE 16, 1938

72,000 COPIES DELIVERED

A Guide To Better Buying In More Than 72,000 Rochester Homes. News and Advertising Of Interest To Every Member Of The Family.

VOL. 1. NO. 30

Here, There and Yonder

By CRAY REMINGTON

When the Jumbo-like Kodak plant, at Ridge road and Lake discharges its employees at 5 p. m., reminding of a volcano erupting, Ridge Road West is almost instantly blocked with motor car traffic (lava) all the way to Dewey, on the west, and to Lake, on the east, and there is an uproar of cheerful activity lasting, often, for longer than fifteen minutes. The bystander speculates on whatever in the world would happen to Rochester if Kodak simply weren't. Indeed, would there be a Rochester?

Firemen of Hose No. 24, in Ridge Road West, near Dewey, sit placidly in front of their quarters and speculate moodily on what would happen if a fire alarm were signalled during these crowded traffic spasms, and your answer is: nothing. Nothing particularly, except confusion, could possibly happen, because a fire truck couldn't find space in the street to move. Moral: Don't ring fire alarm in Ridge Road West vicinity at 5 p. m. week days.

Rochesteriana: Sheriff Al Skinner loves good horses, and a true horse lover can't be wrong. The Noun getting out Greece and Ironedout weeklies. Rochester's new daily newspaper will enjoy one advantage over defunct Journal: it won't have to feature Marion Davies. N. Y. Times, universally conceded to be best newspaper in America, carried more liquor publication during 1937, and it still the best newspaper. Last of Mohicans, miniature golf course adjacent to Sea Breeze and Durand-Eastman Park entrances, and can you remember way back when they were as numerous as unemployed men? Brewer's big horses (Genesee twelve-horse hitch) on exhibition now, tents and everything, tnat, Dewey Avenue and Ridge.

The art of Robert Louis Stevenson is delicate, evanescent, and one of his best writings, I always considered, is the flight of Davy and Alan. Break over the Scottish moors in his "Kidnaped," although "Kidnaped," as a whole, is merely one of his run-of-mine tales. How, I conjectured, after finding a theater seat, can the screen catch the Stevenson spirit in his (as advertised) "Kidnaped"? Oh, well, it didn't. Hollywood didn't even bother to use Stevenson's story, except the title, and a Hollywood-contributed love angle replaced the memorable flight of Davy and Alan. This, the picture producer would vouch safe, was an improvement on Stevenson. Being old fashioned, and doddering, I'm still pondering on why Hollywood's omnipotent ones condescended to use the title Stevenson contributed. Wouldn't say, "Hot Northern Love" have been better?

Here and there: William (Bill) Newcomb, known as the Mayor of Hilton, sells really, insurance and Hilton, and raises peaches. Harry (Little Elmer) Brown predicts business boom, starting in August and is willing to be quoted. Kennewig, violin maker and repairer, bought a cello, upon recommendation of friend, for \$4 and, upon examination, found it to be fine instrument and worth, perhaps, \$1,000. "Thirty thousand persons are on relief in town," marked Matthew McCormick, "and they're all driving automobiles." National League proves its inferiority to American loop by playing night baseball.

Veteran hired hand at Red Wing Stadium, Harris Myers, expert chess, checker and bridge performer. He's seen 'em all, from Southworth to Blades, come and all, but Blades, go. Life is now equalized in modern home. While Hubby is shaving mornings, Friend Wife is equally busy at adjusting her store eyelashes.

City Hall Project Approved

Solons Authorize Baker to Ask PWA Grant

City Councilmen took the first step toward the construction of a new City Hall when they unanimously passed a resolution authorizing City Manager Harold W. Baker to file application for a PWA grant for construction of a building on the site now occupied by City Hall Annex in Court Street.

Rochester has needed a new City Hall for a long time, but economic and political reasons have delayed its start and there is no certainty that political reasons will not cause further delay. This city, normally Republican, has had several extensions of PWA grants, but some of the higher ups in GOP circles have expressed the fear that an application for approximately \$1,000,000 for the proposed City Hall would be turned down.

Under plans for the proposed structure in Court Street, the building would cost about \$2,200,000, of which 45 per cent would be paid by the federal government. The new building would be another step in the civic center proposed several years ago and its construction would give the city the site free of cost under an agreement with the University of Rochester, which owns the land on which the Annex stands.

If and when the project is completed, the city would be in position to sell the present City Hall to the county to be used as an annex to the overcrowded Court House.

Doud Post Show Offers Novelties

Girls with red hair and especially those blessed with a plentiful supply of freckles will have an opportunity to win a silver trophy at the summer festival and carnival of William W. Doud Post, American Legion, to be held all next week on the grounds of the Post Home, Buffalo Road, according to announcement of Commander Daniel Gossnell. Entries may be made at any time before next Tuesday evening, when the contest will be decided.

There will also be a prize for the boy with the best head of red hair and the most generous supply of freckles. Contestants must be residents of Monroe County and under eighteen.

The Doud Post show this year will be larger than that of last year, when the post presented the biggest lot of rides, shows and other carnival attractions.

Rochester on Parade

By W. L. James



County Democracy is imitating the Sphinx. July meeting was set to take action, if any, on the County Clerk Roy P. Bush, Donald A. Dalley leadership fracas.

All men working as operating engineers are qualified by a representative AFL official, local WPA asserted, answering charge that laborers are employed as engineers.

Never let it be said that Monroe County residents aren't tax conscious. More tax conscious, in fact, because the Internal Revenue Bureau reported that 3,167 additional wage earners kicked into the tax till for the year 1937.

State Comptroller Morris S. Tremaine, was in town with his speech calling for state democracy to give business a break. County donkey-embellishers added two and two to make four a bid for the governorship and a split with the New Deal.

Football in Rochester high schools comes high — or will — depending on the Board of Education surveys, which estimated anywhere from a million down to 25,000 greenbacks. Decision: Reserved.

Webster and East Rochester beneficiaries chalked up another flock of votes for FDR, as



Traffic entering Rochester from the east is moving more freely because of the completion of the East Avenue widening project and the opening of University Avenue Extension.

Blossom Road underpass, completion of which is set for the next few weeks, will open another route for east-west travel. Some 10,000 persons turned out Tuesday night to celebrate the completion of the East Avenue and University Avenue job.

State GAR Elects Chiefs Adjoins Session Today

It may be just another day to most Rochesterians, but to a few hundred boys in blue it's the windup to a grand and glorious session of the State Grand Army of the Republic.

Opening Tuesday, Union Veterans, together with affiliated organizations, assembled for business sessions and gathered around for reminiscences of Bull Run, Gettysburg and other hallowed ground. Some of the 99-year-olds denied this was their final meeting.

State correctional institutions, other than the one at Industry, will be scanned by a special state committee. Particular stress will be laid on types of buildings, although Rush residents are more alarmed over alleged runaways at State Industrial School.

State correctional institutions, other than the one at Industry, will be scanned by a special state committee. Particular stress will be laid on types of buildings, although Rush residents are more alarmed over alleged runaways at State Industrial School.

SAVE ON THIS SPECIAL OFFER!

VAN DYK'S 1-lb. DUCHESS COFFEE 25c

COFFEE 2 lbs. REG. 29c LB. for 49c

The Whole Family Will Love The Rich, Delicious Flavor of Our Famous Duchess Coffee.

Turner's Downyflake DOUGHNUTS and VAN DYK'S DUCHESS COFFEE

385 MAIN STREET EAST

Mac Farlin To Display Subway

Inspection Trip Planned To Show Advantages

Several weeks ago the Common Council opened the way for the appointment of Commerce Commissioner Harold S. W. Mac Farlin as commissioner of railroads, but up to now no action has been taken by City Manager Baker, from whom the appointment must come.

While the appointment of Mac Farlin as commissioner of railroads, rests squarely in the lap of the City Manager, more than a few of the Republican faithful are wondering when Baker will act on this matter. Their wonderment is stimulated, perhaps, by the memory that the \$7,500 salary attached to the railroads commissioner'ship would offset MacFarlin's salary as head of the Department of Commerce, because according to law, MacFarlin would have to turn any income from the railroads post into the city treasury.

Meantime, Mac Farlin is going ahead with plans for getting more freight and passenger business for the subway. He has set next Tuesday as the time for an inspection trip through the subway and is prepared to run a special train large enough to accommodate several hundred persons. City officials of all the railroads connecting with the subway, users and prospective users of subway freight facilities and officers of various civic groups are to be guests on this inspection trip.

Blossom Road underpass, completion of which is set for the next few weeks, will open another route for east-west travel. Some 10,000 persons turned out Tuesday night to celebrate the completion of the East Avenue and University Avenue job.

State GAR Elects Chiefs

Adjoins Session Today

It may be just another day to most Rochesterians, but to a few hundred boys in blue it's the windup to a grand and glorious session of the State Grand Army of the Republic.

Opening Tuesday, Union Veterans, together with affiliated organizations, assembled for business sessions and gathered around for reminiscences of Bull Run, Gettysburg and other hallowed ground. Some of the 99-year-olds denied this was their final meeting.

State correctional institutions, other than the one at Industry, will be scanned by a special state committee. Particular stress will be laid on types of buildings, although Rush residents are more alarmed over alleged runaways at State Industrial School.

State correctional institutions, other than the one at Industry, will be scanned by a special state committee. Particular stress will be laid on types of buildings, although Rush residents are more alarmed over alleged runaways at State Industrial School.

SAVE ON THIS SPECIAL OFFER!

VAN DYK'S 1-lb. DUCHESS COFFEE 25c

COFFEE 2 lbs. REG. 29c LB. for 49c

The Whole Family Will Love The Rich, Delicious Flavor of Our Famous Duchess Coffee.

Turner's Downyflake DOUGHNUTS and VAN DYK'S DUCHESS COFFEE

385 MAIN STREET EAST

BRODERICK POWER BEHIND THRONE

Retired GOP Leader Seen as Director of Party's Moves

Broderick Brings About Unanimous Election of Lochte as Head of County Group

While it's true that you can't please all of the people all of the time, Monroe County Republicans, in general are satisfied with the selection of Supervisor Arthur J. Lochte of the First Ward as county leader to succeed Thomas E. Broderick.

Lochte is a Broderick man. In fact, it is no secret that the new leader was chosen with Broderick's hearty approval. Broderick, the principal headache of a political leader, will be Lochte's to administer under the new set-up, while Broderick will concern himself with Monroe County's position in the state Republican picture.

Lochte's term will expire September 30, when the County Committee will name a chairman, probably Lochte, unless present plans are changed.

There is a disposition in some quarters to regard Lochte as "window dressing," with Broderick continuing to run the O. O. P. show, and this impression was strengthened by the manner in which such influential and resourceful politicians as Charles E. Bostwick, Emmett Gauthier and Harry Frank were persuaded to climb aboard the Lochte band wagon after the trio had threatened to thoroughly muddle the selection of a new leader.

Lochte didn't change the minds of Messrs. Bostwick, Gauthier and Frank, leaders of the largest three wards in Rochester, so it is assumed that

Friday night an amateur from the ranks of Jimmy Valentine forced an entrance to the Sun Office and turned the company's effects from their usual good order to that of considerable disarray. The cash box was pried apart and its contents ransacked.

Not gain to the burglar — three two-cent stamps. The gentleman's amateur standing remains unquestioned. Who but an amateur would expect to find dough in a newspaper office.

FRONT PAGE GIVEAWAYS

Friday and Saturday Only! While Quantities Last!

These "Sun Specials" For "Sun" Readers Only! Advertised Nowhere Else!

Bring This Ad With You To Get "Giveaways" At These Prices.

GIVEAWAY NO. 1 — Just 200! Regular \$1.95 Value

SMART SUMMER SHARKSKIN TOPPERS

100 On Sale Friday 9 A.M. 100 On Saturday at 9 A.M.

All Colors — Pink, Maize and Powder Blue. Only One To A Customer

Bring This Ad With You ONLY WHILE THEY LAST

79c

GIVEAWAY NO. 2 — 125 For Friday — 125 For Saturday

250 Regular Values 79c

Children's Dresses

27c

SIZES 3 TO 12 Dainty Fast Color Percale Prints. Choice of Colors.

Only Two To A Customer At This Price!

BRING THIS AD WITH YOU

Main Floor Giveaway! 1000! Regular 69c

Summer Pastel String Knit SWEATERS

500 Saturday 500 Friday — Only Two To A Customer.

In White, Maize, Aqua, Cherry, Berry and Luggage.


BRING THIS AD!

29c

Stephens

210 214 MAIN ST. E.

ARMBRUST CLASS PICNIC
The Armbrust Class of Asbury-First Church will picnic at the home of Mrs. Sidney Hines, Henrietta, Monday June 27 at 8:15 p. m.



**SIZES
TO
BIG 6**

162 CLINTON AVE. N.
500 LYELL AVE.
197 GENESEE STREET
— OPEN EVENINGS —

Louis-Schmeling Advance Democratic Club Rally

Because Joe Louis will attempt to "Brown Bomb" Max Schmeling, the 14th Ward Democratic Club will meet Thursday, June 23rd, instead of Wednesday as previously announced.

Ex - Assemblyman Meyer Braiman will discuss pending bills to amend the state constitution, followed by an open forum on the proposed laws. Ward residents are invited to attend the session.

**MAIN
NEAR
CLINTON**

Go first to

NEISNER BROS., INC.
COPYRIGHTED 1961

Neisner's

5c to \$1.00 Stores

**SHOE
DEPT.
2nd Floor**

The-GREATEST-SALE-Of

FORMER \$2 and \$3-WOMEN'S BEIGE-AND-BLOND-FOOTWEAR

MANY HAVE HAND-TURN SOLES

JUST-THINK-ONLY-44c FOR-REAL-SHOES

YOU'LL NEVER GET AS GOOD A BUY AGAIN

PUMPS
STRAPS
TIES
OXFORDS

44^c

HIGH
OR
CUBAN
HEELS

25 STYLES
ALL STYLES

WIDTHS
AA TO C

ON SALE
FRIDAY,
SATURDAY

THE GREATEST BUY OF THE YEAR



SALE!



SALE!



SALE!



SALE!



SALE!



SALE!

MEN'S COOL

COMFORTABLE
VENTILATED

OXFORDS \$1.19



BLACK
BROWN

SIZES
6 to 11

MISSSES CHILDS BOYS

BETTER QUALITY

66^c SANDALS



WHITE
BROWN

SIZES
TO
BIG 2

BOYS' SPORT

OXFORDS

TWO-TONE WHITES
OR TANS

\$1.25



SALE
PRICE

SIZES
TO
BIG 6

Children Wait Sunday Outing

Big Brothers and Sisters Club of the Jewish Children's Home will make Sunday a happy day for the children when they take them to Beach Grove in Churchville State Park for a picnic.

Miss Pauline B. Winberger is general chairman, assisted by Irving Kaltenbacher, co-chairman, and the following committees:

Fannie Kovel, publicity; Joe Schreiber, transportation, assisted by Jack Harrison, Mrs. Jack Wallace, Dr. G. G. Rosenthal and Irving Sadowsky; games, Jack Wynar, Sam Susswein, LaMont Kaplan and Samuel J. Maltinsky; prizes, Mrs. Jack Hoffman, Marion Bornstein, Sara Kreiger, Selma Goldstein, Inez Ball, Ruth Dworski and Gladys Sobie; songs, Selma Goldstein, Hannah Hastman, Bess Byer, Bess Kolko, and Mrs. Harold Kolko.

Entertainment, Bernard Holerman; home review, Bernard Stopeck; telephone, Marion Bernstein; general committee, Inez Ball, Ruth Dworski, Gladys Sobie, Mrs. Eugene Cohen, Mrs. Lamont Kaplan, Oella Holerman, Mrs. Jack Harrison, Sara Kreiger, Mrs. Max Gummer, Selma Goldstein, Alma Ordan, Mrs. Ruben Dankoff, Mrs. Jack Wallace, Hannah Hastman, Lillian Kauffman, Bess Byer, Mrs. Harold Kolko, Rose Sapoznik, Marion Bernstein, Yetta Kowal, Sam Rapport, Samuel Maltinsky, Nat Goldberg, Ruben Dankoff, Earl Goldstein, Donald Margolis, Harold Kolko and Mrs. Nathaniel Lawrence.

LODGE CARD PARTY

Germana Rebekah Lodge will sponsor a card party, with prizes, tomorrow evening at the Bond Bakery.



WHICH— will your family inherit?

Let us show you the life insurance answer and the little cost involved.

Bruce S. Johnson

350 Reynolds Arcade Bldg.
MAIN 5013

**NATIONAL LIFE
INSURANCE COMPANY**
HOME OFFICE
MONTPELIER, VERMONT
FOLDED MUTUAL—ESTABLISHED 1858

Test Fabrics By Touch

Feel your way to wise buying. While it takes experience to distinguish fabrics readily, feeling is one way to judge them. When you are buying ready-made garments with no opportunity to use well known burning tests, it is to your advantage to remember these suggestions from the State college of home Economics:

Cotton is soft to touch, slightly fuzzy, and relatively warm. Linen seems warm to the touch waxy and full of spring and life (it is heavy if adulterated with cotton).

Silk is pliable, slippery, soft and cool (it is heavy if mixed with rayon or weighted, and slightly fuzzy or gray and lifeless if adulterated with cotton). Rayon is usually stiffer and lifts heavier than silk of comfortable quality, though modern manufacture has made it difficult to identify better grades by handle and feel. It may be very glossy, cool, and less pliable than silk.

If a thread from the garment can be broken in two, the following information may help to identify fabrics:

Cotton: ends fuzzy and limp and relatively straight or square with little tapering. Tendency to twist or curl.

Linen: tapering break ends stiff and lustrous; usually stronger than cotton of the same size and twist.

Wool: appears to fall apart rather than break; ends kinky and rough when pulled between thumb and finger. Strength depends on length of fiber and twist, but generally not as strong as cotton.

Silk: breaks rather squarely and fibers separate, untwisting the yarn; fibers fine and straight and seem full of elasticity.

Rayon: ends fairly square; fibers separate and fly apart. When moistened between lips, the breaking strength is reduced greatly.

Christian Scientist Lecturer Talks Here

Dr. Walton Hubbard, C. S. B. of Los Angeles, California, member of the board of lectureship of the Mother Church The First Church of Christ, Scientist, spoke Saturday evening in the Masonic Temple Auditorium.

He stressed the healing ministry of Christian Science which is a part of the law of God. This divine anointing he said, results in healing now as inevitably as it did in Jesus' time, and it brings a definite reward in peace, and healing and blessing.

Parish Unit To Give Final Party of Season

Ries Street Unit of Holy Family Parish, will have its final card party of the season tomorrow evening in the church auditorium. Prizes will be awarded.

Mrs. George Bock is general chairman, assisted by Catherine A. Wuest. Chairman of the unit is Mrs. Mary Metzger.



Two Days More — Friday and Saturday The Year's Greatest Savings Event in Our New Third Floor Fashion Shop

BIG JUNE DRESS FESTIVAL

Featuring Every New, Cool, Wanted Summer Style
New Washables! New Pastels! Whites! Gay Prints! Smart Dark Tones!
Hundreds of Dresses, Representing the Cream of the Dress Market, For Your Selection!



\$5.50

\$10

\$12.50

Every Summer Color

Black White
Navy Tropic Tan
Prints Pastels
New Aqualon Deep tones

Every Summer Fabric

Printed Bemberg
Crepe Romaine
Spun Rayon
Printed Chiffon
"Thin" Black
Sleek Jersey
Plain Triple Sheer
Plaid Gingham
Cotton Lace
Navy Sheer

Every Summer Style

Sports Casual
Business Party
Jacket Bolero
Dirndl Redingote

All Sizes, for Modern Misses, 9 to 17; for Misses, 10 to 20; for Women, 38 to 44 and 18½ to 24½
Don't Waste a Minute! Set Your Alarm! Be Here at 9:30 A. M. Sharp!

EDWARDS, Third Floor

END - O' - SEASON

SALE of Fine TRELLISES

63 Genuine Rowe Line
Cedar Trellises, Painted
Snow White—Several Styles

Values
\$1.25
to
\$1.75
98c

Including Wall Types And Fans

Fences and Gates

In Several Styles
Regularly \$3.10 **\$1.89**

Main 7900

For
Free
Parking

Ward's

15
Exchange

For Free Delivery

CLARK'S BIG FOOD SAVINGS!

PICNIC HAMS
Fresh Smoked Short Shank
17½¢ lb.

FOWLS
Milk Fatted 2 Lb. Average
lb. 19¢

CHICKENS
Milk Fatted Young Frying
3½ Lb. Average
lb. 25¢

CHICKEN PIES
Walker's Delicious
2 for 25¢
Gravy Free

CHICKENS
Buy what you need of the cuts you prefer.
Breasts lb. 39¢
Legs lb. 37¢
Wings lb. 20¢
Back and Necks lb. 12½¢
Giblets lb. 19¢
Livers lb. 45¢

BEEF ROASTS
Chuck or Shoulder Best Cut
Cut From U.S. Inspected Branded Young Steers
19¢ lb.

BUTTER
Fresh Creamery pound Prints
27¢

CLARK'S MARKETS

600 Jefferson Ave. Cor. Bartlett St. Gen. 1417

FREE PARKING At Both Stores

906 N. Goodman St. Cal. 4870

HAVE YOU HEARD?

Smart young moderns at Miami Beach last season had a right well, and inexpensive, idea for an evening's entertainment—a beach party at eight, home for refreshments and a party at eleven.

Why don't you, these warm summer evenings, get your crowd together for a swim and then let Cuttali's serve the after-swim snack? Some of their delectable spaghetti. It's so inexpensive, so simple to serve, and so delicious!!! How about a swim tonight and spaghetti luncheon later? Call Cuttali's Restaurants, North or Broad, Main 9485.

MAYBE YOU HAVEN'T HEARD
Orma Shannon and Alvera Sarson, two well-known local ballet dancers, successors in the Florence Colebrook Powers studios, R. K. O. Palace Theater Building, do excellent work in teaching class and private ballroom classes. See them if you want to learn to dance!

IT'S TRUE ABOUT WATTS...
They do the most satisfying cleaning of summer white and pastel garments we've seen. What's more, they give prompt, courteous service. We enthusiastically recommend Watts for

cleaning your soiled white linens, summer knits, flimsy formals and colorful prints. They'll be returned good as new. So send off your soiled summer things to Watts. Genesee 614.

FOR FOOTWEAR...
Mr. Goldstein (Gorham Street Shoe Parlor) goes shopping for new stock every weekday morning. No wonder he can always please his customers!!! If it's white shoes, evening slippers, or sport oxfords you want—Gorham Street Shoe Parlor, 38 Gorham, can supply them. Fashionable women come from all over Rochester to shop for shoes on Gorham Street... why don't you?

AS FOR HATS...
They go to Ruth and Anne, 86 Adams. New stock arrives every week and what an irresistible lot of hats!!! Whites, pastels (felt and straw), large flattering blue bonnets, odd colored straws and all priced at only \$1.79, \$2.79 and \$3.79. Keep Ruth and Anne in mind when you go shopping for a new hat.

AUNT JENNIE SAYS
Picnics are in vogue this season, especially these week-ends. So if you're a picnicker, here's a splendid idea. Instead of fussing about a basket lunch, just drop in Aunt Jennie's Bake Shoppe, 516 Monroe Avenue, and order some of their tempting, luscious salads at only 20 cents a pint. And don't forget their baked goods... Oooh... la... la... what baked goods!! To be sure they're not all sold out before you get there, phone your order, Monroe 665.

FOR YOUR HOME...
You should see the beautiful Consider H. Willett furniture they're showing at Lauer's, 50 State Street!!! Solid maple and cherry pieces... for dining room or bedroom. We suggest you drop in soon to let them show you this Consider H. Willett furniture. You're always welcome at Lauer's where you're sure to find the finest furniture merchandise at the most moderate prices.

THE LAST WORD...
When you're shopping in any of these shops we mention, won't you let them know you saw their name in "The Sun"?

SATURDAY NIGHT
Night of nights in Rochester!!!... and most gala night of

all at Louis Rind's Point Pleasant Hotel, on beautiful Irondequoit Bay. That's where Rochester's gayest may be found these summer nights... dining, drinking and dancing to the tunes of Norbert Klem's orchestra. If you're looking for fun, excitement and people... it's Point Pleasant Hotel out Culver Road way.

DID YOU KNOW?
You can buy a folding canvas carriage for your baby most reasonably at Pilling Baby Carriage Company, 512 Joseph Avenue. \$3.99 up. Genuine \$29.75 English coaches for only \$18.98 up.

There's no doubt about it—Pilling's is the place to buy juvenile furniture... the best stock for the least money. When you're shopping for baby cribs, carriages, play pens, etc., go to Pilling's. You'll be delighted with their merchandise and thrilled with their prices. And remember to say we told you about them.

Adelaide Erwin
THE WAY TO A MAN'S HEART

BY IRENE MUNTZ
Quick, easy meals are the order for these pleasant summer days. Showers for the June brides completing summer wardrobe or just the pleasure of being out in the sunshine are constantly making demands on our time and shortening the hours we spend in the kitchen. Here is an attractive meal that may be prepared in just half an hour from the time you step in the kitchen.

TOMATO JUICE
Salmon Salad in Cucumber Boats
Potato Chips
Sundae Custard
Iced Tea
First light your oven and start the Johnnie Crisp. Next make the dessert and while that is cooling assemble the salad. If you keep tomato juice on hand in your refrigerator it will be nicely chilled and ready to serve. Chocolate sauce, too, will keep perfectly on the shelves of your refrigerator, ready to be used on desserts. When the Johnnie Crisp is nearly done, slip the potato chips in the oven to heat and crisp.

SALMON SALAD IN CUCUMBER BOATS
2 c. salmon
1 c. minced onion
1 c. chopped
1 c. stiff mayonnaise
1 c. diced celery
3 cucumbers
2 T. diced green pepper

Drain salmon and flake, removing skin and bones. Cut cucumbers in half lengthwise, peel and scoop out centers. Place in refrigerator to chill. Dice ½ of the scooped out portion. Combine with salmon, remaining vegetables and mayonnaise. Pile into well chilled boats, decorate with parsley and radish roses and serve at once.

JOHNNIE CRISP
1 c. flour
1 egg
1 c. sugar
1 c. milk
1 c. baking powder
1 T. melted butter
½ c. salt
2 slices bacon
1 c. yellow cornmeal

Sift flour, measure, and sift with sugar, baking powder and salt. Add cornmeal and blend well. Beat egg until light, add milk and blend with dry ingredients, stirring until they are dampened. Add melted butter. Pour into a well-oiled 8"x8"x2" pan and scatter bacon cut in 2" bits over the top. Bake at 425 degrees F about 25 minutes. Serve while hot.

SUNDAE CUSTARD
2 c. milk
1 T. butter
1 c. flour
1 c. vanilla
½ c. salt
1 c. salted nuts
2 c. sugar
Chocolate Sauce

Scald milk. Mix dry ingredients, add slightly beaten eggs and when well blended, add a little of the scalded milk. Add it's mixture to the remaining milk and cook in the top of

FINER FLAVOR
Because It's
EXTRA RICH

That's why Brighton Place Dairy milk is the favorite with youngsters and grown-ups too. Compare the cream content and you'll see the difference.

Phone GLEN 144
BRIGHTON PLACE
DAIRY

the double boiler about 15 minutes, stirring occasionally. Remove from fire, add butter and vanilla, pour into sherbet glasses and chill. Just before serving, top with chocolate sauce and salted nuts.

Jean's Shop Owner Opens Fourth Store

R. F. Davison will open his fourth Jean's Cotton and Silk Dress Shoppe tomorrow morning at 122 Webster Avenue. There will be some special bargains for women who shop there this week-end.

Other shops are located at 1182 Clinton Avenue North, 509 Lyell Avenue and 197 Genesee Street. All four shops are open evenings.

FINAL BOOK REVIEW

The Book Review Club of the Business and Professional Women's group will have the last review of the season at upper Maplewood Park Tuesday at 6 p. m. A picnic supper will be served by Miss Elizabeth Law. Reservations should be made with Miss Flora Haack Stone 3290.

REMEMBER FATHER
On His Day
Sunday, June 19th

Luscious Chocolate
Fruits-Nuts Creams 45¢ lb.
One and Two lb. Boxes

Choice **NUTS** 35¢ lb.
Whole Mixed—No Peanuts

Try Our New
Butter Krunch 10¢
LOLLY-POPS

AT THE
ROCHESTER NUT SHOP
OUR ONLY STORE
550 WEST MAIN ST.
MAIN 8100

Mr. and Mrs. David H. Fulton of Westminster Road have returned from a visit to Montreal.

Mrs. C. J. Paisley of Culver Road entertained at luncheon and bridge yesterday.

WEEK END SPECIALS!

Small Home Dressed **BROILERS** 27¢ lb.

EAST SIDE DELIVERY SERVICE
Phone STONE 290

Genuine **CUBE STEAKS** (For Your Steak Roast) 39¢ lb.

Our Own Make Sausage Meat lb. 21¢

SCHUDT

511 Main St. E. Cor. Sco St. Market, Inc. Stone 290 We Deliver

LIKE LOBSTER? ... here's the biggest bargain of them all!

55¢ (THIS WEEK ONLY)
WHOLE BROILED LIVE LOBSTER

Served with freshly-made Cole Slaw, Julienne Potatoes, Rolls and Butter. Served all day and evening.

Special Full Course **DINNER** 75¢

OLD HEIDELBERG AT PITTSFORD INN
Where East Ave. and Monroe Meet

U.S. GOVERNMENT GRADED 93 Score

LAND O' LAKES BUTTER lb. 29¢

Wegmans ROCHESTER'S HOME OWNED MARKETS

Every Home Can Have An Extra Bedroom!

with a Handsome SIMMONS Pull Easy STUDIO COUCH

\$39.50

As Little As ONE DOLLAR Delivers From Weis & Fisher!

weis & fisher's 80 Clinton Ave. South Rochester, N. Y.

A Smart Sofa by Day
One easy pull, and the couch becomes a comfortable double-bed, or separate twin beds if you wish. Each with its own inner-spring mattress. Thus you have the convenience of an extra bedroom, without sacrifice of space in your home. Only ONE DOLLAR down... and a whole year to pay the balance on Weis & Fisher's convenient payment plan.

A Comfortable Bed At Night
All the comfort of a davenport for every-day use. In your choice from a wide variety of handsome coverings... fashionable fabrics that have been featured in leading home-decorating magazines. Revell wood arm rests, back to support pillows, inner-spring comfort.

Greatest FOOD SHOW in town

BROILERS 29¢ lb. ¼ lb. Avg., Home Dressed

ROAST BEEF 25¢ lb. Select Quality, Standing

COOKED HAMS 29¢ lb. 12 lb. avg., whl. or shk. Premium

FRESH EGGS 29¢ doz. "Laid Tomorrow" Grade "A"

Come to WEBBER'S... the leading attraction on Town's "Foodway"... featuring an outstanding collection of the finest foods, supported by an all-star cast of low prices. It's the greatest food show in town!

LEAN, FRESH, GROUND HAMBURG 18¢ lb.

ASSORTED, SLICED COLD CUTS 19¢ lb.

ZWEIFLES, PARBOILED Coney Is. HOTS 25¢ lb.

LEAN, FRESH, SLICED Arpeako BACON 33¢ lb.

Cottage CHEESE 6½¢ lb.

Ten Pound Sack DOMINO SUGAR 48¢

Fresh Caught WHITE FISH 28¢ lb.

Fresh Sea SCALLOPS 19¢ lb.

Pabst Blue Ribbon BEER or ALE 10¢ Can

Round Dizzie WATERMELONS 49¢ Each

NEW BEETS Home Grown 3 bchs. 10¢

GREEN BEANS Round Stringless 2 lbs. 19¢

RADISHES Fresh Red 2 bchs. 5¢

ORANGES Lg. Seedless California doz. 25¢

MELONS Honey Balls or Pink Meat 2 for 25¢

WEBBER'S 894-898 WEST MAIN AT BULL'S HEAD

SURE, WE'RE BEHIND THE 8-BALL BUT WHO THE HECK WANTS TO STAY THERE?

DON'T LET OLD BOGEY MAN "HARD TIMES" GET YOU DOWN,—THAT'S THE REASON THERE'S A "FULL HOUSE" AT MOST "BIG HOUSES"!

We've had depression . . . recession . . . expression . . . impression bunk . . . bull and baloney . . . but you can take it from me, good old U.S.A. is still the best place on God's green earth . . . if you don't think so, hie yourself to Europe . . . we'll wager you'll fly back . . . the old world is pretty cock-eyed right now but there isn't much any of us can do about it, except to laugh it off and go on with our knittin' . . . a lot of us have entertained the "Big Bad Wolf" right in our own front parlor . . . even to nursin' the pups . . . short work . . . short weeks . . . short pay . . . but "Happy Days" are just ahead . . . keep a stiff upper lip . . . look adversity right in the eye . . . and nothing helps to give a man a real backbone, like a new Gravin Two Trouser Suit . . . appearances go a long way towards lickin' trouble . . . Gravin helps you fill the "gap" between "having" and "not having" . . . with the worlds' standout clothing values brought to you on Gravins generous 10 PAY BUDGET PLAN . . . every Gravin suit with extra trousers and convenience of the budget plan at no extra cost . . . and on top of all this, Gravin gives you absolutely free of cost, a beautiful Gratec Raincoat for your "rainy days" . . . Clip the coupon at the bottom of this page and get in tomorrow or Saturday.

GRAVIN MASTER-TAILORED

2 TROUSER SUITS

GRAVIN
HELPS YOU MEET
"RAINY DAYS"
WITH A SMILE

\$19⁵⁰

INCLUDES TWO TROUSERS
AND GRATEX RAINCOAT
AT NO EXTRA COST!

GRATEX
RAINCOAT
FREE WITH EVERY
2 TROUSER SUIT
FRIDAY &
SATURDAY

\$23⁵⁰

INCLUDES TWO TROUSERS
AND GRATEX RAINCOAT
AT NO EXTRA COST!

\$29⁵⁰

INCLUDES TWO TROUSERS
AND GRATEX RAINCOAT
AT NO EXTRA COST!

There's mighty few outstanding makers of men's clothing in America . . . and like the rest of the better men's stores, we get Gravin master-tailored clothes from them . . . Every new fabric, every new fashion note, is fabricated in Gravin Two Trouser suits . . . but only at Gravins can you get extra trousers at no extra cost!

A GRATEX
RAINCOAT
GIVEN

WITH EVERY
GRAVIN 2 TROUSER SUIT
FRIDAY AND SATURDAY!

This beautiful GRATEX RAINCOAT can be carried with you wherever you go . . . tuck it in your car . . . keep it at your office . . . or carry it in your bag while on your trip . . . always ready to slip into and protect you against "rainy days" . . . remember, you get extra trousers with every Gravin suit, the added convenience of Gravins' 10 Pay Budget Plan at no added cost . . . and with every Gravin Two Trouser Suit Friday and Saturday of this week . . . a genuine GRATEX RAINCOAT absolutely FREE as a gift from Rochester's Original Two Pant Suit Clothier.

YOU CAN
"CHARGE IT"
ON GRAVIN'S
10 PAY
BUDGET PLAN

It costs nothing extra!

You'll find it
the convenient
way to buy fine
clothes.

\$19.50 Two Trouser Suits

Pay \$5 at purchase—\$1.45 weekly.

\$23.50 Two Trouser Suits

Pay \$5 at purchase—\$1.85 weekly.

\$29.50 Two Trouser Suits

Pay \$5 at purchase—\$2.45 weekly.

Every Suit with Extra Pants
AT NO ADDED COST

GRAVIN'S GUARANTEE
OF SATISFACTION!

"If You Can Duplicate Gravin 2 Trouser
Suit Values Anywhere At \$5 to \$10 More
—Come In And Get Your Money Back!"

J. GRAVIN

Gravin's
72 CLINTON AVE. NORTH
OPPOSITE THE RKO PALACE THEATER
OPEN SATURDAY NIGHT UNTIL 9 P. M.

Gravin's "RAINY DAY" Gift Coupon
Name
Address
This coupon presented at time of purchase of a Gravin Two Trouser Suit, entitles the bearer to a GRATEX RAINCOAT absolutely FREE of cost.
Good Only Friday and Saturday This Week!
CLIP THIS GIFT COUPON NOW!

FREE
PARKING
NEXT
DOOR!



hurs-
Not
M.,
Will

IVERED

M

e

r

es

ide of

indicated
action in

the "strike"
ban usual,
is nothing
situation.

that the
e law will
delay, but
of Educa-

ent on this

s, mostly
round No.
of the new
halder of

tended 26
at Schools
which are

e section
26. Other
s have en-

he quality
by road-
s of many
erely job-
thers who

ce. There's
operated
hat offers
bouts.

ley of St.
f Mr. and
n of Win-

arson of
ntertained
on Mon-

ment Street.
Three Loves
der Theater-
ticket.

des
Y

1

air

s

1

1

1

1

1

The Chateau
CORNER OF MADISON & ELM STS.
NO COVER NOR MINIMUM. OUR PRICES ARE NO HIGHER THAN ELSEWHERE. MUSIC AND FLOOR SHOWS NIGHTLY TRY OUR \$1.00 DINNERS

Tops In Night Clubs Around Rochester

A Swell Place For That Party or Banquet

Every Sunday Special Dinners \$1.00 Cocktails 25c

Always COOL Shows 8:30, 11:30, 1:30

HOT WEATHER AHEAD!
CHANGE NOW TO safe New tires

LONG EASY TERMS

Why risk a serious accident on unsafe tires when you can have Diamond for greater protection against skids and blowouts on the most generous credit ever offered? Get new Diamond "Two-Way Protection" today!

Diamond TIRES

A NEW KIND OF QUICK FRIENDLY CREDIT QUICKER

1. Accounts Opened At Once
2. Immediate Installation

EASIER

1. Low, Easy Terms
2. Convenient Payment Dates

SIMPLER

1. No Co-Signer
2. You deal only with us

Yes sir! You can have one — two — or a complete set of these remarkable tires immediately — no embarrassing red tape or bothersome credit investigation! Your credit is good here!

SET YOUR OWN TERMS! UNIT PARTS

ROCHESTER CORPORATION
1185-1223 Main St. E. Culver 250

See the GENESEE 12 HORSE TEAM IN IT'S OWN "BIG TOP" TENT

Soon the Genesee horses leave Rochester for a four-month tour of famous fairs and horse shows. Before they go, be sure to visit their quarters and see how prize-winning Belgian Roans live. They'll be glad to see you and your family...

THIS WEEK in their tent located near the Ridge Road—Dewey Avenue intersection.

NEXT WEEK in their new location near the corner of Culver Road and East Main.

Don't miss this unique sight... it's a real thrill. No admission charge... free souvenir pictures for all. Neighborhood street parades daily.

GENESEE ALL MALT BEER
ON DRAUGHT • IN BOTTLES • STEINIES • QUARTS • CANS • EVERYWHERE

From the Bright Red Tap Knob

...now comes Genesee All Malt Beer that's better than ever!

...because it's brewed from malt made in Genesee's Soda Point Malt House. More than ever before it will be Rochester's... and your... favorite hot weather brew because...

You can TASTE the Difference!

MODERN IS THE WORD FOR BAR

Redecorated throughout, Point Pleasant Hotel, the meeting place for smart sophisticates of Monroe County, takes on a gala air.

New lines—streamlines—mark the tap room, too, and Louis V. Rund, proprietor of the hotel, has the beauty spot on Irondequoit Bay.

SPORTS
By JOHN BURNS

In his first year as chairman of the annual sectional high school track and field meet, William J. (Bill) Cox did a splendid job Saturday at the University of Rochester River Campus.

Bill Cox is not a novice in track work or in the administrative side of this sport. He was a champion distance runner during his days at Penn State and in recent years he has served as an official at many meets. So, it was no surprise to his friends when Bill ran off Saturday's meet smoothly and on schedule.

Lady Luck has not been lavish in conferring favors on the Red Wings this season and affairs have come to the point where Messrs. Oliver French and Ray Blader are keeping their fingers crossed to avert further additions to an already list of injuries which have handicapped the Reds in their fight to remain in the first division.

The absence of Sam Narron and Jack Sturdy, both on the injured list, has hurt the Rochesterians more than fans realize. Narron and Sturdy supplied a considerable portion of such punch as the club owns and with this pair out of action, the Reds are not making a great deal of trouble for opposing pitchers.

Another setback was suffered when Bernie Cobb received a spike wound that took him off

Red Pants Taboo In Piedmont Loop

Paul (Zanny) Florence, long a favorite with Red Wing fans, is confronted with an unusual situation at Durham, N. C., where Paul is president of the Durham Bulls recently received a consignment of red baseball pants from the parent Cincinnati, but they can't use the red pants because Ralph Daughlon, president of the Piedmont League, has ruled that the bright raiment is "unconstitutional."

Daughlon contends that the League constitution stipulates that a home club must wear white uniforms and Prexy Florence threatens to equip his athletes with white shorts, because "it costs too much to buy another complete set of uniforms."

Down The Fairway
By E. J. RANDALL

Bill Chapin of Oak Hill, turned in Saturday's best score, a 72 at his home club. Willett Friday was a good second with a 73 at Locust Hill.

Other low gross scores: Brook-Les, Andy Anderson, 82; D. Gas-kill, 82; Ridgmont: Owen Luckhurst, 80; Monroe: W. Dalley, 77; Midvale: R. G. Hoffman, 76; Locust Hill: W. Friday, 73; Irondequoit: Bob Adler, 76; Lake Shore: C. Gath, 77; Oak Hill: Bill Chapin, 72; Country Club: Fred Allen, 75.

Sunday was another one of those "melt" days and the weather cut down the number of participants in the various club sweepstakes, but several low scores were reported in spite of the elements.

Noteworthy was the sub-par 68 achieved by Charlie McKenna, Oak Hill mentor playing in pre-amateur best-ball tournament at Midvale. McKenna's 68 tied the course record held jointly by his brother, Ned, and Del Jacobs. Jacob turned the trick just a week ago.

The fifth hole-in-one for the district was achieved Sunday by Patrick Cocuzzi. His 7 iron tee shot trickled into the cup at Durand's 160-yard fourth hole. Low gross winners Sunday: Midvale: Ed Hull, 81; Durand: J. Holzhuh, 79; Lake Shore: George Zimmerman, 73; Genesee: C. Jones, 72; Country Club: B. McInerney, 75; Monroe: Rog Hetzel, 80; Oak Hill: Bill Chapin, 74.

Twilight Golf League activities were resumed last week. Oak Hill took the measure of Brook-Les, at the latter course, 31 to 21. Monroe trounced Locust Hill, 32½ to 21½, at Monroe. In the other match, Ridgmont and Country Club battled to a tie, 27-all.

Probably the best golf of the day was achieved by the foursome of Mike Perentz and Bill Walsh, of Locust Hill, playing against Ernie Maurer and Carroll Johnston, of Monroe. The foursome accounted for a best ball of 65, having six birdies and an eagle, snared by Maurer at Monroe's third hole.

Best medal scores were turned in by Mike Perentz and Bill Walsh, of Locust Hill. Perentz 71, one under Monroe's par, and Walsh 73. Jack Raines Jr., Oak Hill, had a 73 at Brook-Les. For the Country Club, the McInerney brothers, Brendan and J. J. Jr., scored 76's and two Ridgmont players, Mike Hall and Dick Allen, came in with 78's.

JOB FOR BARGER

Cy Barger, pitcher outfielder and pinch hitter with the old Rochester Hustlers under John Ganzel, has been elected president of the Blue Grass Amateur Baseball League, a Kentucky organization. Barger lives in Columbia, Ky.

Summer Festival and Carnival
...sponsors
WILLIAM W. DOUD POST
American Legion
Doud Post Home
BUFFALO ROAD AT BARGE CANAL

ALL NEXT WEEK
Attractions Furnished by
WORLD'S EXPOSITION SHOWS

14—Mechanical Rides—14
20—Separate Shows—20
700—People and Animals—700
The Largest Exhibition of its Kind Ever Shown in this County
Free Prizes Given Away Every Night

Bard's Town
in the Fiddle Bottle
bottled in Bond

We think there's nothing quite like the old fashioned sour mash process to make a mellow drinking whiskey. So we stick to our "hand made" ways, as you might call them... using selected grains and the seemingly magical water of our Bourbon Spring where famous whiskeys have been made for 118 years.

Ask for BARD'S TOWN Kentucky Straight Bourbon Whiskey — Bottled in Bond for 3 Years Old

Our FIDDLE BOTTLE — created to honor Stephen Foster, who wrote "My Old Kentucky Home" at Bardonia in 1822.

This whiskey is Bottled in Bond, 4 years old, 100 proof. Also 3 years old, 92 proof.

\$1.29 Pint
\$2.52 Quart

BERGHASH
Liquor Store
Exclusive Distributor in Rochester
124 SO. CLINTON AVE.
MAIN 786

OUTDOOR BOWLING
The newest and most fascinating sport. These alleys are the only outdoor wooden alleys in or around Rochester.

4—HARDWOOD ALLEYS—4
RENTED BY HOUR OR GAME—CALL GENESEE 4193

OLYMPIC AMUSEMENT CO.
Scottsville Rd. Opposite Airport

Another Siebert Special
(Limited Time Only)

KELVINATOR OIL BURNER

Complete with controls and 275-gallon oil tank

\$165 NO DOWN PAYMENT NO PAYMENTS TILL OCT. 1

Small Installation Charge
FREE PARKING
OPEN EVER, TILL 9

SIEBERTS
ST. PAUL AND ANDREWS ST.

ENJOY YOURSELF
ON THE SHORES OF BEAUTIFUL IRONDEQUOIT BAY

THE PT. PLEASANT HOTEL

HAS EVERYTHING FOR A GAY EVENING

FUN DRINKS FOOD

NORBERT KLEM and His ORCHESTRA
with FRANCIS B. KNOX Singing

ROCHESTER'S LARGEST LIQUOR STORE
OPEN EVERY NIGHT UNTIL 12 P. M.

WANTED
EVERYONE TO TAKE ADVANTAGE OF OUR
SPECIALS
FATHER'S DAY IS NEXT SUNDAY

MAIL AND PHONE ORDERS FILLED
MAIN 786

SALE of 100 CASES
90 PROOF DISTILLED DRY GIN
100 Neutral Spirits Distilled From Grain

A SPECTACULAR PURCHASE!
A Great Mixer! Won Gold Award 1937
Distilled
DRY GIN \$1.39 Quart 32 Ozs.
Try this extra smooth gin in your favorite drink. You'll like it. \$1.89 Value. Case 12 Qts. \$15.90

Imported French
VERMOUTH CORA 84c 31 Oz. Bottle \$1.39 Value

THIS WHISKEY IS 2 YEARS OLD
CREAM-O-GRAIN \$1.29 Quart 32 Ozs.
STRAIGHT BOURBON WHISKEY
Case — 12 Quarts \$14.50

Our Biggest Seller! 5 Years Old!
AMERICAN BOTTLED IN BOND 100 PROOF STRAIGHT RYE WHISKEY \$2.59 Quart 32 Ozs.
Reg. \$3.25 Value
CASE — 12 Quarts — \$29.50

EXTRA SPECIAL!
Thursday — Friday — Saturday!
NEW YORK STATE WINE!

MUSCATEL \$1.39 Gallon
SHERRY \$1.39 Gallon
PORT \$1.39 Gallon
TOKAY \$1.39 Gallon

Watson's Imported Scotch
Very No. 10 Fine
BLENDED SCOTCH WHISKEY
100% Scotch Whiskies
EIGHT YEARS OLD
One of Scotland's FINEST, MELLOW, SMOKEY, SMOOTH
Regularly \$3.39
\$2.69 Fifth

WRIGHT'S SHERBROOK
100 PROOF
100% Maryland Straight
RYE WHISKEY \$1.95 Quart 32 Ozs.
Distilled and bottled by the Frank L. Wright Distilling Co., Larey, Maryland. (Makers of Maryland's most famous Rye Whiskey since 1865.)

For June Weddings and Cool Champagne Punches!
American CHAMPAGNE And SPARKLING BURGUNDY
SPECIAL CASE An authentic champagne at a spectacularly low price. Over 500 bottles sold last year. 24 Ozs.
PRICE: \$18.00
\$1.69 Large Bottle

Imported 15 Years Old
COGNAC \$2.59 Fifth
Reg. \$3.50

Imported 5 Yr. Old
CUBAN RUM \$1.89 Fifth
Made To Sell For \$2.45

Puerto Rico Club
RUM \$1.49 Fifth
Made To Sell For \$1.95
Won Gold Award 1938

LONDON INN GIN \$1.00 Fifth
Regular \$1.39
PHONE YOUR ORDER NOW — MAIN 786
NEXT DOOR TO LOEW'S THEATRE
BERGHASH
124 CLINTON AVE. SOUTH

Woman Finds Fascination In Optometry

Women have made a place for themselves in almost every field that is open to men. In some they will find plenty of company, but there are others where they are apt to be a bit lonesome, as Miss Carolyn E. Graeper, optometrist, has found.

For some time she has been the only feminine member of the local eye world, but was encouraged at the last meeting of the Rochester Optometric Society to find another who expects to enter the work after an absence of some years.

Asked why so few women enter a profession which is so interesting, Miss Graeper is at a loss to explain it, but admits honestly that her own career had been planned quite differently. A minister's daughter, born in Indiana, she enjoyed the interesting if somewhat nomadic life which that profession means but knew from childhood that she was going to be a kindergarten teacher.

FASCINATING JOB

After completing high school she moved to Syracuse and planned that fall to enter Pratt Institute, but not wanting to waste the summer, she watched the papers and found an advertisement calling for an inexperienced girl to do office work. Puzzled, but feeling certain that she could qualify as far as the lack of experience was concerned she answered it and found herself in an optometrist's office.

Working with eyes so completely fascinated her that she forgot all about the little tots waiting for her to get ready to teach them, and registered that fall in the Rochester School of Optometry, which later became part of the University.

After two years of intensive and difficult work she was ready to enter her chosen field, and became assistant in the office of Ernest Petry, who was also Dean of the School of Optometry.

GARDEN IS HER HOBBY

She left there to accept a position in Utica, but when her family moved to Rochester she came back as a member of the Morse staff and was with them until year ago, when she entered business for herself.

The hardest thing to get used to in this line of work, according to Miss Graeper was the surprise with which people coming into the office greeted the announcement that she was the doctor. It somehow never seemed to occur to them that a woman could do the job as well as a man and it took a long time to break down that attitude.

Outside of office hours Miss Graeper spends her time in the garden, and a summer home in Pultneyville gives her plenty of opportunity to indulge in her hobby.

Really and Truly



Dear Jane,

Yes, slacks ARE good fashion for picnics. Here you see Kay and Peg wearing two of the most popular styles.

Kay is wearing "Frontier" pants of white corduroy, tight to the ankles, with a rust color cowboy shirt. Note the full sleeves.

Peg is wearing slacks of red cotton. A green mesh shirt with red buttons and sleeves that come only half way to the elbow.

Gleeks, Jane! These slacks have abolished the problem of hurdlings those dreadful picnic benches to get to the table (remember?)

As I recall, the old method was to first hesitate (just for looks) then with a little squeal of embarrassment, pick up your courage and skirt and just straddle the thing.

Love 'n' stuff,
BABE

Fashion's Open Secret: White's the Summer Style

BY DONNA BIRDSALL

Stylist for E. W. Edwards and Son

And we're all suit-minded! The designers have done so much for us in 1938 suits! The perfection in cutting, detail in workmanship, finer fabrics, give every woman that "custom-made" look which is so flattering. Perfection in tailoring is even more apparent in white suits that something that every girl-a-bout, whether she's fourteen or forty, must have in her wardrobe.

The first essential in such a suit is washability. A new fabric, pig-grain sharkskin, has been developed. It's a joy to sub the suit, wring it in a towel, and see how perfectly it presses back to better-than-original shape. A washable fabric must be sturdy, and this is another advantage of the new pig-grain sharkskin. It's very nature of being woven affords a double strength fabric. The smooth surface makes it a compact "packer" and the texture resists wrinkling, so you have a perfect traveling garment.

The styling follows the lines of the earlier suits of the season in their man-tailored lines, some having action backs, and some with plain backs, but most of them are of the fitted one-button type, that every woman loves.

As an accent to the white it's smart to wear a pastel cotton sweater, such as the model is wearing, or a dark linen blouse may be used. The accessories may be all in gleaming white or you may contrast with a color of your own choice.

But choose a suit the new way the new fabric and delight in "going white".



trast with a color of your own choice.

By Way Of Mention

Mrs. Joseph W. McGill of Vick Park A. is spending a week in Hamilton, N. Y., where she is the guest of Mrs. John Taylor.

Mrs. Frederick Millham of New York, is in town for the summer, and at present is the guest of her sister, Mrs. Willis E. Bowen, and Dr. Bowen of East Main Street. Later she will be the guest of her daughter, Mrs. Thomas E. Lunt, and Mr. Lunt of Beach Avenue.

Miss Emily W. Hoyt of Arnold Park, will return Sunday from Riverside, California, where she spent the winter as the guest of Mrs. William F. Stroud.

Mrs. Allen S. Crocker of East Avenue, left by motor last week for the summer home at Cape Cod.

Samuel M. Averill of Vick Park B, returned yesterday from Boston, where he spent a week. Mrs. John Franklin Forbes of East Avenue, returned last week from California, where she spent several months.

Mr. and Mrs. DeLoss M. Rose of Alameda Street, entertained at dinner Friday at Ridgmont Country Club in honor of Mrs. Wilson Bump of Springfield, Mass., and Mrs. Donald Craig of Dundee.

Mr. and Mrs. Frederick W. A. Karle and their daughter, of Northumberland Road, will leave the latter part of June for Baltimore, where they will make their home.

Miss Molly MacLean of England, is the guest for the summer of Mr. and Mrs. Norman R. Olley of Council Rock Avenue. Mrs. James D. Boucher of Goldside Parkway, entertained at a picnic luncheon in her garden Friday.

Miss Clark Reed of Springfield, Mass., and Miss Arvine Robertson and Miss Iris Cook of St. Andrew, Scotland, arrived Monday to be the guests for a few days of Mr. and Mrs. Lynn A. Loomis of Arnold Park.

Mrs. William L. Dobbin of Sibley Place, left Tuesday for Harvard, Mass., where she will be the guest of her brother, Dr. Lewis C. Cornish, and Mrs.

Cornish, at their summer home.

Mrs. Thomas J. Northway of East Boulevard will entertain at luncheon and bridge at the Century Club Saturday.

Mr. and Mrs. Clarence McGreal of Susquehanna Road, left last week for Philadelphia where they will make their future home.

Miss Phyllis Probst of Highland Avenue entertained at supper Saturday in her home, in honor of Miss Molly MacLean of England.

Y.W.C.A. Lists Summer Camps

Sails are set for the "summer cruise" of all departments of the Y. W. C. A.

Day camp for young women working part-time or not yet employed will be held each Tuesday during June and July at Seneca Park, under supervision of Adelaide Dorn. Headquarters are in the old bath-house.

Juniors will join three day camps, starting June 27, for girls between 10 and 16. Two camps will be conducted in the Administration Building, one Mondays and Wednesdays and the other Tuesdays and Thursdays. A day camp also will be conducted at Maplewood Branch of the Y. W. C. A. on Tuesdays and Fridays.

The two outdoor activities groups are under way. One group, made up of women of leisure, meets every Wednesday at 9:30 a. m. The other, for employed women, meets Thursday at 6 p. m.

And there's the Hearst syndicated market columnist in local news sheet who daily devotes one-fourth of it to financial comment and remaining three-fourths to anti-administration propaganda and weeps copiously, in every other paragraph, over grave danger to freedom of the press.

Let's see, what was it the walrus remarked to the carpenter, or vice-versa?

Piano Students Give Recital This Evening

Piano students of Miss Anne Cohen of Harris Street will appear in recital today at 8:15 p. m. in the assembly hall of the Rochester Gas and Electric Company.

Participating will be Emille Berger, Helen Berger, Howard Berger, Phyllis Berger, Gloria Blum, Joan Derman, Margery Fischbein, Mary Rose GeneWitz, Ronnie Goldstein, Carolyn Grenberg, Annette Jacobson, Muriel Kleinberg, Irene Elyn Liberman, Rita Mandell, Mary Pikunas, Robert Ribner, Joanne Sussman, Warren Sussman, Jane Waldman and Mitchell Weiss.

LINCOLN'S

STAGING A SPECTACULAR SALE

ON 1938'S SMARTEST FASHIONS

Regular \$1.98 to \$2.98

DRESSES \$1.59

TWO FOR \$3.00

- Velvay Chiffon Sheer
- Rayon Candy Stripes
- Printed Spun Rayons
- Polka Dot Crepes
- Cool Pastels
- Dark Sheers
- Light Ground Prints
- Bright Roman Stripes

COPIES OF EXPENSIVE

DRESSES \$2.59

Sale of TOWELS 10c 14c 18c

FATHER'S DAY

Give Him the Shirt He'd Buy for Himself...

Men's Non-Wilt Collar SHIRTS \$1.00

A fine quality, fully pre-shrunk vat dyed smart appearing shirt with permanently smart, no starch, no wrinkle, no curl, non-wilt collars.

Men's POLO SHIRTS 59c

PAJAMAS \$1.00

SHIRTS and SHORTS : 25c

Regular 79c First Quality Chiffon Full Fashioned

SILK HOSIERY 48c

Lovely sheer hose with an extra high twist to the silk that insures longer wear. Smart summer shades. Sizes 8 1/2 to 10 1/2.

Reg. 20c Rayon Women's Hosiery . . 14c

Pure Silk Knee High Hose . . 24c

MAIN ST. at ST. PAUL ROCHESTER

Lowest price ever...



6 year guaranteed SHEETS

You'd Usually Pay \$1.00 to \$1.29 78c

From New England's Largest Sheet Mill

They launder and wear like iron. Heavy weight, fine count muslin sheets you'll still be using in 1944. Choice of Single, 1/2 and full bed sizes.

PRINTED LINEN DISH TOWELS 12c

\$2.98 DIAMOND PATTERN CHENILLE SPREADS \$1.77

YARD GOODS AT SENSATIONAL SAVINGS

First Quality 39" Crown Tested

PRINTED CREPES 44c

19c 80-SQUARE PERCALES 15c

29c PRINTED CORDS—LINENES 19c

15c FINE COMBED BROADCLOTH 10c

Men's SLACKS \$1.00

Men's pre-shrunk sanforized striped or checked slacks. All guaranteed full cut, all fast color. 29 to 42 waist sizes and 29 to 34 leg lengths.

Heavy Grade SLACKS . . \$1.49

Men's Hand Tailored TIES . . 50c

Half SOCKS, pr. . . 12 1/2c

Fancy Rayon SOCKS pr. 20c

WALLPAPER SPECIAL ROOM LOTS 97c

Scores Of New Patterns to Choose From

Each Lot Includes 10 ROLLS OF SIDEWALL and 18 YARDS OF BORDER

FRIDAY and SATURDAY ONLY!

Get The Habit—SHOP THE SUN for SUPER VALUES

Leading Rochester merchants advertise their greatest values on quality merchandise this week and every week — exclusively in the

The Rochester Sun

A Guide To Better Buying In More Than 72,000 Roch. Homes

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

VOL. 1 NO. 31

ROCHESTER, N. Y., JUNE 23, 1938

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Rochesterians: Eight world's wonder, how Dewey Avenue trolley manages to nose way along its circuitous track and retain rails, and balance... Tim Kelly's chef is noted for his cream chicken soup... Place in lower Central Avenue, operated by woman, serves best spaghetti in town, gourmets declare... Something down has been awaiting, downtown roof garden, to be known as Starlight, scheduled June 23 for Sagamore roof, Lee Johnson, Sagamore manager, has scheduled name band and swanky show to open... The dreamy-eyed relief workers who think it's their bounden duty to find more persons to place on relief rolls... Bankers again screwing up rentals and trying to teach tenants that they, and none others, must pay and pay really taxes through groceries... Frank W. Lovejoy, Kodak's big boss, reminds more of literary, academician set than proverbial efficient scientist and business man.



Cray Remington

Irvin S. (Samuel) Weidrick, sprinkled with quarry dust and clad in denim, the man who once operated local International League ball team and boxing club, exhibiting to friends hands grimed with honest toil. "Say for me," quoth Samuel, "that times are tough, indeed, so tough, that I'm putting in ten hours of hard labor daily, and like it."

Leo J. Rice, attorney, enjoys more than the modern conveniences at his Fairport home. At rear of spacious and beautiful garden, in which are sprinkled pear, apple and cherry trees, is modernized hen house, model of 1948, in which white leghorns, immaculately groomed, deposit eggs in mail like appearing boxes, with swinging doors, and from which eggs can be removed without inconvenience of entering the poultry domicile. Mornings, if he wills, Mr. Rice strolls nonchalantly to home of industrious biddies, opens exterior door, and after reaching in to spring trap-like receptacle, removes a waiting breakfast, all warm, fresh and deliciously enticing. It all forms, as remarked so many times, the life.

J. P. Morgan, multi-millionaire banker, the other day answered, in response to newspaper's query, "Why is it that you refuse to express opinion in regard to business and politics?" "Because I don't think my opinion is worth a damn." Only newspaper publishers, editorial writers and columnists are free, as above, with opinions on business and infallible. And with so many of them, ailing views isn't it curious that the world refuses to right itself? The nation suffers today from two classes of nuisances, those who approve everything the government does and those who complain and grumble at everything the government does. The latter preach gloom and disaster and advertisers, national and local, beginning to realize that that advertising in funeral pages has obvious difficulties. Indeed, do not these publications bring about the very untoward conditions they decry?

Insurgents Oppose Bostwick

Seek Change In Leadership of Tenth Ward

Heaviest political firing this year will be in the Tenth Ward, where a well-organized group is laying the groundwork for a movement which the insurgents hope will oust Charles E. Bostwick from the Republican leadership of that sector. Minor revolutions are nothing new in the Tenth, but the uprising that is being planned will be a major affair, one of those scraps in which quarter is neither asked nor expected, according to those who are shaping the plans of the anti-Bostwick faction. Few names are being mentioned, but it seems to be the general belief that Joseph J. Fritsch, Jr., will be the standard bearer for those who are trying to oust Bostwick. Republican affairs in the Tenth Ward are complicated — with Bostwick and City Councilman, William Doane, anything but friendly, and it's possible that Doane might be thrust into the scrap as a candidate for the ward leadership.

Railroad Men View Subway

Rochester's Subway was on exhibition yesterday as a four-car train carried nearly 200 railroad officials and civic leaders on a tour of inspection arranged by Harold S. W. MacFarlin, head of the Department of Commerce, in co-operation with the New York State Railways.

It was the first of a series of moves planned by MacFarlin to acquaint users and prospective users of Subway freight facilities with the possibilities of the system and the number of out-of-town railroad brass hats in the party indicated that there is real interest in the city-owned transportation system. In the face of general recession, the Subway has shown consistent gains in revenue through the last five years, moving from \$69,800 for 1933 to \$105,000 for 1937. The average operating deficit per year since the Subway was opened in 1927 amounts to \$54.

Railroad men who viewed the Subway and heard about it through a loudspeaker system installed on the special train included W. C. Sommers, Pittsburgh; M. P. Kenny, Pittsburgh; H. L. Nancarrow, Buffalo; George Berge, Buffalo; J. T. Welch and H. V. Hitchcock, Rochester, all of the Pennsylvania System; Carl H. Groninger, H. E. Huntington, R. H. Dierker and J. T. Stevens, Baltimore and Ohio; S. A. R. Lantieri and G. D. Christman, New York Central; B. C. Wedd, Erie Railroad; C. F. Mills, L. F. Brownell, Earl Raymond and C. L. Reynolds, Lehigh Valley.

\$1,500,000 Estimated For 1938 Relief Costs

Over fifteen and a half million, to be exact, \$15,677,598.65 was spent for public welfare in 1937, figures released by the Bureau of Municipal Research through City Manager Harold W. Baker revealed. However, the cost was \$2,903,687 less than 1936, and, according to the statistics, \$1,500,000 will cover relief costs for 1938.

Rochester on Parade ★★ By W. L. James



HAVE YOU HEARD?

It's going to be a gala Fourth. Already plans are well under way for the merriest celebration ever. And now's time for you to get into the swing of things and help it along... While you're packing the old suitcase, how about wardrobe... your summer white things need cleaning? Then off to Watts.

By the way, have you seen the miracles Watts can perform with soiled garments? It's remarkable, really! Just yesterday they returned a suit to me all spie and span and looking like new. And let me tell you... no other cleaner ever made it look so thoroughly clean and shining. That's why we say Watts for your summer whites and pastels. We're sure of their work. We know you'll be pleased with their superb cleaning! Genesee 614.

Tsk! Tsk! You're certainly not going to worry about meals on such a gay week-end! Who wants to fuss with luncheons and dinners when there's fun to be had! Cutlery solves the problem... All you have to do is phone in your order (Main 8455) and let Cutlery do the rest. If you prefer spaghetti (that's Cutlery's specialty, you know) just tell him how many orders and presto — you'll have it, all ready to serve, at your convenience.

For country club activities, a week-end in the mountains, golfing, tennis or dancing... you're sure to need new white shoes. You can find what you want at Gorham Street Shoe Parlor... Gorham Street. They

Kelly Hits Housing Delay

Legislator Urges Establishment of Authority

Establishment of a housing authority in Rochester was urged today by Representative George B. Kelly after a telephone conversation with Nathan Straus, head of the U. S. Housing Authority. "Straus said that the first thing to do is to set up the housing authority as provided in laws of New York State," Kelly said. "The authority then can determine how much housing is needed and where."

Two Battles Tonight In Champion Knit Loop

Two hot battles are scheduled for this evening in the Champion Knit Mercury League. The Santans will tackle Hetlers at Expo No. 1 diamond and Otis Dells will face Holy Rosary on diamond No. 3 at Expo. Mt. Carmels took the Mercury League, with three victories and no defeats. The Carmelites defeated the Buckleys, 4-3, in their last game.

Party Platform Makes Referendum Paramount Issue

Showdown Between Republican Leaders and City Manager Expected as Next Step in Hall Project

Plans for a new City Hall, already advanced to the stage where City Manager Harold W. Baker has been authorized by the Council to apply for a PWA grant of \$1,000,000 to help defray the cost of the proposed structure, are likely to run into more obstacles than can be thrown up by either the Citizens Tax League or by civic leaders who contend that Rochester should complete its parallel street project before seriously considering a new City Hall. The obstacle that figures to precipitate a showdown between the City Manager and Republican chieftains, who were compelled to keep Baker in office when the GOP took over the city administration this year, is an obscure clause in the platform upon which Republicans rode to victory. REFERENDUM PLANK Baker speaks with authority when he says that there is no provision in the city charter for holding a referendum on the proposed City Hall, as suggested by the Citizens Tax League, but the City Manager had his tongue in his cheek if he recalled the paragraph in the GOP platform which reads: "We favor a referendum upon the question of ANY SUCH NEW STRUCTURE as a proposed new penitentiary." Another paragraph in the Republican platform says: "We condemn the Democrats' attempt to force this structure

Thurs-
Do Not
5 P. M.,
One Will

DELIVERED

M

ne
er
nes

titude of
ute

day indicated
ion's action in

of the "strike"
nt than usual,
are is nothing
clar situation.

talk that the
dance law will
out delay, but
board of Educa-
ment on this

persons, mostly
ed around No.
lay of the new
a remainder of
he attended 26
olled at Schools
all of which are
the section
y No. 28. Other
No. 26 have en-
al schools.

t:

formerly filled
as.

In the quality
ferred by road-
riectors of many
are merely jobs
are others who
produce. There's
and operated
load that offers
nereabouts.

Conkley of St.
est of Mr. and
Morton of Win-

H. Carson of
ad, entertained
hechon on Mon-

34 Clement Street,
ry in "Three Lovers
Rochester Theater
r guest ticket.

shades
ITY

\$1

gle Pair

75

3

75

3

75

3

75

3

75

3

COUPON
100% ALL WOOL
BLANKETS
Weight 5 lbs. Average
Size 66x80
Reg. Retail Price without Coupon \$7.50
Now \$4.00
Fine for home, camp, canoe, auto and cottage use. Colors: Dusk Green, Navy, Maroon and Brown.
None Sold To Dealers
Champion Knitwear Co.
71 ST. PAUL ST.
See SUN Specials Page 8

FORGET HEAT!
TEA
KEEPS YOU COOL
Try It Today At
TURNER'S
385 MAIN ST. EAST
VAN DYK'S VICTORY ORANGE PEKOE TEA
1 lb. 41c
TEA BALLS Orange Pekoe 79c
FRI. & SAT. ONLY

Edwards
New Under-arm
Cream Deodorant
safely
Stops Perspiration
1. Does not rot dresses — does not irritate skin.
2. No waiting to dry. Can be used right after shaving.
3. Instantly stops perspiration for 1 to 3 days — removes odor from perspiration.
4. A pure, white, greaseless, stainless vanishing cream.
5. Arrid has the Tested and Approved Seal of the American Institute of Laundering, for being HARMLESS TO FABRICS.
ARRID 39¢ and 59¢ a jar
Street Floor

The Greatest Sale Stephen's Ever Staged!
Part Of A Purchase Of 5000
COTTON FROCKS
MADE TO SELL TO \$1.95
Only "Once In a Blue Moon" Values Like These!
● Fine Piques
● Beautiful Prints
● Flock Dot Sheers
● Tissue Blister
● Sunback Styles
● Street Styles
● Sport Styles
SIZES 12 TO 52
56¢
On Sale On All Three Floors
This Week's FRONT PAGE GIVEAWAYS
SOLD WITH COUPON ONLY
Full Cut Washable
BROCADED SLIPS
TAFETA
Reg. 69¢ Value. Perfect Quality. Tea Rose — White. Sizes 34 to 44.
38¢
TWO PAIRS TO A CUSTOMER
SOLD WITH COUPON ONLY
200 On Sale Friday
2-Piece Mannish
WHITE SHARKSKIN SUITS
Mostly perfect quality. A few slight irregulars.
\$1.00
Values To \$3.95!
ONE TO A CUSTOMER
SOLD WITH COUPON ONLY
200 On Sale Saturday
2-Piece Mannish
WHITE SHARKSKIN SUITS
Mostly perfect quality. A few slight irregulars.
\$1.00
Values To \$3.95!
ONE TO A CUSTOMER
BE EARLY
Quantities and size assortments not guaranteed to last the day!
Stephens
210-214 MAIN ST. E.
These Giveaways for "Sun" Readers Only And Sold Only With These Coupon

Mr. and Mrs. M. Clark Wetmore of Seneca Parkway entertained at a supper party in their home yesterday.

BE YOUR OWN JUDGE OF ITS DELICIOUSNESS...

LOVE'S
SUPER CONE
5¢

Try It by the CONE You'll Buy It by the QUART

Your Choice of 24 Delicious Flavors



25¢
per qt.

THIS WEEK'S FEATURE:
Fresh Home Grown Strawberry

Your first spoonful of this Fresh Strawberry will tell you that here is a different ice cream... You'll taste a true strawberry flavor that comes only from ripe dewy home grown strawberries.

TASTY FRESH MADE CORN FRITTERS 5¢ pk.

DELICIOUSLY FLAVORED! SUCKERS 10¢ dr.

REFRESHING SUMMER CANDY Salt Water TAFKY 29¢ lb.

LUSCIOUS TOASTED Coconut Crispettes 39¢ lb.

LOVE'S
Sold Only At Love's Stores
230 Monroe - 508 Main E.
1148 East Ave. 356 Main W.
883 Lake Ave. 1535 Lake
(Cor. Hodge)
4340 Culver Rd.
(Opp. Park Entrance)

German Rebekah Lodge To Initiate Class

German Rebekah Lodge No. 83 will meet July 13 for initiation of new members. Officers will wear white and will meet at 7 p. m. for drill. The annual picnic of the group is to be held at Ontario Beach, July 29.

Lady MacNaughtons To Hear Grand Deputy

Grand Deputy, Mrs. Elizabeth Davis of Syracuse will pay her official visit to Lady MacNaughton Lodge No. 30, Daughters of Scotia, tomorrow evening. She will be guest of honor at a dinner to be given at the Roosevelt Grill at 6 p. m.

**PAINT YOUR WALLS
WITH Mello-Gloss**

You won't need to worry about spots on your walls when they're painted with

LOWE BROTHERS



MELLO GLOSS

Smudges—stains—even ink spots, slide right off this semi-gloss finish when it is washed with soap and water.

There is a LOWE BROTHERS DEALER in your neighborhood

Barnard, Porter & Remington
9, 11, 13 North Water Street - Main 8140

MONEY-SAVING WARNING!
Effective July 1st
PRICES ADVANCE
On Miller's R. G. & E. Dustless

COKE
Place your order now and save. We'll deliver at your convenience. Easy payments if desired.

Modern Trucks! Courteous Drivers! Clean Deliveries!

ARDEAN R. MILLER
Quality And Finest Service Since 1912
500 WEST AVENUE GENESEE 20

Suit Preference Signal Important in Contract

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

By VIRGINIA LEVY

I watched the play of a hand the other day in which the Suit Preference Signal could have played a very important part had the East and West players been using it.

As it was, North and South fulfilled a game contract which could easily have been set one trick.

NORTH
S K 5 5 3
H K J 3 3 4
D K Q
C Q 3

WEST
S 7 4 3
H 6
D J 10 7 5
C 10 9 8 3 3

EAST
S J 2
H A 10 7 2
D A 5 4
C K 3 7 4

SOUTH
S A 10 8 4
H Q 8 3
D 4 3 2
C

North was the dealer.

West opened his singleton heart to which declarer played low from dummy, East winning with the ace. East correctly read his partner's lead as a singleton when South dropped the three spot on the trick.

GUESSED WRONG

The deuce of hearts was returned for West to ruff, but now he was compelled to guess as to which of the two minor suits his partner had an entry in so as to give him another ruff, which would be the setting trick. He chose the wrong one and led a club. Declarer won, drew his trumps and lost only one more trick, the diamond ace, making his contract.

It is quite evident that if West had guessed right and led a diamond at trick three instead of a club the contract would have been down one.

If East and West had been using the Suit Preference Signal, no guessing would have been necessary, as East could have told his partner exactly which suit he wished him to lead back. After winning the first trick with the ace of hearts, East's next lead must be a high heart, preferably the ten, which would lead his partner no room for doubt.

DIRECTING SIGNAL

This high heart lead tells West that he must next return the higher of the two remaining suits other than trump, which in this case is diamonds. If West reads his partner's signal and plays a diamond, naturally the contract is set, as East wins with the ace and gives his partner another ruff.

A thorough knowledge of this lead directing signal would greatly improve your defensive game. There is nothing complicated about it, and the opportunities for its use are many. Incidentally, there is another point in this hand which might be given some consideration. It isn't at all difficult for East to read his partner's lead as a singleton if he watches the cards carefully. When the six of hearts is opened, East can see in the dummy and in his own hand all the cards lower than six, with the exception of three spot.

MISLEADING OPPONENTS

This, of course, means that the lead is either the top of a doubleton or a singleton. Naturally when declarer drops the trey all the lower cards are accounted for and East can be positive the lead is a singleton. In situations of this kind, why shouldn't declarer make it as

FEET HURT?

YOUR GUARANTEE
Regardless of how many corrective shoes or appliances you have tried, Try HEALTH SPOT SHOES. If, in thirty days, you have not received relief, the purchase price will be refunded.

YOU BE THE JUDGE!
Shoes for Men, Women, and Children:

HEALTH SPOT
SHOE STORE
220 MAIN STREET EAST
Opposite East Ave. Store 1156
WHITE FOR FREE BOOKLET



Bargains in UNFINISHED FURNITURE

DROP LEAF TABLE
Special Week-End Price!
\$3.19



Just the thing for your cottage kitchen! Clear white pine table, 34 in. x 40 in. when leaves are up. Sanded, ready to paint or stain.

CANE SEAT CHAIR
Special **\$1.29**

Sturdy, attractive hardwood chair, especially useful in the home, or at summer "camps".



CHEST OF DRAWERS
Special Price!
\$4.59

Handy solid maple chest of drawers, ideal for bedside use, 13"x17"x30" high.

KITCHEN STOOL
Special Price!
\$1.33

High leg stool, with wide leg spread to prevent tipping. Large seat. (Offers slightly from sketch.)



Folding Porch Chair
(Not Illustrated)
\$1.59

Sturdy, solid hardwood chair, specially priced.



Ward's
Main 7900
15 Exchange St.
FREE Parking and Deliveries

NO MONEY DOWN FLORENCE RANGES PAY THE SENECA WAY

- Combination Ranges
- Gas Ranges
- Oil Burners
- Bottled Gas Models

ELECTRIC REFRIGERATORS

With Genuine



Guaranteed Motor

PAY ONLY
2
NICKELS A DAY

- Semi Air Conditioned
- Automatic Interior Light
- 5 Year Guarantee

BIG Enough For **6**
89.95

SENECA STORES

Come In Tonight!

149 Monroe Ave.

Open Until 10

4th of July Special

Reg. 39.95
MOTOROLA
New 1937

Auto Radio **\$29.95**

MOHAWK TIRES AT CLOSE-OUT PRICES

CRAIG'S
Anesthetic Eyebrow Plucking
CREAM

It's NEW It's DIFFERENT

Created by a famous chemist to ease the pain which ordinarily accompanies eyebrow plucking. A marvelous soothing and healing agent. Brows almost instantly. Absolutely safe and harmless.

TRY IT AT YOUR FAVORITE BEAUTY PARLOR

Beauty Parlors: If you are not now using Craig's Cream write Box 174, Rochester, N. Y. for trial size.

Slightly Imperfect (SECONDS)

ROASTING PANS
Heavy White Enamel Size 1 1/2"x12" **20¢**

Refrigerator Pans (With Covers) **49¢**

HEAVY WHITE WASH BASINS **15¢ - 19¢ - 25¢**

Heavy White Enamel 4 Qt. **PITCHERS 45¢**

3 qt. size...35¢

H. KATZ
233 NORTH ST.

I'M GOING TO LAUERS

SENSATIONAL CLASSIFIED Clearance BARGAINS of USED FURNITURE

Lauer's trade in furniture daily. This furniture is reconditioned and sold in good condition in Lauer's Bargain Basement. Big Clearance Sale now on. Furnish one room—or a house—pay cash or use Lauer's Budget Terms.

THREE PIECE BAKEROUT VELOUR LIVING ROOM SUITE. Entirely rebuilt, in first-class condition, can hardly be told from new. Pay cash or use Lauer's Budget Terms. **\$59**

IMPORTED ITALIAN FRIEZE, BLACK, RED AND GOLD COGSWELL CHAIR and huge ottoman. **\$14**

SIMMONS FINEST INNERSPRING MATTRESSES. Used but little. **\$10 \$12 \$15**

PAINTED DRESSER. Pay cash or use Lauer's budget terms. **\$4**

BIRD'S-EYE MAPLE DRESSER. **\$9**

3-PIECE WALNUT BEDROOM SUITE. Pay cash or use Lauer's Budget Terms. **\$29**

LEATHER SETTE AND CHAIR. **\$4**

BEAUTIFUL WALNUT DAVENPORT TABLE. **\$5**

THREE PIECE BLUE AND TAUPÉ REBUILT LIVING ROOM SUITE. Large Size. In Good Condition. Pay cash or use Lauer's budget terms. **\$34**

THREE PIECE ROSE AND TAUPÉ JACQUARD LIVING ROOM SUITE. In good condition. Rebuilt. **\$29**

OAK DINING ROOM SUITE, TABLE, SIX CHAIRS AND BUFFET. Pay cash or use Lauer's budget terms. **\$15**

MAHOGANY DINING ROOM SUITE. Table, buffet, large china cabinet. **\$34**

LARGE SIDE ICER REFRIGERATOR. **\$6**

PORCELAIN TOP BREAKFAST SET. Damaged. Has wooden drop leaves. **\$4**

DAY BED WITH PAD. Pay cash or use Lauer's budget terms. **\$5**

Hundreds of other pieces including two very fine large Federal oak living room suites; several odd chairs; many tables; springs; stoves. Good, clean, dependable, used furniture. Pay cash or use Lauer's budget terms.

LAUERS BARGAIN BASEMENT
50 STATE STREET

Every Thurs-
You Do Not
By 6 P. M.,
and One Will
ed.

ES DELIVERED

AM

line
ner
anes

Attitude of
dispute

nts today indicated
uation's action in

ers of the "strike"
sistent than usual,
e there is nothing
particular situation.
been talk that the
attendance law will
without delay, but
he Board of Educa-
to comment on this
case.

persons, mostly
arched around No.
rat day of the new
The remainder of
ls who attended 26
enrolled at Schools
38, all of which are
sining the section
ved by No. 26. Other
s of No. 26 have en-
rochial schools.

out:

tion formerly filled
Hayes.

rence in the quality
s offered by road-
Proprietors of many
nds are merely job-
ers are others who
own produce. There's
wned and operated
tia Road that offers
orn hereabouts.

rice Conkley of St.
e guest of Mr. and
J. Morton of Win-
id.
arles H. Carson of
r Road, entertained
at luncheon on Mon-
home.

opper, 38 Clement Street,
ingenuity in "Three Loves
Low's Rochester Theater.
an for guest ticket.

Shades
ALITY

Pair \$1
For
Single Pair

ELS
99

ens
T. E.

JUNE JUBILEE

PHOTO SPECIAL

4
Large 8x10 Size
Beautiful

PORTRAITS
\$1.89

YOU SAVE \$3.11
This Is Our Regular
4 for \$5.00 Bufftone
Artistic Portraits.

Bring this ad with you.
Offer good only until
June 30th.

LINCOLN'S

DON'T FAIL TO READ

"I WAS A NAZI WIFE"

UNCENSORED The revealing true story of what hap-
pened to an American girl who mar-
ried a "Nazi." This heart breaking story will enlighten you as
to what is really going on in Germany—

SCORES OF OTHER INTERESTING FEATURES NOT
FOUND IN ANY OTHER MAGAZINE

NOW ON SALE AT ALL NEWS DEALERS
JULY ISSUE **TRUE STORY** 15c
MAGAZINE

DRESS UP
• FOR THE 4th •
White Flannels
Sport SLACKS \$4.40
\$1.95, \$2.95

\$2.95 PANTS \$3.95
FOUR FORTY PANTS 45 MAIN ST. EAST
OUR ONLY STORE

FOOD
DRINKS
DANCING
Atmosphere
Entertainment

THE
POINT PLEASANT
HOTEL

Has Everything To
Make Your Evening
a Gay Experience.

Your Silent Partner

ELECTROLUX
THE Gas
REFRIGERATOR

As Low As
\$5 DOWN

36 Months To
Pay the Balance

ROCHESTER GAS & ELECTRIC CO.
89 EAST AVE. MAIN 3960

Children to Vie for Picnic Prize

A prize will be offered to the
child guessing the identity of the
clown at the Holy Family
Church picnic Sunday at Ge-
nesee Valley Park. There also
will be a baseball game between
members of the Tekakwitha
Club and the Holy Name So-
ciety.

Rudolf Vay is chairman, Jo-
seph Va., secretary, Frank Bin-
sack, treasurer, and Francis
Hoffman assistant treasurer.
They will be assisted by these
committees:

Tickets, Peter Fess, chairman;
Henry May, John Hoffman, Jo-
seph Lehner, George Schur, and
William Schwab; soft drinks,
Andrew Wuest, chairman;
George Leo, Anthony Fritz, Her-
bert Gross, Gerald Lenhard,
John Goeltz, Wigbert Frank and
Charles Prendergast.

Sports, Edward Dennstedt, Sr.,
chairman; Morton Burpee, Nor-
bert Vay, Joseph Schaffer, Frank
Belerschnitt, Sr., William Gib-
lin and Joseph Knebel; ice
cream, Samuel Viza, Charles
Schur; candy and cigars, George
Paul, chairman; George Fischer,
and Frank Belerschnitt, Jr.;
hots, Peter Smith and Frank
Russ, chairman.



STAR VALUES

A 5-Star Value Represents a Special Purchase. It Must be Fresh, New and Timely Merchandise Offered at the Lowest Price of the Month. Watch for the 5-Star Value Items Identified by Special Signs.



ROCHESTER'S THRIFT CENTRE
STONE 2300

EXTRA SPECIAL FOR READERS OF THE ROCHESTER SUN! SIMMONS DELUXE Coil Spring GLIDER



With Ball Bearings
Specially Priced .. **15.97**

PAY 1.60 DOWN, Balance Weekly

- New Improved De Luxe Type
- Floating Panel Arm Rests
- Adjustable Back
- Six Removable Cushions with Taped Edges
- Double Ball Bearings
- Coil Spring Seats
- Water Repellent Floral Covers

Free Delivery Within 200 Miles
EDWARDS, Fifth Floor



\$5 DOWN
Balance \$1 Weekly
"GRAND" GAS RANGES
Reg. \$79.50
Less \$20 For Your Old Stove
59.50

Table top—full rockwool insulation. Auto-
matic lighter—roll-out smokeless broiler
... full enamel oven. All steel frame—
Armco Acid resisting porcelain. Robert-
shaw heat control ... non-clog gas burners.
Compare! Shop the market! Here is real
value ... never offered before at this price.
EDWARDS, Sixth Floor



EXCLUSIVE AT EDWARDS!
"Gain-a-Day" Washer
Reg. 49.50
Specially Priced at **39.50**
Large tub ... heavy porcelain. Quiet in operation
... safety wringer. We believe this washer is the
best value we have ever offered in the low price
field. Thousands of satisfied "Gain-a-day" users
in Rochester. Ask your neighbor.
PAY 3.50 DOWN, Bal. \$1 Weekly
EDWARDS, Sixth Floor



REGULAR \$6
SINGLE or LARGE SIZE
Luxurious CHENILLE
BEDSPREADS
Thick, fluffy tufting in "color and white, on
serviceable bleached sheeting. In new mod-
ern-looking lattice designs. Dress up your
beds for summer with these neat, cool, sum-
mery spreads ... and SAVE! Easy to wash ...
no ironing required. "COLORFAST" rose, peach,
green, blue, rust, brown, aqua, wine, orchid
and gold

3.98
EDWARDS, Second Floor



1938 Console "8XX"
PHILCO RADIO
Reg. \$74.95
Less \$25 For Your Old Radio
49.95
Foreign and standard broadcast. Here's a
beautiful Walnut cabinet model that will
add to the beauty of any room. 8-tube
performance, automatic volume control.
Limited number, so hurry!

4.50 Down, \$1 Weekly
EDWARDS, Sixth Floor



Large, Absorbent
CANNON TOWELS
Reg. 25c Each
5 for \$1
Big and husky enough for the
beach. Attractive enough for
June bridal gifts. So thrifty,
you can afford to buy them by
the dozen ... and SAVE! White
with gay, new borders: green,
blue, gold, rose, orchid. Only
100 dozen, so hurry!
EDWARDS, Second Floor

PAGE FOUR

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JUNE 23, 1938

TRUTHFUL ADVERTISING

STARLIGHT ROOF "ATOP THE SAGAMORE HOTEL" OPENS JUNE 28TH

FEATURING
BOB HEMINGS
and His Music
with
Ann Berry, Singer
Dancing Every
Night Except
Monday



Holy Apostles School Plans Two-Day Festival

A Summer Festival has been planned Tuesday and Wednesday evenings at the Holy Apostles School grounds.

The Rev. William Beveraux is supervising chairman and Raymond Nary general chairman, assisted by Mrs. Rosalia Monroe, Mrs. William Bauer, Edward Bates, Dean Coffey, Mike Fredericks, William Vail, Miss Marion Smith, Al Pettifer, Elmer Willis and Simon Mohan.

COUPLE TO MARK DATE

Mr. and Mrs. Martin Herbst, Sr. of Langslo Street, in celebrating their fortieth wedding anniversary, will entertain their family and friends at dinner Saturday, at Krebs, Skaneateles.

RADIO SPOTLIGHT Thursday, June 23rd

7:00—Rudy Valley's Variety, WHEN
Kate Smith's Hour, WHEN
March of Time, WHEN
8:00—Good News of 1938, WHEN
Major Bowes, WHEN
9:00—Crosby and Burns, WHEN

Friday, June 24th
7:00—Cities Service Concert, WHEN
8:00—NBC Symphony Orch., WHEN
9:00—Your Hit Parade, WHEN

Saturday, June 25th
7:00—Professor Quill's Quiz, WHEN
8:00—NBC Symphony Orch., WHEN
9:00—Your Hit Parade, WHEN

Sunday, June 26th
7:00—Magic Key of R.C.A., WHEN
8:00—Joe Penner, Comedy, WHEN
9:00—Jack Benny, Comedy, WHEN
10:00—Phil Baker, Comedy, WHEN

Monday, June 27th
7:00—Eddie Cantor's Caravan, WHEN
8:00—Al Jolson and Martha Raye, WHEN
9:00—Lux Radio Theater, WHEN

Tuesday, June 28th
7:00—Edward G. Robinson, WHEN
8:00—Al Jolson and Martha Raye, WHEN
9:00—Heidi's Brigadiers, WHEN

Wednesday, June 29th
7:00—Rudy Valley's Variety, WHEN
Kate Smith's Hour, WHEN
March of Time, WHEN
8:00—Good News of 1938, WHEN
Major Bowes, WHEN
9:00—Crosby and Burns, WHEN

Democracy of 23rd Ward To Eat, Drink, Be Merry

Frankfurter, "spud" salad, "pop" and other picnicking goodies may be made by Republican companies, but the Twenty-Third Ward Democratic Club nevertheless will consume tons of eatables Sunday at Island Cottage.

Political speeches, if any, can be saved until fall, one of the more outspoken members reported. William J. Carey, is honorary chairman, and William Uhl and John Schmidt, general chairmen.

Labor Authority Listed For Speech in Rochester

Arthur L. Johnson, former labor attorney for the state of California, will speak at Convention Hall next Thursday at 8 p. m.

Mr. Johnson, who is secretary of the General Welfare Federation of America at Washington, is the author of the Welfare Act HR4109.

Mr. and Mrs. Arthur Bosworth and Mr. and Mrs. Gerry Indray of Rockville Centre were weekend guests of Miss Lou Larabee of West High Terrace. Mr. and Mrs. Bosworth came to attend the graduation of their daughter, Miss Mary Lou Bosworth, from the University of Rochester.

PWA Aide Announces Office For Rochester

Applications for Rochester's proposed new city hall, may or may not clear through this area, but PWA will open temporary offices here to speed up the start of relief work construction.

Colonel M. E. Gilmore, PWA regional director, announced that offices would operate here, Cuba and Auburn. Date for opening is to be announced.

Golfing Cop Shoots Park Course in Record 65

Steve Riley, Rochester's golfing cop, recently whittled three strokes off par at Genesee Valley's new course. Steve set a new record of 65 to better the previous mark of 66, made by Heinie Bishop.

Reeling off four birdies on the first nine, Riley made the turn with an even 30. On the home nine, he caught his lone bogey on the 17th for a 35.

GIBAUD'S FOR BICYCLE VALUES

BICYCLES

The City's Largest Stock at Unusually Low Prices

2-WHEEL SIDEWALK BIKES—\$7.95, \$9.95, \$10.95
\$15.95 With Balloon Tires, \$19.95
Coaster Brake

FULL SIZE BOYS' ... \$16.95-\$18.95-\$21.95-\$22.95

Very Special: SHELBY DELUXE Fully Equipped ... \$32.95

Headquarters Shelby-Packard & Iver Johnson

We Trade—Sell on Time ... 1-Year Free Service and Guarantee

And a Rollfast American Flyer Deluxe Fully Equipped, \$24.95

GIBAUD'S

Store, Gas, Oil Station — 500 E. MAIN AT SCIO
Oil, Gas Station — 175 MT. HOPE AVE., Opp. ALEXANDER

OPEN EVENINGS AND SUNDAYS



Highlights—

FRIDAY, JUNE 24

8:30 P. M. Little Variety Show
All kinds of sparkling entertainment.

8:45 P. M. Harry McTigue, Your Socony Sports Reporter
Brings you the latest dope from the world of sports.

8:00 P. M. Royal Crown Revue
One of WHAM's newest programs sizzling with bright and fast moving music and comedy.

8:30 P. M. Rochester-Buffalo Baseball Game, brought to you by Harry McTigue.

SATURDAY, JUNE 25

12:15 P. M. McFarlin's Boys' and Girls' Club of the Air
8:00 P. M. Ozzie Nelson and "Seein' Stars" Peg Murray
Team up for one of the best programs on the air.

7:00 P. M. McCarthy vs. Bergen—Bergen vs. McCarthy
What's the difference? Anyway, here is what you've been listening to ever since WHAM joined the Red Network. — Why not listen again?

9:30 P. M. Academy Theatre
Last presentation of the season. If you haven't heard these dramas tune in and see what you have been missing. Presented by the Gruen Watch Company.

SUNDAY, JUNE 26

5:30 P. M. Canadian Grenadier Guards Band
Music in the best of style.

6:30 P. M. McCarthy vs. Bergen—Bergen vs. McCarthy
Team up for one of the best programs on the air.

7:00 P. M. McCarthy vs. Bergen—Bergen vs. McCarthy
Team up for one of the best programs on the air.

MONDAY, JUNE 27

3:00 P. M. It's nine o'clock in London — five o'clock in New York — three o'clock in Chicago and Club Matinee
Time EVERYWHERE

6:00 P. M. Atlas Jimmy Valentine
This absorbing drama is presented weekly for your enjoyment.

6:45 P. M. It's your Socony Sports Reporter again with the latest dope from the sports world.

7:00 P. M. Chevrolet Musical Moments
With Vic Arden and his orchestra—one of WHAM's best shows.

7:30 P. M. Those We Love
Presented by Pond's for your after dinner relaxation.

TUESDAY, JUNE 28

3:00 P. M. Rochester vs. Montreal
With the scene brought right before your eyes by the colorful Kentucky voice of Harry McTigue.

5:45 P. M. Louell Thomas
A comprehensive, well integrated summary of the news of the world.

6:00 P. M. Easy Aces and Mr. Keen Tracer of Lost Persons
Two such popular shows are rarely to be found under one sponsor. Courtesy of Anacini.

8:30 P. M. NBC Jamboree
All for fun, and fun for all.

WEDNESDAY, JUNE 29

3:45 P. M. Suffolk Downs Handicap Race
It's a Thriller.

6:30 P. M. Easy Aces
Brought to you by your Esso reporter.

7:00 P. M. One Man's Family
Drama presented by General Foods. — Listen in. — You'll like it.

8:30 P. M. Boston Pop Concert
Tune in the melodies of Tom Grierson as he fingers the console of the RKO Palace Theatre organ.

THURSDAY, JUNE 30

1:00 P. M. Betty and Bob, Valian Lady, Arnold Grimm's Daughter, Betty Crocker
are all presented for your enjoyment by General Mills in a full hour of entertainment.

7:00 P. M. President Roosevelt
March of Time
True Stories of the New York State Police
Another thrilling episode in the search for New York State's worst criminals, dramatized and brought to you by the Rochester Gas and Electric Company.

8:00 P. M. "Good News of 1938"
With a galaxy of stars from Hollywood that fairly staggers the imagination. With Robert Taylor as master of ceremonies. Through the courtesy of Maxwell House Coffee.

9:00 P. M. Kraft Music Hall—With Bing Crosby

JEAN'S COTTON and SILK DRESS SHOPPES

Hold Everything!

Choice of the House Sale STARTS TODAY!

The Whole Town's Gone "Dirndle Crazy"—So Have We!
We Are Turning Our Entire Stock Of Cottons Into 2 Prices

No Other Store Can Do This! Values To \$6.95

15,000 DRESSES

SPUN RAYON
SHARKSKIN SUITS
WASHABLE PRINTS
SILKS AND CHIFFONS
"TIPPY TIN" RAYON
CREPES
COOL BEMBERG SHEERS

YOUR CHOICE
83^c AND \$1.83

SIZES 12 TO 34

4 BIG STORES TO SERVE YOU

1162 Clinton Ave. N. (At Ave. D) 500 Lyell Ave. (Near Murray) 122 Webster Ave. (Opp. Ripley) 197 Genesee St. (Near Bronson)

OPEN EVENINGS

weis & fisher's

30 clinton ave. south
rochester, n. y.

SIMMONS Beautyrest MATTRESS



The Biggest Mattress Value
Manufactured
Today 39.50

Don't economize on health. Sleep on a really GOOD mattress. The extra comfort of a Simmons Beautyrest is the reason they sell three and four to one of other mattresses, and Weis & Fisher's wider varieties and more convenient terms is reason for buying your Beautyrest here at Rochester's show-place of furniture fashion!

WHY

Health and Beauty Experts Recommend

Beautyrest

Sound, restful sleep brings freshness and vitality.

You turn from 20 to 45 times a night. You can't relax on a mattress that doesn't "fit".

Beautyrest is built to let you sleep. It automatically adjusts itself to fit your body in any position.

1 Delivers
from
Weis & Fisher's

Beautyrest has been adopted by leading hotels and health resorts throughout the world.

Knife Cutting is "Going Out"

Almond Toffee The Dandy Candy ICE CREAM

A NEW Pangburn Kandy Krunch — Roasted Almonds — Golden Brown, Crispy Candy all the way from Fort Worth, Texas. A rich, butter and nut candy, full of roasted almonds — vacuum roasted, with dehydrated butter added. Selected fresh shelled almonds, richer in flavor. A combination of ice cream and candy that reaches the nth degree of deliciousness!

TEALL'S exclusive Magic Mixer folds this tasty candy-krunch into the ice cream in nut size pieces. You can see the whole almonds!

This ice cream comes to you with every spoon-full of Almond Toffee. After the ice cream is frozen it passes through a stainless steel pipe from our exclusive Continuous freezer to the adjoining Magic Mixer where the nut size particles are neatly folded into the ice cream — not all crushed to small bits in the freezer — the old way. Thence to the hardening room, 20 degrees below zero, never touched by human hands. Direct from there to your dealer — awaiting your call for it in electrically refrigerated cabinets. Serve it mellow soft and this ice cream will prove doubly enjoyable.

HERBERT W. BRIGHAM
PRESIDENT

Because

The best and richest ice creams are made NOW AS ALWAYS to serve with a big spoon from a bowl . . . into cereal or dessert dishes instead of on plates. It's the melting ice cream that imparts the full flavor of its contents to the tongue. Teall's Ice Cream is just right to serve when it will slide gently from its carton by opening one end and tilting up the other end.

Reason for this
Nearly 30%
Saving

An entire (100%) saving on ice cream. Teall's All American Creamery and Ice Cream Co. is the only one in the world that produces 100% of its ice cream. ALWAYS your favorite ice cream.

CARD PARTY TODAY

The American Ladies Benefit Society No. 1 will have a card party at 8 p. m. today at the home of Mrs. A. S. Schrumel, 49 Cedar Street.

SPECIALS THIS WEEK

17 Flavors Luscious LOLLY-POPS 10¢
18 Dns. in a box 35¢ Dns.

Peanut Butter CRISPIES 17¢

GET OUR SPECIAL PRICES FOR PICNICS ON PEANUTS AND LOLLYPOPS

PRALINES 10¢

AT THE ROCHESTER NUT SHOP

OUR ONLY STORE 550 WEST MAIN ST. MAIN 8100

Friends to Honor Italian Leader

James V. Fantauzzo, Italian fraternal leader, will be guest of honor at a party Saturday evening at the Labor Lyceum, the occasion being his birthday anniversary. Mr. Fantauzzo is a member of the Italian Civic League, a charter member of the United Shoe and Leather Workers of America, and founder of the Grotese Club.

A special program has been planned to include the Freiheit Chorus, directed by Moe Roxin, Earl Price, clarinetist, and Clara Stern, blues singer.

Milton Saunders is to be master of ceremonies, and the committee in charge includes Louis Shaw, chairman; Mamie Infantino, Marie Infantino, Betty Pembroke, Manny Feldstein, Evelyn Saunders and Sally Stewart.

DANCE REVUE

Pupils of Mildred Bond will be presented in a dance revue tomorrow evening at the Masonic Auditorium. The theme of the dances will be "Around the Calendar."



THE WAY TO A MAN'S HEART

BY IRENE MUNTZ

Have you a bride to entertain? If you have, you probably are mulling over the age-old problem of what to serve your guests. Generally the good old standbys like chicken, tuna or fruit salad prove the most popular and they may be saved from being just the usual refreshments by attractive and different touches that will make the meal outstanding.

Here is a menu built around fruit salad that your guests will love. It is simple and offers an interesting combination of flavors and of hot and cold foods.

Fruit Salad in Grapefruit Ring
Bacon and Cheese Rolls Coffee
CHAPPEL RING
3 T. gelatin 1 c. lemon juice
1 c. cold water 1 c. pineapple juice
1 c. boiling water 1 c. orange juice
3 c. sugar 3 T. water
1 c. grapefruit juice

Soften gelatin in cold water and dissolve in boiling water. Add sugar and stir until dissolved. Lastly add fruit juices. Pour into a ring mold and chill until firm. If desired, place whole sections of grapefruit free from membrane in bottom of mold, alternately with red or green maraschino cherries. Pour over a little of the gelatin mixture and chill until firm. Add remaining gelatin mixture which has been cooled to a syrupy consistency and chill. Unmold on a large chape plate and fill center of ring with fruit salad.

FRUIT SALAD DRESSING
1 c. pineapple juice 1 c. sugar
1 c. orange juice 1 T. flour
1 c. lemon juice 1 T. water
1 c. cream

Drain juice from canned pineapple and heat with orange and lemon juice. Beat egg. Combine sugar and flour, add water and then the egg. Pour the fruit juice mixture over this, stir well and return to the fire. Cook until thickened, stirring frequently. Store in refrigerator until needed. Just before serving, whip cream and fold into the dressing.

BACON AND CHEESE ROLLS

Cut small raised rolls in half crosswise with a sharp knife. On the cut side of each half place a piece of American cheese slightly smaller than the roll and on this place part of a slice of bacon. Arrange on a cookie sheet and slip under the broiler until the rolls are warm, the cheese melted and the bacon crisp. Serve immediately.

John Ross of New York was the weekend guest of Whiting Hoyt of East Avenue.

By Way Of Mention

Mrs. George H. Clark of Plymouth Avenue entertained the Garden Twig at luncheon in her summer home at Rock Beach on Friday.

Mrs. Grace Kell of Rugby Avenue and Mrs. Hazel Bell of Gibbs Street were weekend guests in Buffalo.

Mr. and Mrs. E. A. Hanover of Barrington street returned Monday from Chicago, where they spent the weekend.

Mr. and Mrs. John S. Livermore of Hollywood Avenue entertained at dinner and bridge in their home Friday in honor of their house guests, Mr. and Mrs. Harold Schweser, of David City, Neb.

Miss Emily W. Hoyt of Arnold Park returned Sunday from Portage, Wis., and will spend the summer in Rochester.

Mrs. Alice M. Kitchen of Sibley Place returned last week from Sodus Heights, where she was the guest for a week of Miss Amelia H. Cozzens of Brunswick Street, at her summer home.

Mrs. Harold S. Doane of Portland, Ore., formerly of Rochester, and her daughter, Miss Margaret Doane, who graduated from Miss Master's School, Dobbs Ferry, arrived Tuesday and were the guests for two days of her brother, John H. Kitchen, and Mrs. Kitchen of University Avenue.

Mr. and Mrs. J. LeRoy Knight of Highland Avenue entertained at dinner in their home Saturday.

Mr. and Mrs. Harold Schweser and their daughters, the Misses Catherine, Lee and Edith Marie, of David City, Neb., left Monday for their home after being the weekend guests of Mr. and Mrs. John S. Livermore of Hollywood Avenue.

Mrs. Donald B. Warren of Strathallan Park returned Monday from Wellesley Hill, Mass., where she was a guest of Mr. and Mrs. Stanley Lyon for a week.

Mr. and Mrs. Arthur H. Gabel of Alameda Street entertained

their bridge club for dinner Friday in their home.

LINCOLN'S



The leading styles. Copies of expensive

WHITE HATS 77¢

- Cartwheels
- Turbans — Brims

Starched linens, open-crown straws, felt sailors. Wide, floppy brims, tiny turbans and carwheels. White in sizes 22 to 24.

LINCOLN'S JUNE JUBILEE



Sensational Sale

Misses' and Women's regular \$3 to \$5 GOODYEAR WELT

WHITE SHOES

\$1.77

- Genuine calfs, bucks, nubucks
- Plenty of narrow widths
- All sizes up to 9
- 8 brand new styles

These shoes are selling in other stores at \$3 to \$5 and only because the manufacturer needed the cash were we able to buy them away off price. Brand new styles... straps... kilties... trouser creases... saddle excelsors. 100% leather soles or rubber soles on the sport styles.

LINCOLN'S

FOOD SAVINGS

Boneless Rolled Young Steer Rib Roast BEEF 27¢ lb.
Milk-Fatted 3-lb. Ave. FOWL 19¢ lb.
Choice of Milk-Fatted Young FOWL 23¢ lb.
4-Lb. Average 23¢ lb.

Zweigles Par Boiled Coney Island Island Hots 25¢
Walker's Delicious Chicken PIES 2 for 25¢
Gravy Free

Special Prices for Hotels, Restaurants & Clubs

CLARK'S MARKETS S

600 Jefferson Ave. Cor. Bartlett St. Gen. 1417
FREE PARKING At Both Stores
906 N. Goodman St. Cal. 4870



WE SPENT ALL NIGHT COUNTING.... LAMBS

LEG O' LAMB 23¢ lb.
Fresh Cut CHOPS Lean Tender
Shoulder 21¢ lb., Rib 25¢ lb., Loin 29¢ lb.
LAMB BREAST 9¢ lb.

COOKED HAMS 29¢ lb.
HAMBURG 18¢ lb.
BACON SQUARES 15¢ lb.

MAXWELL HOUSE 25¢ lb.
OXYDOL or RINSO 19¢
TUNA FISH 2 for 25¢
VAN CAMPS 4 for 25¢
HIRES ROOT BEER 89¢ case
GRAPE JUICE 2 cans 19¢

FRUITS AND VEGETABLES
CANTELOUPE Large Pink Meat 2 for 19¢
BANANAS Firm Ripe doz. 15¢
POTATOES U. S. No. 1 Carolina pk. 29¢
GREEN BEANS Fine Fresh lb. 7½¢
GREEN PEAS Home Grown lb. 7½¢
CAULIFLOWER Home Grown ea. 15¢

WEBBER'S

891-898 WEST MAIN AT BULL'S HEAD



CRISPNESS QUIZ FOR JUNE BRIDES

Q: How do you do, Mrs. June Newlywed! We're Snap, Crackle and Pop, the Kellogg's Rice Krispies Reporters.

A: How nice!

Q: Tell us, Mrs. Newlywed, what do people throw at June brides after the wedding?

A: Why, rice, of course!

Q: That's right! Now, there's another kind of rice that's very important to newlyweds, and to all other people who like crispness —

A: I know! You mean Kellogg's Rice Krispies!

Q: Precisely! Tell us what you know about Kellogg's Rice Krispies, Mrs. N!

A: Well, I know that Rice Krispies is a cereal so crisp it crackles in milk or cream!

Q: And what kind of people like Kellogg's Rice Krispies, Mrs. N?

A: Why, everybody! Children! Grown-ups! Nobody can resist the crackling crispness and tasty flavor of those toasted rice bubbles! Everybody loves to hear that cheery "Snap, Crackle, Pop" that tells the true meaning of crispness!

Q: So far, Mrs. N, you've scored 100%! Now here's an easy one. Where are Rice Krispies sold, and who makes them?

A: Oh, Mr. Crackle, that's too easy! All grocers sell Rice Krispies, kept crisp and ready to serve in WAXTITE inner bags. Ideal for breakfast, lunch, or the children's evening meal. And Rice Krispies are made by Kellogg in Battle Creek!



MOVING
Packing - Storage
"Service Since 1885"
CLANCY
Carting & Storage Co.
Inc.
9 Grand Ave.
Cul. 1714 Res. Phone
Cul. 2014

SPORTS

By JOHN BURNS

Those wandering and slightly wilted Red Wings are home after a tour through the southern sector of the International League and tonight they will engage the up-and-coming Bisons in the first combat of a two-game series at the Norton Street lot.

When the Wings take the field this evening they will present a new left fielder in the person of Raymond Walter Dieffenbach, who joined the

club at Baltimore, following commencement exercises at Colgate, where the latest addition to the Bladesmen was graduated earlier this month.

Dieffenbach was an outstanding baseball player at Colgate and a better than fair basketball performer. He captained the Maroon nine for two years and earned the rating of being one of the best hitters in Colgate's baseball history.

Seasoned baseball men believe that Dieffenbach has a bright future in professional baseball because of his speed and hitting ability.

The wings will acquire added punch when Jack Sturdy returns to the lineup within the next week. Sturdy worked out at the Stadium while the Bladesmen were battling on foreign fields and he is about ready to return to action.

One by one the "bad boys" of the Baltimore Orioles are being sent away. The latest to go is George Creonte Puccinelli, who has been shipped to Hollywood of the Pacific Coast League.

Pooch was one of the lads figured to make hay for the Orioles in their small park at Baltimore, where long fly balls drift off the premises as home runs, but the big Italian, despite his hitting, didn't click with John Ogden, big boss of the Birds.

Now it seems that Ogden has decided to try another method of building a winning club. John collected a bunch of high-salaried athletes for his 1938 team and critics generally rated the Orioles as the outfit equipped to make trouble for the Newark Bears. But the Birds have not made a great deal of trouble for the rest of the league and Ogden is convinced that a fresh start with younger players will be his best bet.

Twilight League Golf Encounters

Members of the Twilight Golf League played their semifinal match of the season last week. Winners were Oak Hill, Country Club and Ridgmont.

Oak Hill won a decisive victory over Monroe at Oak Hill's East course, 39 to 15. Ridgmont took Brook-Lea into camp at their home course by a score of 31 to 23. Closest match of the League was at Locust Hill, where the Country Club contingent took advantage of their hosts by the slender margin of 28½ to 25½.

Best individual performance of the day was the 72 notched by J. McInerney, Jr., Country Club star. Dud Ward of Oak Hill, turned in a 73 at his home club to feature that match. Bill Chaplin, Oak Hill and Tom Lunt of Country Club had 74's. 75's were shared by Mike Hall, Ridgmont ace, and Jack Tucker, district champ. Jack O'Donoghue, Oak Hill player, and Bill Walsh and Willett Friday, Locust Hill, had 77's.

Spectacular Revue Slated For Masonic Auditorium

More than 200 boys and girls of Western New York will present a spectacular revue, "This Fair World," this evening at the Masonic Auditorium at 8 o'clock.

Taking the lead in the revue, which is being directed by Gladys Bliss, are Betty Barron, Andrew Chinelly, Jean Wilson, Walter Collins, Shirley Wilson, Betty O'Leary, Miriam Gallan and Lillian Seidel.

Down The Fairway

By E. J. RANDALL

Jack Tucker added a bright golfing jewel to his District championship crown on Sunday, when he won the 14th Country Club of Rochester's Invitation Tournament.

Tucker defeated Buell Critchlow of Buffalo, 6 and 5, after downing his clubmate, Dudley Ward, of Oak Hill, in the morning match.

Critchlow never had a chance against the brand of golf Tucker played in the finals. The first hole gave the tip-off as to what was coming when Tucker canned a 25-foot putt for a birdie three. He gathered two more birdies on the nine, a deuce at the fourth and a three on the fifth to score a sizzling 32. Critchlow won but one hole, the seventh.

Week-end sweepstakes were highlighted by a sparkling 71 by Mike Ferentz at Locust Hill, Sunday, and a good 72 by Walt Leight at Oak Hill.

Low gross scores Saturday were: Brook-Lea: E. A. Irwin, 78; Lake Shore: E. (Cap) Carroll, 75; Monroe: D. H. Hopkins, 77; Locust Hill: Mike Ferentz and Cliff Goodrich, 76; Oak Hill: P. Wood, 76; Ridgmont: Mike Hall, 78; Midvale: Jerry Dimmick, 77; Irondequoit: A. Becker, 77; Durand-Eastman: Jack Johnston, 79.

Sunday scores: Oak Hill: Walt Leight, 72; Midvale: Jack Johnston, 77; Brook-Lea: A. Anderson and D. L. Morshimer, 77; Locust Hill: Mike Ferentz, 71; Monroe: Roger Hetzel, 76; Durand: J.

Keep Cool With These Hot Values!

Close-Out Sale
Gantner Mattern
Ladies 100% Wool
SWIM SUITS
No Suit Worth
Under \$2.95
\$3.95

Men's Reg. \$1.95
100% Wool
SWIM TRUNKS
With Built In
Support
\$1.69

Men's or Boy's
Knit
POLO SHIRT
With This
Coupon
10c
Regular
50c value
Only One To
A Customer

Champion
KNITWEAR CO. 71 ST. PAUL ST.
1/2 Hr. Free Parking for Customers—Bill's and Strand Parking Stations
A Rochester Sun Special!

Enjoy A Cool Evening
AT THE COOLEST SPOT
ON BEAUTIFUL
IRONDEQUOIT BAY
**HEBING'S
HOTEL**
—GLEN HAVEN—
7-Pc. Band Every Night
Steak and Broiler Specials
Excellent Facilities For Private Picnics
PHONE
CULVER 5498

HOT WEATHER AHEAD!
CHANGE NOW
TO
Safe New tires
**LONG EASY
TERMS**
Why risk a serious
accident on unsafe tires
when you can have
Diamond's far greater protection
against skids and blowouts on the
most generous credit ever offered?
Get new Diamond "Two-
Way Protection" today!

**Diamond
TIRES**

A NEW KIND OF
QUICK • FRIENDLY • CREDIT
QUICKER
1. Accounts Opened At Once
2. Immediate Installation
EASIER
1. Low, Easy Terms
2. Convenient Payment Dates
SIMPLER
1. No Co-Signer
2. You deal only with us

Yes sir! You can have one —
new — or a complete set of these
remarkable tires immediately —
no embarrassing red tape or
bothersome credit investigation!
Your credit is good here!

SET YOUR OWN TERMS!
UNIT PARTS
ROCHESTER CORPORATION
1185-1223 Main St. E. Culver 250

Western New
York's Biggest
Dinner Treat!
**Delicious Full-Course
DINNER
75c**
Served in the Garden
and in the Old
Heidelberg Room
Pittsford Inn
Where East Ave. & Monroe Meet

The Chateau
CORNER OF MONROE & WILSON STS.
NO COVER
NOR MINIMUM
Our Prices Are No
Higher Than Elsewhere
**MUSIC
AND FLOOR SHOWS
NIGHTLY**
Try Our \$1.00
Dinners
Every
Sunday
Special Dinners
\$1.00
Cocktails
25c
Always
COOL
Shows
8:30,
11:30,
1:30
A Swell
Place
For
That
Party
or
Banquet
Tops
In
Night
Clubs
Around
Rochester

MEISEL TIRE Co. offers
3 Easy Ways
TO BUY!
1. PAY CASH IF YOU LIKE
2. OPEN A 30-DAY CHARGE ACCOUNT
3. USE OUR LIBERAL BUDGET PLAN
● You are assured finest, nationally-known merchandise at lowest prices. Our friendly, courteous service will take care of you regardless which plan you prefer to use.

ROCHESTER LARGEST LIQUOR STORE—MAIN 786
Check these WEEK-END SPECIALS!
Then You'll Be Convinced That
YOU DO SAVE AT BERGHASH

This Week-End Only
40 YEARS OLD
BRANDY
Imported
From
Spain
\$3.50
Large Bottle
PALOMINO & VERGARA
JEREZ

Reg. \$2.95
Over
3 Years Old
Briarwood
STRAIGHT
RYE
WHISKEY
90 Proof
Bottled
In
Bond
\$2.94
Reg. \$3.90

THIS WEEK-END ONLY
IMPORTED 8 YEAR OLD
CLAVELHOUSE
SCOTCH WHISKEY
100% All
Scotch
Whiskey
All Over
8 Years Old
\$2.09
FIFTH
25.6
Ozs.
REG. \$3.29

THIS WEEK-END ONLY
MOORE & MOORE
BAR SPECIAL
**BLENDED RYE
WHISKEY**
Regular
\$2.40
Value
\$1.69
Full Quart

Our Famous Chateau Brisac
100% PURE CALIFORNIA WINES
Regular
Price
\$1.69
\$1.29 Gallon
79c 1/2 Gallon
PORT
SHERRY
TOKAY
MUSCATEL
MADEIRA
ANGELICA
SAUTERNE
DRY MARSALA
CLARET
BURGUNDY

For This Week-End Only
**GOLD FEATHERS
GIN**
90 Proof
100% Distilled
From Grain
Case
(12 Bottles)
\$15
Full
Quart
Reg. \$1.89
90 Proof
OUR LONDON INN
GIN Fifth
98c

Our Famous
Cream O'Grain
2 YEARS OLD
BOURBON WHISKEY
\$1.29
Full Quart
Over 6000
Bottles
Sold
GOLD TOP
BLACKBERRY
WINE
Fifth
49c

BERGHASH
124 Clinton Ave. South
Next To Loew's Roch. Theatre
MAIN 786

OLIXIR
THE IDEAL GAS
FOR ECONOMICAL
SUMMER DRIVING
Gives You Everything
You Ever Expected
From ANY Gasoline—
And AT A LOWER
PRICE
**6 Gals.
\$1
for**
FOOLISH TO PAY MORE — FOLLY TO PAY LESS
585
LYELL AVE.
Opp. Buttrick St.
CLINTON
AVE. S.
Cor. Alexander St.
Sold In Rochester Only By
**INDEPENDENT
GAS AND OIL CO.**
300
Arnet Blvd.
Opp. Public Library
JEFFERSON
AVENUE
Cor. Bronson Ave.

**LOW PRICES ON
GOODRICH COMMANDER TIRES**
4.75 x 19 . . . 70c
5.00 x 20 . . . 75c
5.50 x 21 . . . 90c
5.25 x 21 . . . 90c
6.00 x 16 . . . \$1.00
OTHER SIZES PROPORTIONATELY LOW
Special!
SEAT COVERS
25% OFF
THE ORIGINAL
12 PAY PLAN
**PHILCO
AUTO
RADIO**
\$24.95
A sensational auto radio na-
ture . . . Full power and clear,
rich tone on all stations.
MEISEL TIRE Co.
Open Evenings and Sunday A. M.
Free
Parking
270 EAST AVE.
Main
3844

80 clinton ave. south
rochester, n. y.

CARELESS PLAY

30 clinton ave. south
rochester, n. y.

1

Mayor's Job Up to Solons

(Continued From Page 1)
Council voting to abolish the office of Mayor.

When the State Legislature decreed against the proposal to abolish the office of Mayor in this city, local Republican leaders did not give up their fight to do away with the office. It is reported that legal experts have declared that it is within the power of the Common Council to abolish the office of Mayor, a position that has been a headache to both major political parties since Rochester adopted the City Manager form of government.

If Mayor Rapp resigns and the Council votes to abolish the office he now holds the solons will choose a president whose duties will be confined to presiding over Council sessions.

Regent Names Committees

Senior Regent Hazel Weeks of Rochester Chapter, Women of the Moose, has announced her committee appointments for the ensuing year as follows: Mooseheart, Betty Kelsey; Moosehaven, Mary Guenther; Homestead, Ada Wharton; Library, Idell Ochs; Alumni, Francis Leung; Madge Kohler; Membership, Margaret Gotzman; Social Service, Nellie Dietz; Ritualistic, Susan Bundy; Publicity, Laura M. Tutty.

The new board of officers, installed at the last meeting, is made up as follows: Senior Regent, Hazel Weeks; Junior Regent, Ardella Evans; Chaplain, Anna Ernst; Graduate Regent, Marian Schaefer; Recorder, Emma Burkhardt; Treasurer, Emma Josh; Guide, Rilla Mollon; Assistant Guide, Dora Loggry; Sentinel, Rose Barth; Argus, Lillian Sage; Pianist, Anna Curtis.

A large delegation of members will attend the state conference at Saranac Lake on Thursday, Friday and Saturday, July 14, 15 and 16. Anna Burkhardt, recorder of the Chapter, is expected to be advanced to the position of State Regent and the Rochester floor team will exemplify the ritualistic work at the installation of new state officers.

TAPES FOR SHEET SIZES

Inconspicuous tapes of different colors, sewed to the bottom hem of sheets, make it easy to find the desired size.

Double-Duty Frock Gives Wearer Coolness, Comfort



Point Pleasant Firemen's Show

One of the biggest outdoor entertainment offered to the people of this community is being presented by the Point Pleasant Fire Department at Culver Road and Elberton Road, where it will be staged through Sunday, July 10.

Working with chairman Elmer Chaffer in handling the details are: president Charles Gussman, chief Roy Griffin, vice-president Joseph Reichert, assistant chief Fred Barthelmann, H. F. Young and John Caspersen.

Attractions for the celebration are furnished by the Modern Shows of America, one of the largest traveling organizations in the country.

Mrs. Robert Douglas of East Avenue, entertained at dinner and bridge on Saturday in her home.

Remington

(Continued From Page 1)
If dust or smudges still defaced them.

"Hurry!" Abe yearned to warn, "or you'll miss the fight!" Scenes in the ring and in the spectators' wilderness became tumultuous, and when all had subsided, both acclaims and groans, and Max was being dragged to his corner comatose, Abe, stealing a glance at the ecclesiastic, noticed that he was methodically adjusting his "specs" and wearing a serene smile as though quite innocent of the hurly-burly surrounding him.

"You know," concluded Abe sorrowfully, "he didn't see anything, not a thing, and I've been wondering ever since why he was there, anyhow."

The Honeymoon Trail, from Rochester to Niagara Falls, over the W. K. Ridge, is truly that in June and July. "Whirl!" goes the seemingly infinite procession of motorcars bearing newlyweds, scurrying east and west, and the proverbial chicken, trying to cross the road, because as Joe Miller's standard joke book relates, it wants to get to the other side, is more often than not decapitated.

This nuptial wind blows Ridge residents considerable good and they make hay while honeymoon shines by renting lodgings and furnishing breakfasts and evening meals. One woman is proud of an open air breakfast retreat arranged on a lawn in the rear of her home. Here one enjoys one's egg while its perpetrator, manufacturer or author, as you will, clucks at one's feet as it searches for table tidbits.

A stop in Main Street West to peep at the display window of, as placarded, the "passport photographer." And however in the world can photographs of humans appear so inhuman? It's all a part of the cost, probably, of traveling abroad.

Believe this or not, but Henry W. Average Citizen, who's trying, often unsuccessfully, to keep up tax payments on his home, is lots more interested in the tax rate than in a new city hall to add, possibly, to his aesthetic well being and his town's civic center.

CURBING SHIRT WRINKLES

If a man's shirt collar is ironed first on the wrong side, wrinkles are less apt to form on the right side.

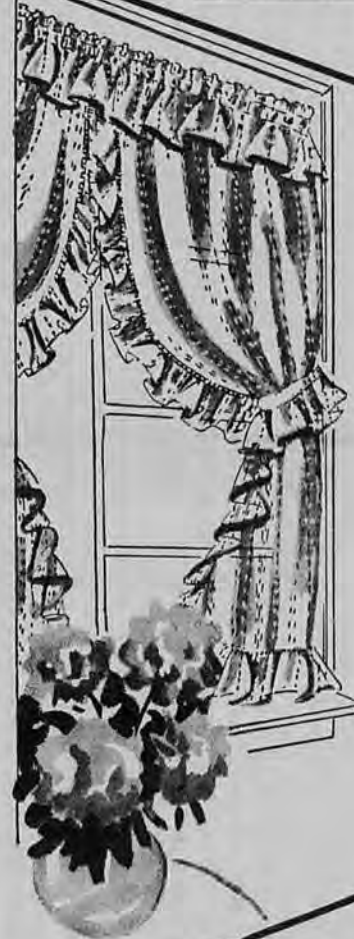
SHOP ALL DAY FRIDAY
STORE CLOSING 1 P. M. SATURDAY

White Terry PORTER JACKETS

1 98

They love the water as much as you do. Slip them over your swim suit... wear them with slacks or skirts. Very smart... very different! White only in small, medium and large sizes.

EDWARDS—Beach Shop
Second Floor



ROCHESTER'S THRIFT CENTRE
Edwards
STONE 2200

REGULAR 1.79
**BAMBOO
SHADES**
GREEN ONLY 1 29
(six feet wide)

Out and out values that bring indoor comfort outdoors. Made of choice outside bark in green only. Complete with hardware and ready to hang. 7-foot drop.
EDWARDS, Fourth Floor

JULY Curtain SALE

Values
up to 1.98
99c
pair

TAILORED CURTAINS... 2 1/6 yards long. Plain ivory in the ever-popular summer NUB WEAVE. Blue, red, green and brown motifs.

RUFFLED CURTAINS... 2 1/6 yards long in plain FRENCH MARQUETTE. Ivory and ecru. Also FIGURED curtains with ivory grounds in red, black or green motifs.

EDWARDS, Fourth Floor

"EDWA" All SILK Ringless Chiffon STOCKINGS

Way-Off
Regular
Price

69c
pr.

Available in All the
New Popular Summer
Colors.
EDWARDS, Street Floor.



Stock Up For Summer!
EDWARDS
"All Water"
SOAP
Reg. 63c
Value! **49c**
doz.

Excellent for town or country, mountain or seashore. Rich, fluffy lather in all kinds of water. Cooling, soothing cold cream base. Economical to use, because a little goes a long way. STOCK UP AND SAVE!
GREEN ORCHID ROSE WHITE
EDWARDS, Street Floor

YOU THINK IT CAN'T HAPPEN TO YOUR CHILD?

YOUR children "are not like that," you say. But do you really know what is going on in your own community? Conditions might shock you, as conditions throughout the nation are shocking parents who are brought face to face with the tragic consequences of "high school love." Juvenile crimes of passion are sweeping the country. What is the cause? What is the cure?

Be sure to read in the new August issue of True Story the nationwide survey made by one of America's foremost religious and educational leaders, Dr. Charles Francis Potter. Dozens of actual cases, covering practically every state in the union, are described and analyzed. Dr. Potter tells what can be done—tells you what you can do to protect your loved ones.



Here are Typical Examples

UNCOVERED IN THIS STARTLING NATION-WIDE SURVEY

OH, DONALD WHAT SHALL WE DO? WISH! WAS DEAD... NEW YORK

DO YOU TAKE THIS MAN TO BE YOUR LAWFUL WEDDED HUSBAND? I DO CHICAGO

IS YEARS OLD? YOU'RE TOO YOUNG TO GET MARRIED OH, BUT YOUR HONOR... SAN FRANCISCO

WHAT WOULD YOU ADVISE IN THIS CASE? Was it right for 15-year-old Manuel de Liano and Cecilia Ramirez to marry in order to give their child a name? The judge first refused a license, then granted it. Details in August True Story.

ALSO IN AUGUST ISSUE OF TRUE STORY...

WHITE HOUSE CROWN PRINCE

The private life of "Jimmy" Roosevelt, with new light on his personality, his marriage, his place in the President's affections.

THE GIRL WHO HAUNTED ME

\$5,500,000 prize true story! A young business man tells how he met a woman who put madness in his veins and drove him to—

MY FIGHT TO BE MYSELF—by Myrna Loy

The screen's "perfect wife" tells how Rudolph Valentino helped her on her climb to stardom, and her triumphant battle against the Hollywood producers.

—and many other gripping true stories and special features, including the True Story Homemaker, Home Problems Forum and National Whatzit

WHY I HATED MY SON-IN-LAW

A father tells why he would have given his life to have prevented his daughter from marrying the man she did. But now that they were married, what should he do?

THE TEST OF A WIFE

Was this wife really unfaithful? How would you have acted if you had suddenly been faced with—

VICE CZAR—Book Length True Story

A fearless girl's amazing story of her fight against the corrupt boss of her city whose ruthlessness did not stop even at murder.



Don't Miss "HIGH SCHOOL LOVE" in August True Story... OUT TODAY.

"True Story"

Has the largest newsstand sale in the World—Get your copy early from your magazine dealer—

Manson News Agency Distributors

U. S. LEADS WORLD

The people of the United States use four times as much electricity per capita as the rest of the world.

FOURTH OF JULY WEEK CELEBRATION

At 10:00 a. m. the fire department will hold a picnic at Elberton Road.

Runs Through Sunday, July 10th.

Features Furnished by Modern Shows of America
20—Separate Attractions—20
14—Mechanical Rides—14
SENSATIONAL FREE ACTS
ACRES OF FREE PARKING SPACE

Triple X

Brewed XTRA DRY
Fermented XTRA SLOW
Aged XTRA LONG

Sold at all Good Stores and Restaurants
In 12 oz. and quart bottles, steins, and pint and quart cans.
© 1938 West End Brewing Co., Utica, N. Y. Makers also of Sparkling Ale, XXX Pale Cream Ale, Old Stock Ale, and Porter.

DISTRIBUTED BY
Better Beverages Co.
492 OAK STREET
MAIN 2128

Utica Club
THE FAMOUS UTICA BEER
XXX ALE

County Firemen Plan Carnival

The fifth annual five-day carnival of the Monroe County Volunteer Firemen's Association will be held July 12 to 16 at Tessen Field, Monroe Avenue Brighton. Approximately thirty thousand are expected to attend the affair. Proceeds of which will go to the legislative fund for the benefit of the fifty-four fire departments in the county.

Numerous free acts are listed in addition to special features headed by "The Great Curran" of New York City, internationally famous high pole dancing act, clowns and amusements for young boys and girls that find delight at the carnival each year. The older folks have not been overlooked because the funny house, hot dogs, pop, etc., will be in abundance.

Louis Jones is general chairman of the Carnival Committee, which includes: Charles Morrison, George M. Keller, Stephen Friga, Robert O'Brien, Edwin H. Schleuter and Harold Stenzel. Edward R. Wendell of Greece, executive secretary of the Monroe County Volunteer Firemen's Association is secretary of the Carnival Committee.

A parade is scheduled for Saturday, July 16, with silver loving cups as prizes for the best units.

Mrs. Morris D. Knapp of Lake Avenue, entertained at luncheon on Saturday in her home.

Simon Pure Distributor

William J. Beckler, of 44 Sullivan Street, has been appointed distributor of Simon Pure and Old Abbey Ale in Rochester and vicinity. He takes over the warehouse at No. 22 Wright Street, formerly operated by Rochester Simon Pure Distributors, Inc. Announcement of Beckler's appointment



William J. Beckler

was made this week by the William Simon Brewery, Buffalo.

Beckler, a native of this city, is well known in fraternal circles. He is past district deputy grand master of the Odd Fellows and past president of the Lyell Avenue Business Men's Association. He organized the Gideon Fife and Drum Corps, the only uniformed musical group in Rochester representing the Odd Fellows, and he also organized the Gideon Bowling League. He is active in the Shamrock Bowling League which stages its contests at Ridge hall and at present he is president of the Acetate League.

Beckler has been engaged in the distribution of beverages in Rochester for three years, and for 25 years operated a dry cleaning business in Lyell avenue.



And For Rochester's

FINEST

Insist On
BRIGHTON PLACE DAIRY MILK

Bestest milk is known for and

Bestest milk is known far and wide for extra richness and

Phone GLEN 144

BRIGHTON PLACE

DAIRY

It's light!
STANDARD
Silver Pale Ale
In bottles only
STANDARD BREWING CO.
ROCHESTER, NEW YORK

The Way To A Man's Heart

BY IRENE MUNTZ

A well filled cookie jar means a contented family, any time of year, but in the summer time, when we eat so many frozen desserts, cookies seem to fill out our menus especially well. Then, too, when friends drop in on a hot afternoon, a glass of ginger ale or lemonade and a plate of cookies make your hospitality doubly gracious.

Many types of cookies may be mixed up when you have an ambitious streak and stored on the shelves of your refrigerator until you are ready to use them. In this way you may always serve them freshly baked. These cookies are usually similar to the old fashioned rolled cookies, but instead of rolling them out and shaping them with a cookie cutter, we chill them until they are firm and slice the dough off in thin slices.

Of course, if you want to bake these cookies right after they are mixed you may drop them from a teaspoon on your oiled cookie sheet and again avoid the bother of rolling. The butter crisps are this type of cookie. Slice them thin for a crisp product and allow plenty of room on the cookie sheet for spreading.

BUTTER CRISPS

Temperature: 400 Degrees F
Time: 10-12 Minutes
1 1/2 c butter
1 1/2 c sugar
3 c flour
1/4 c salt

Cream butter, add sugar and beat until light and fluffy. Sift flour, measure and sift with salt. Add 1 c of flour to the butter mixture, then add the egg and blend well. Add remaining flour, vanilla and nutmeats. Shape into rolls, wrap in waxed paper and chill on shelves of a gas or an electric refrigerator until firm. Slice thin and bake as needed in a preheated oven.

The Chocolate Coconut Kisses and Butterscotch Corn Flake

Bars offer a dainty assortment for light summer refreshments. Bake them as soon as they are made and store them in your cookie crock until they are to be used.

CHOCOLATE COCONUT KISSES

Temperature: 350 Degrees F
Time: 12-15 Minutes
2 c confectioner's sugar
1/2 c dry coconut
1 c flour

Beat egg white until stiff. Gradually beat in the sugar, continuing until the eggs again hold a point. Carefully fold in the remaining ingredients and drop from a teaspoon

on a well oiled cookie sheet. Bake in a preheated oven.

BUTTERSCOTCH CORN FLAKE BARS

Temperature: 350 Degrees F
Time: 20 Minutes
2 eggs, well beaten
1 c brown sugar
1/2 c grated orange rind
1 c corn flakes
1 c flour
1 t baking powder
1 t salt
1 c walnut meats

Cook eggs and sugar over hot water 15 minutes, stirring frequently. Add orange rind and cool. Add corn flakes, sift flour, measure and sift with baking powder and salt. Stir into first mixture and add chopped nuts. Bake in a preheated oven in a well oiled 8x8x2 pan. Cut into bars and remove from pan while warm. Makes about 18 bars.



SEE THE RUNNING OF THE

DOYLE DERBY

TO-NIGHT—7:30

EDGERTON PARK

Admission FREE!

CASH DIVIDENDS ON ALL YOUR PURCHASES

Your favorite merchants, in appreciation of your purchases for cash or on his terms of credit, now offers you a share of his profits in the form of CASH dividends. On ALL purchases you will receive a ROCHESTER DIVIDEND, which is redeemable in CASH.

ROCHESTER DIVIDENDS are issued in cooperation with your merchant by the Rochester Dividend Corporation, a Rochester owned and operated company.



ROCHESTER DIVIDENDS

Be Thrifty and Share Our Profits!



ROCHESTER DIVIDENDS are issued by merchants in ALL lines of business, and by trading with designated dealers, you get cash dividends AT NO EXTRA COST.

ROCHESTER DIVIDENDS are not redeemable in any sort of prizes or premiums, but IN CASH.

Watch This Space Next Week
For Names Of Associated Dealers

**RUNS LESS-
COSTS LESS TO RUN
-AND PROVES IT!**



YOUR FIRST
PAYMENT
IS A
MONTH
AWAY

And Best Of All—
YOU CAN NOW BUY THIS
1938

**STEWART
WARNER**
ELECTRIC
REFRIGERATOR
ON THE SENSATIONAL
SENECA
EASY PAY PLAN

YOU PAY ONLY
2
NICKELS
A DAY

FREE
DELIVERY
ANYWHERE

OPEN EVENINGS
UNTIL 10 P. M.

HANDY BANK
**GIVEN
FREE**
Makes It Easy
To Save Your
2 Nickels
A Day

SENECA STORES
149 MONROE AVE.

TEST OF A GOOD PILLOW
One test of a good pillow is to press it in the center; the more quickly and fully the pillow comes back to its original shape and size, the better are the feathers.

SEASONAL CANNING
Can fruit juice in season. Then jelly can be made from it at any season of the year. In this way less storage space is required.

OLIXIR

Yes YOU CAN BUY CHEAPER GASOLINE
But You Cannot Buy BETTER GASOLINE

AT ANY PRICE

6 gals. for \$1

SAVE WITHOUT SACRIFICING QUALITY

INDEPENDENT GAS AND OIL CO

585 LYELL AVE. Opp. Burrows St. CLINTON AVE. SO. Cor. Alexander St.

JEFFERSON AVE. Cor. Bronson Ave. 300 ARNETT BLVD. Next To Public Library

SPORTS

By JOHN BURNS

It seems to me that schoolmasters might learn something worthwhile; something they might pass on to students, if they had a chance to associate with young ball players who are determined to get ahead in their chosen work.

Ival Goodman, outfielder for the Cincinnati Reds and one of the players selected for the National League side in the All-Star game, is a typical example of what determination can do for an athlete who owns speed, a fine throwing arm and hitting ability. The three last-named qualities are valuable physical assets, but they seldom get a

NOW Simplified CREDIT TIRES AS LOW AS **51¢** PER WEEK

Diamond Snowout Protected Tires

Here's the quickest, easiest credit you ever heard of! Don't take chances get Diamond tires today!

TIRES • BATTERIES • RADIOS INSTALLED IMMEDIATELY

UNIT PARTS ROCHESTER CORP. 1185-1223 Main St. E. Culver 250

DIAMOND Snowout Protected Tires

WITH THE LIFETIME GUARANTEE

Here's the quickest, easiest credit you ever heard of! Don't take chances get Diamond tires today!

TIRES • BATTERIES • RADIOS INSTALLED IMMEDIATELY

UNIT PARTS ROCHESTER CORP. 1185-1223 Main St. E. Culver 250

Record Crowd At Fort Erie

The 1938 meet of the Niagara Racing Association opened Monday in a spectacular manner at the Fort Erie track. With an attendance of over 18,000, all opening day records were broken.

The popular track, across the river from Buffalo, is a scene of beauty. Flowers and shrubbery in full bloom; the course hard and fast; grandstand and clubhouse bristling new, clad in decorations and fresh paint.

And horses; There is an overabundance of them this year. They include the cream of the racing crop, with the leading stables of Canada and the United States represented.

Racing Secretary Julius G. Reader expects keen competition every day. He predicts plenty of hard-fought sprints and close finishes. That's why Niagara Racing Association officials have installed a camera to photograph the finish of every race. This is a new feature this year.

The meet will close July 19. Seven races are run daily, rain or shine, except Sunday. Buses leave Shelton Square, in downtown Buffalo, every few minutes. The ferries from the foot of Ferry Street are also proving popular with the racing fans.

SUMMER SCHOOL STARTS
Small boys of Rochester gleefully wended their way to the city swimming hole, jeering meanwhile as some 1,000 pupils of grade and high schools, began their summer curriculum.

SPLASH!

OPEN SATURDAY AFTERNOON 'TIL 5:30

Why Pay More When You Can Buy It Here For Less.

A SPECIAL PURCHASE OF Ladies Reg. 5.95 — 6.95 A FAMOUS MAKE (SEE THE LABEL) SWIM SUITS

On Sale At **\$3.95** SIZES 34 to 44

A Special Purchase of MEN'S REGULAR 3.95 and \$5.00 SWIM TRUNKS A FAMOUS MAKE (See the Label)

VARIEITY OF COLORS **\$2.95** A FAMOUS MAKE (SEE THE LABEL) REG. 2.95

You Can Save Money On The Vacation Apparel Suggestions Listed Below

Plain White Crew Shirts ea. 29c 4 for \$1.00

Polo Shirts—Values to 1.25 . 69c ea.

Terry Cloth Pullovers 79c ea.

Zipper & Button Sport Sweaters 1.89

Ladies' Beach Slacks 84c

Ladies' Polo Shirts . 1.39

Ladies' All Wool SWIM SUITS \$1.59 and \$2.95 Reg. 1.95 & 2.95 Val. SIZES 34 to 42

Men's Sanforized WASH SLACKS \$1.95 & \$2.95 Values To 3.95

JUST 30 REG. 8.95 & 10.00 MEN'S LEATHER JACKETS \$5.50

Champion

KNITWEAR CO. 71 ST. PAUL ST.

30 Min. Free Parking For Customers—Bill's and Strand Parking Station.

THE SPORTSMAN

By CURT GERLING

The bass are beginning to show signs of hunger. All reports are that they are out in front by a comfortable margin as far as action goes.

It's guys like Cam Switzer, who patrols the third floor of a local men's wear institution during the week and whips the trout streams on Sundays, that are true fishermen.

They stop you on Main street and demand a few pointers on where they are hitting, and maybe you reluctantly part with a story or so, only to find that sure enough they know a lot more about where the good fishing is than you do. With the fishing folk, secrecy is next to Godliness! — and they keep the secrets!

Mostly this and that: Leon Slade is back in fairly good trap form and should be back in the bucks for the Finger Lakes Shoots scheduled for the summer. Ted Jukes finally got his gun club prize just in time for the fishing season, and prizes of this kind come in handy for that sport.

Fred Kimball, the tireless and perennial president of the Genesee Conservation League, looks forward with high hopes to having a bass hatchery established in the Finger Lakes area. The Forest Preserve Association of New York State is putting on a determined fight to keep our wild forest lands wild, rather than urbane them into scenic picnic grounds. Every sportsman should join in the fight. The future of our wildlife depends on the retention of their

proper environment. More roads through the forest preserves, hot stands, cozy campers' nooks and the South Park complex can so discourage wildfowl no end, and completely disrupt the homelife of Ma and Pa Deer. We've got enough pleasure parks to go to now. "By" Collins reports that they are taking hold in swell shape in his Candian fishing haunts.

Ontario Beach Picnic for Holy Apostles Unit

Holy Apostles Ladies Auxillary, Knights of St. John, will picnic Wednesday, July 20, at Ontario Beach Park. Mrs. Leona Gifford is honorary and Mrs. Catherine Quigley, general chairman.

Committees are: Prizes, Mrs. Florence Gottemulr, Mrs. Mae Dunham, Mrs. Laura Kennedy and Mrs. Katherine Keon; coffee, Mrs. Pirticelli, Mrs. Hazel Michter and Mrs. Margaret Scheibe; peanuts and suckers, Mrs. Leona Gifford; tickets, Mrs. Catherine Quigley, and, publicity, Mrs. Mary Dalton.

DELIVERED

JOIN THE SWING TO HEATING BY GAS

For **CLEAN CARE-FREE FULLY AUTOMATIC HEAT**

Rochester Gas & Electric Corp.
89 East Avenue

Rochester Largest Liquor Store SUMMER TIME SPECIALS

1936 GOLD AWARD IMPORTED PUERTO RICAN CLUB RUM	Bottled in Bond RYE 5 YRS. OLD 100 Proof
Reg. Price \$1.95	Full Quart 32 oz. \$2.79
3 Bottles \$4.50	3 Quarts \$7.80

Pennsylvania Brand Straight Bourbon Whiskey 2 YR. OLD

CREAM O' GRAIN

Full \$1.39

Quart 32 Oz. Sold Over 6,000 Bottles

3 Quarts \$3.95

AGAIN ON SPECIAL Our 100% Pure California

WINES

Gallons \$1.29

1/2 Gallons 79c

LONDON INN

GIN \$1.00

Regular \$1.39

Large 25.6 Oz. Bottle

PHONE YOUR ORDER NOW — MAIN 786
NEXT DOOR TO LOEW'S THEATRE

BERGHASH

124 CLINTON AVE. SOUTH

THE WILLIAM SIMON BREWERY OF BUFFALO, N. Y.

takes pleasure in announcing the appointment of

WILLIAM J. BECKLER

22 Wright Street Rochester, N. Y.
TELEPHONE GENESEE 380

as DISTRIBUTOR of

Simon Pure Beer

Old Abbey Ale

FOR ROCHESTER and VICINITY

The ingredients blended into Simon Pure Beer and Old Abbey Ale are the choicest to be found in the world's markets. No doubt about it, with but few exceptions, no brews sold today can equal the quality of the ingredients you find in Simon Pure. That's why Simon Pure Beer and Old Abbey Ale enjoy such widespread popularity. Simon Pure QUALITY never changes. Week in and week out it is reflected in flavor and taste satisfaction. So, for drink contentment, be sure you order Simon Pure Beer and Old Abbey Ale.

THE WILLIAM SIMON BREWERY OF BUFFALO, N. Y.

Little Giants Face Wings

Confident of improving their position at the expense of three Southern foes, Ray Blades and his Rochester Red Wings will entertain the Jersey City Little Giants, the Baltimore Orioles, and the Newark Bears within the next twelve days in three important series that will mean much to Wing pennant hopes.

Travis Jackson will bring his Jersey City Giants to the Stadium, July 8, 9, 10, and 11, with night games scheduled for July 8, 9, and 11, and a Sunday Doubleheader slated for July 10.

The Baltimore Orioles, piloted by Bucky Crouse and presenting a revised front that includes Joe Greenberg, brother of Detroit's famous Hank, at third base, and Gus Dugas, former Montreal Royal, in the outfield, will visit the Stadium July 12, 13, 14, and 15. Night games are slated for Tuesday, Thursday, and Friday and a Knotnole day game is slated for Wednesday.

Johnny Neun and his league-leading Newark Bears will invade the Stadium July 16 for a four-game series that includes single games Saturday and Sunday and night engagements on Monday and Tuesday, July 18 and 19.

Sketches Bring Autographs of Famous Personages to Artist

The average cardboard packing case, once it has served its purpose, has little aspiration beyond the ash heap, or at best, being cut up into smaller sections for further use, but destiny had larger plans for the one which protected the mattress delivered to the Bloom home at 54 Wolfert terrace.

Gordon Bloom, the artist of the family, had a yen for a

screen to cover a corner in his studio, and when he saw the seven foot packing case he knew his need was taken care of. Like most artists, he considers a blank space something to be used for drawing or painting.

He had just seen "Snow White and the Seven Dwarfs" and was captivated by it, so the plain brown of the packing case seemed a perfect background

on which to reproduce this popular young lady and her seven devoted charges. Snow White and Dopey occupy one panel, while the other six have the second one.

Mr. Bloom, who is a graduate of Washington High School and Mechanics Institute, is not only an artist (his Gold Star Mother was exhibited at Memorial Art Gallery,) but played the piano

in local night clubs for a year and a half, sings a commendable baritone, engages in amateur dramatics, and has built up an interesting hobby besides.

For the last thirteen years he has been gathering pictures and autographs of famous people.

He never fails to get his autograph because his request is always accompanied by a sketch of the person in question, and

such is the vanity of man that resistance never even raises its head.

In the throng of notables who have responded are the late George V of England, Mrs. Roosevelt, James Roosevelt, Marion Talley, Walt Disney, Charles Evans Hughes, Thomas E. Dewey, Jean Hersholt, Dale Carnegie, Phillip La Follette, Tony Genta, Martha Raye, Drew Pear-

son and Robert S. Allen of Mercury-Go-Round fame, and some 350 others of prominence.

If you were to ask any of the Rochester Red Wings if there was anyone NOT interested in a baseball player's signature, they would no doubt tell you emphatically "NO," but the fact remains that Mr. Bloom has sought none of the names that loom big in that sport.

Autos and Fireworks Kill 4, Injure 83

Death celebrated with fireworks and auto crashes over the week-end as four died and 83 were injured in car accidents, and 59 others were victims of patriotic explosions. All the motor mishaps happened outside the county line. Not as much could be said for the noise victims who were found all over the city and county.

WHAM
Standard Edition
1150 KC
Highlights—

FRIDAY, JULY 8
1:00 P. M.
"General Mills Hour"
Betty and Bob, Arnold Grim's Daughter, Vallant Lady, and Betty Crocker
5:30 P. M.
"Your Family and Mine"
An exciting new serial, sponsored by Sealtest Products—five days a week
6:45 P. M.
Harry McTigue—Sports
Sponsored by your Friendly Economy Dealer
8:30 P. M.
March of Time
Now brought to you at a different time by LIFE, the Picture Magazine
9:00 P. M.
Jersey City at Rochester
Listen to the colorful description of this game by Harry McTigue

SATURDAY, JULY 9
3:00 P. M.
Jersey City at Rochester
Be sure to tune in and hear the description by Harry McTigue of the battle between the Red Wings and the Giants
6:45 P. M.
Harry McTigue—Sports
Get the complete and accurate summary of the events in the field of sport—Brought to you by Economy
8:00 P. M.
WLS Barn Dance
A popular show that has been one of America's favorites for years—Alka Seltzer
10:30 P. M.
Horace Heidt's Orchestra

SUNDAY, JULY 10
1:00 P. M.
Magic Key of RCA
You can't miss on this program! Guest stars each week, Milton Cross, master of ceremonies.
5:00 P. M.
WLW Summer Concert
7:00 P. M.
Charlie McCarthy
The sass gets pretty fresh, and Bergen takes a couple on the chin, but it's all in fun.
8:30 P. M.
Quiz on Winchell's Column
How well do you read? Do you read what you should? If you haven't read Winchell's column, you will be out of luck, for the tables will be turned now and Winchell announces, Ben Grauer will do the quizzing.

MONDAY, JULY 11
3:00 P. M.
Club Matinee
Random Sherran is the usual debonair master of ceremonies
5:30 P. M.
"Your Family and Mine"
Excellent Drama by Sealtest—fall in with the Wilbur family and you'll never miss a single episode of this thrilling serial.
8:45 P. M.
Lovell Thomas
7:00 P. M.
Chevrolet Musical Moments
With Vic Arden and his orchestra. A fifteen minute program, sparkling with grand entertainment
7:30 P. M.
"Those We Love"
Undoubtedly, the characters in "Those We Love" will give you many hours of charming amusement
10:00 P. M.
Bob Remings and His Orchestra
Broadcasting from atop the Sagamore Hotel, "home of WHAM" for a half hour of sophisticated melody

TUESDAY, JULY 12
1:00 P. M.
General Mills Hour
6:00 P. M.
Easy Aces—Mr. Keen, Tracer of Lost Persons.
These two shows are rated tops—both of them by the American listening public
8:30 P. M.
Baltimore at Rochester
Harry McTigue will broadcast a play by play description of this thrilling game in his colorful Southern style
11:10 P. M.
Esso Reporter

WEDNESDAY, JULY 13
5:30 P. M.
"Your Family and Mine"
Once you get interested in the affairs of this typical American family—the Wilburs—you'll never leave them
8:45 P. M.
Lovell Thomas
8:30 P. M.
National Music Camp
Interlachen, Michigan, where the "Music of youth" is broadcast a series of summer concerts you can't afford to miss
9:30 P. M.
NBC Minstrels
These boys will set your feet tapping!

THURSDAY, JULY 14
12:15 P. M.
Thomas Conrad Sawyer
An interesting commentator, with a large following—for Manhattan Soap
6:30 P. M.
Your Esso Reporter
6:45 P. M.
Harry McTigue
Latest real lowdown in the world of sports—Sponsor: Your Friendly Economy Dealer
7:30 P. M.
True Stories of the New York State Police
One of the biggest and best dramatic shows originating in Western New York
9:00 P. M.
Bing Crosby
With the Kraft Music Hall in 30 hours' big time entertainment—Don't miss it!

**Full Pint
WITCH HAZEL
6c**

DAW'S COUPON
5 Pound Bag
**EPSOM SALTS
9c**
WITH COUPON ONLY!

**1. Size
KREML
HAIR TONIC
58c**

DAW'S COUPON
5 Yd. Roll
**ADHESIVE
PLASTER
6c**
WITH COUPON ONLY!

**60c Qt.
BLACK
FLAG
SPRAY
28c**

DAW'S COUPON
Reg. Size
**LIFEBUOY
SOAP
3 for 11c**
WITH COUPON ONLY!

**1. Size
Marrow
OIL
SHAMPOO
49c**

**New Low Price!
GEM SINGLE EDGE
RAZOR BLADES
5 for 25c
10 for 49c**

**IF YOU WANT DEEP-CUT DRUG PRICES
YOU'RE ON THE
RIGHT TRACK!**

... When You "Make Tracks" to your Nearest DAW'S Store!

**FITCH SHAMPOO AND
COMBINATION
75c FITCH'S
SHAMPOO
and
50c
Fitch's
Hair
Dress
Both For **49c****

**MAVIS
COMBINATION
EXCLUSIVE AT DAW'S
MAVIS TALC ... 50c
MAVIS DUSTING
POWDER ... 25c
TOTAL VALUE ... 75c
Both For **39c****

FREE!
with this Coupon
**Salt & Pepper
Shakers**
Handsome, modern-
style glass shakers with
unbreakable bakelite
tops. Set of two given
with this coupon. No
purchase necessary.
None given to children.
Use This Coupon
**NO PURCHASE
NECESSARY**

DOUBLE VALUES FOR DOUBLE CHECKERS
\$1.50 ANUSOL 88c
35c ATWOOD'S 19c
\$1.00 ANGELUS 59c
25c BRUSHLESS 8c
35c BLACK LEAF 21c
60c BUNO-S 49c
75c RAYE'S 59c
75c HARDASOL 41c
25c CUTICURA 16c
60c CORGIA 29c
CASCARA SAGRADA 11c
\$1.50 COPPEL'S 88c
DURHAM DUPLEX 33c
DR. SCHOLL'S 21c
\$1.00 DANDERINE 56c
HAARLEM OIL 21c
15c HYGIEA 9c
25c HYGIEA NIPPLES 11c
25c JOHNSON'S 16c
25c LIVER PILLS 9c
30c MARCHAND'S 28c
\$1.00 MARMOLA 53c
MUM Deodorant 29c
\$1.00 NUXOL 59c
75c NOXZEMA 49c
\$1.00 OLIVE 49c
40c OLIVE OIL 33c
REG. SIZE ONE-SPOT 23c
30c TIN PAZO 48c
25c PETERMAN'S 19c
SCHICK BLADES 53c
80c SODIUM 33c
\$1.25 SIMILAC 74c
\$1.25 S. S. S. 77c
10c PKG. SENNA 3c
VITALIS 39c
Reg Size WOODBURY'S 2 for 15c
WATER GLASS 11c
\$1.00 ZONITE 59c
60c ZIP 29c

Special
from Dorothy Perkins!
100 Bottle of Dorothy Perkins
Eau de Cologne and 75c DeVilbiss
Atomizer both for **\$1.10**
Limited time only

Lose Ugly FAT
And You'll Feel and Look Years Younger
REG. 10c SIZE
**LUX
FLAKES
6c**

FREE!
DELIVERIES
to every section
of Rochester, on pur-
chases of \$1.00 or
more. Use your tele-
phone for DAW'S
deep-cut prices, to-
day and every day!

FREE!
Bottle of 100
Tabs.
**SODA
MINT
7c**

DAW'S COUPON
50c Size
**Dr. LYON'S
TOOTH POWDER
19c**
WITH COUPON ONLY!

For Headaches Or Backaches
ARCO TABLETS
Instant relief for periodic
pains, neuralgia, etc. Absolut-
ely safe . . . non-narcotic
Special, regular 50c bottle of
50 for 29c, **29c**

**How Young
Do You Look?**
**How Young
Do You Feel?**
Doctors Say Vitamins Alone are not
Enough. Minerals, Too, Essential to
Beauty, Vitality, Health!
How you look, how you feel, how you
are depend upon the abundance or lack
of certain essential vitamins and minerals
in your diet.
Doctors say six vitamins and eight
minerals—often lacking in modern
diets—make essential contribution to
beauty, vitality, and health. Lack of these essentials may be re-
flected in sallow complexion, straggly hair, brittle nails, nervousness,
susceptibility to cold, and a general let-down condition.
VITAMINS—"M"
Vitamins A B C D E and G
Plus Essential Minerals
(60 Soluble Capsules—A Month's Supply)
A new, easy economical way to be sure you are getting your
quota of recommended vitamins and MINERALS! These pleasant-
tasting capsules provide a definite proportioned amount of Vitamins
A, B, C, D, E, and G, and important MINERALS in a convenient
combination package.
Get a package of Vitamins—"M" today. Start now on
this new road to beauty, youthful vigor, and health.
Start to live!

**LUCKY
STRIKE
CIGARETTES
LUCKIES
"A MILD
SMOKE"**

DAW'S
CUT-RATE DRUG STORE
1. OPPOSITE Temple Theatre. **56 Clinton AVE. SO.**
2. CORNER AUBURN. **31 Main ST. EAST**
3. 1 DOOR FROM STILLSON. **353 Main ST. EAST**
4. CORNER DEWEY. **464 Ridge ROAD W.**
5. AT THE BULL'S HEAD. **880 Main ST. WEST**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES.

A Guide
More
Homes
Of Int...

VOL. 1

Her
and
Yon

By CRA

Rochester
Whitcombe,
Clarence A.
nal men, w
News' staff
July 27 del
Kreckman

If one
highway to
motoring d
downtown
West... Ch
nestling in
Canandaigu
Englishmen
ing for loca
taurant, it's
nue. Mama
sons, includ
co, serve...
vaulted in
agile leap, f
amateur bo
promoter to
for milk de
At popular
ing place, H
McTigue u
voled local
base ball
nouncer in
noon - day
lets. And
ney Rubens,
of first men
start someth
by creating i

When M
pet canary,
an open win
der Street i
kissed it fac
vently, again
ment, that s
how she wo
friend sugg
that she adv
its return, "I
she taunt
big owa-acc
"There's o
Don, perhap
Miss Fitzgerald
specially.

A man d
in a nearby
rowed a ca
frightened v
gerly, and
sons were c
men. Two w
of the work
and found a
a woman s
wayward co
communicat
"It may
erald anay
I'll be right
"Dick!"
when she
he rather t
Dick answ
and all the
derash th
happy one
stress of es
A bird i
the discor
Miss Flag
awaiting a
tlement, c
canary No

Fred St
trainer at
petting p
polar bea
remarked
"You kn
photograp
try, I bell
including
taken of i
hane, you
ductions i
old Oscar
his head
After
strolled t
the zoo, t
Pete, th
bruin, w
swimming
cinema i
jays a ba
jays interv
Note—
just abou
the offe
Buffalo?
Milwat
merce is
town's t
The Cre
know, t
fambua,
would t
think at

Young
Post P

The Monr
themsel
ment of
the can
primari
Gera
ative

Smiths Dominate Security Lists

The Smiths—470,190 of them—lead all other family names in the 39,000,000 social security account numbers which have been assigned under the Federal old-age insurance program, Mr. Kruesi, manager of the Rochester field office of the Social Security Board, reported today as the result of a survey made in Washington.

Following the Smiths come 348,530 Johnsons, with 253,750 Browns in third place. These were followed by 249,312 Williamses, 238,986 Millers, and 232,540 Joneses.

Memorial Bugle Corps Plans Field Day, Picnic

Memorial Post Drum and Bugle Corps will stage a field day and picnic, July 30 at Eber's Grove, Buffalo road. Funds will be used for new uniforms.

Max Coakley, general chairman, has appointed these committees: arrangements, James Irwin; programs, Michael Kelly; tickets, and finance, John Cook; Howard Pfandler and Jack Raymond; refreshments, Willis Kiggins; lunch, Harold Knapp; publicity, Arnold Hardy.

Mr. and Mrs. Jesse Horwitz of Grosvenor Road have left on a ten day trip to the coast.

Goggles and Gals



Church Women Picnic July 21

Ladies' Auxiliary, Knights of St. John of Sacred Heart Church will take part in an afternoon of sport events and games at Ontario Beach Park, Grounds No. 1, Thursday, July 21.

Chairman of the affair is Mrs. Francis Burns and co-chairman is Mrs. Charles Miner. The committees are: reception, Miss Zita Flanagan, Mrs. Vincent Fromen, Mrs. Robert Kellman, Mrs. Mayne Uhl, Miss Rose Carbone, Mrs. Everett Saunders and Mrs. Theodore Ferris.

Prizes and sports, Mrs. William Deltrich, Mrs. Charles Smith and Mrs. George Cannan; refreshments, Mrs. Harry Cotler, Mrs. Florence Harper, Mrs. Anthony Andriatch, Mrs. Winifred Perry, Mrs. Ruth Gilligan, Mrs. Anthony De Simon, Mrs. Edna Fretman, Mrs. Anna Rodwell and Mrs. Arthur Smith; publicity, Mrs. Raymond Jeffrey.

Vacation Problem Solved by Two-Piece Play Suit



BY DONNA BIRDSALL
Stylist for E. W. Edwards & Son

Vacations are here and, having settled the problem of where to go, the next thing to consider is what to wear. Because of the glorious weather we have a right to expect at this time of year, we plan to do something that will afford us the opportunity to absorb those valuable sun rays and to come back to business a rosy, if sensitive red!

To find one costume that will serve for anything we may decide to do, or that will appropriately clothe us any place the "gang" may choose to go, is our problem.

Our answer to this, and we think it's an excellent one, is the two-piece play suit. We choose the two-piece type, for when the skirt is attached it looks like a dress, and when the skirt is removed, you have a perfect play-suit that looks a complete outfit in itself.

Our fabric is a beautiful Paisley print wash silk, that is as cool to wear as it looks, and washes more easily than your cottons.

The prints are varied and may be as gay or as conservative in design as you desire. This type of suit is particularly attractive since it is as becoming to the woman who wears a larger size as it is for the petite gal who can wear most anything and look attractive.

And another important point is the fact that after your holiday fun is over you can wear the suit to the office and rest assured it looks as completely a street ensemble as any of your shirt waist frocks.

Be gay during your vacation. Forget your troubles, and be ready for anything in a two-piece play suit.

5,000 Red Men Picnic Sunday

Approximately 5,000 Red Men, their families and friends are expected to attend the 34th annual picnic of the Wah Be Tribe Sunday at Ward Vaughan's picnic grove, 1190 Chili Avenue.

Elaborate plans are being completed by Leo Hetzler, general manager and his staff to supply this sized crowd. The general admission ticket includes free "bar-be-q's," ice cream, pop, suckers, peanuts, salads and cold cuts.

An attractive gate prize will be announced every 15 minutes. The Elk's Boy's Band and an orchestra will play.

Ample parking space is being provided. The grove is only a short walking distance from where the Genesee Park Boulevard bus leaves Chili Avenue.

Besides games and races sports will include a regular Wah Be league contest to be played at 11 a. m. and the afternoon game will be between an all-star team picked from the Wah Be League and the Hetzler Brothers team.

Saute finely minced mushrooms and green peppers in butter, thicken slightly with flour and cream. Spread on bread slices and toast quickly.

22nd Democratic Women Plan A Picnic Tuesday

The Women's Democratic Club of the 22nd Ward will picnic at Ontario Beach Park, Shelter No. 4, July 16. Reservations must be made by Saturday with Mrs. Alexander Foster, 400 Alphonse Street or by calling Stone 3735-L.

THE NEW YORK SUNDAY MIRROR

5c

ALL THE NEWS IN STORY PICTURE COLOR

Plus 16 Pages of Color Comics and Colorgrave Magazine Section

An early edition of the SUNDAY MIRROR, containing all features is now on sale at all Rochester news-dealers.

Just Arrived!
1500 Brand New Summer Sheer DRESSES
MADE TO SELL UP TO \$2.95

OUT THEY GO AT ONE PRICE

\$1.59

SIZES 14 TO 60

Unrestricted Choice

JEAN'S

COTTON AND SILK DRESS SHOPPES

1162 Clinton Ave. N. 500 Lyell Ave. 197 Genesee Street 122 Webster Ave.

Railways Job Remains Unfilled

(Continued From Page 1)

Chairman of the Public Utilities Committee, some time ago started an intensive study of the railways set-up in order to be prepared for action when it is time for consideration of a new contract.

This contract discussion is expected to be a prolonged and involved bit of business and that is one of the reasons why many are asking about the delay in designating a city representative as Commissioner of Railways. This appointer will need considerable time to familiarize himself with facts and figures if he is to capably protect the city's interests in contract negotiations.

Flute bananas and cut crosswise in slices to dress up fruit salads. To flute bananas run the prongs of a fork lengthwise down a peeled banana.

Meeting Will Honor Memory of John Field

Friends of John Field, University of Rochester graduate, who died in action with the Spanish Loyalists, will assemble tonight for a memorial meeting at the Central Y.M.C.A.

Speakers will be Reverend Robert Kazanier of the Monroe Avenue Baptist Church, Joseph Platt, a University of Rochester graduate and close associate of John Field, will preside.

DATES FOR SAUCE

Stir sliced pasteurized dates into hard sauce, and serve on rice or bread pudding.

GARDEN STUDY PICNIC

The Garden Study Group of the American Association of University Women will meet for a picnic supper this evening at the summer home of Mrs. Charles Carpenter in Pultneyville.

August "Outdoor Life" Lures Outdoors Fans

The delicate marine blues and greens of the August Outdoor Life cover are contrasted with the dominating bronze of the sunbanned harpooner hurling his weapon at the huge form of the flying swordfish. It's a scene to tingle the nerves and start the imagination of all sportsmen.

The issue is filled with lure for the outdoorsman. Contents contain such well-known names in the sportsman's world as Archibald Rutledge, Ben East, Captain E. C. Crossman, and others. Then there are, of course the usual departments on conservation, arms and ammunition, boating, angling, big game fishing, camping and woodcraft.

FISH SALAD DRESSING

For a new fish salad dressing try mixing 2 table spoons freshly grated horseradish with 1 egg yolk, add 1/2 cup salad oil, 1 tablespoon lemon juice, salt and paprika.

Democratic Outing For Eastsiders

Frankfurters, topped off with spiced politics will be the order of the day for the East Side Democratic Club when it gathers, with expected 10,000 guests, for a picnic Sunday, July 24, at Schuetzen Park.

Speaker will be announced later, but aside from whatever he will say, Michael Carliola is expected to start the political ball rolling in the current Democratic schism. Carliola, executive chairman, will be aided by Carl Gordon, general chairman; Anthony Nigera, assistant chairman, and William Caparco, publicity director.

MAIN NEAR CLINTON

Go first to **Neisner's** 5c to \$1.00 Stores

SMASHING REDUCTIONS

SUMMER SANDALS
WOMEN'S — GIRLS' — SPORT
CREPE OR LEATHER SOLES

ALL COLORS—Blue, Yellow, Pink, Multicolors

\$1.00 VALUES

59c

ALL SIZES

FRIDAY — SATURDAY — ONLY —

SALE PRICE

APPROVED Professional ARCH-TYPE

Nurses OXFORDS
EASY TO WORK IN

OUR LOW PRICE

\$1.49

WHITE OR BLACK SIZES 3 to 9

BUILT-IN ARCH Fine kidlike upper springy rubber heels Recommended by AMO

SANDALS
FOR BOYS GIRLS CHILD

Elks Tans White

66c

Sizes 5 to 8 1/2 to 2

VACATION Beautiful Satin... **DORSAYS**
Several Smart Styles

BIG VALUE!

25c

SOFT PADDED SOLES Comfortable Color Wash

SALE PRICE Friday & Saturday

CHEAPER THAN ICE

Yet So Much More Convenient

Compare The New **WESTINGHOUSE** ELECTRIC REFRIGERATOR

With Any Other Makes On The Market. Then You'll See Why Westinghouse Leads

THE SENECA WAY IS THE MODERN WAY TO BUY YOUR REFRIGERATOR

YOU PAY ONLY 2 NICKELS A DAY

YOUR FIRST PAYMENT IS ALWAYS A MONTH AWAY

OPEN EVERY EVENING 'TIL 10 P. M.

Seneca Stores
149 MONROE AVENUE

HANDY BANK GIVEN Makes It Easy To Save Your 2 Nickels A Day



HAVE YOU HEARD?

A new beauty aid has been discovered! We learned of it first in Harper's Bazaar. It's a new eyelash brush that rolls and whisks, separates and curls the lashes, making them appear ever so thicker and more glamorous. Dorothy Hargreaves, Inc., 59 East 56th St., New York, features this brush.

Heard the other day that Rochester has a reputation for having some of the best dry cleaning establishments in the country. We believe it! At least we do know of one Rochester dry cleaner who "can't be beat" — and that's Watts. All our soiled garments are whisked off to Watts and every time they're returned as beautiful and fresh as new. One thing that especially makes Watts our favorite dry cleaner — when they clean winter garments they always return them in moth proof bags for summer storage. Call Genesee 511 if you have clothes to be cleaned. You'll be more than satisfied with the results you get from Watts.

Summertime is playtime and entertaining time. But who wants to entertain when it means

spending hours in a hot, stuffy kitchen? Not you... and certainly not I. Well, then, the simple solution is phone your order (anything you want served) to CATALI'S RESTAURANTS, Broad or North streets. Of course, you've heard of that famed Catali spaghetti! That's what you want. It's only 25 cents an order and you can have a whole spaghetti dinner served inexpensively in your home, without any work on your part. Just call Catali's... Main 8204 or Main 8485.

There's an extremely interesting radio program on the air (WHEC) called "Let's Talk It Over"... Has to do with descriptive rambles about the countryside — the loveliest routes to follow — delightful roadside places to dine. The program is sponsored by Lauer's Furniture Store. And that reminds us...

Have you ever paid Lauer's a visit? There's the place to buy furniture! Lauer's has a complete selection of furniture at all prices. You must certainly see their beautiful collection of Consider H. Willett maple and solid cherry suites. They're lovely... and amazingly low priced for the value they

are. When it's furniture shopping time for you, remember Lauer's, 50 State Street, where the best furniture can be bought for the lowest prices. Look for "the sign of the grandfather's clock." State Street.

By Way of Mention

Mrs. Henry Quinby of New York, who was the guest of Mrs. Martin B. Hoyt of East Avenue, has returned to her home.

Mrs. Nathaniel R. Potter of Canterbury Road, entertained at luncheon at the Chatterbox Club yesterday.

Mrs. Leon L. McGrady and her daughter, Lois Lee, of Arnold Park, returned last week from Scaradale, where they spent several weeks as the guests of Mrs. McGrady's father, William Donovan.

Mrs. Grace Keil of Rugby Avenue, and Mrs. Hazel Bell of Gibbs Street, were guests last week-end of Mr. and Mrs. Allen Briggs of Hamburg.

Mrs. Robert Grant of Toronto, who has been the guest of Mr. and Mrs. H. Kenneth Likly of Penfield Road, returned last week to her home.

Miss Caroline Millman of Edgerton Street, left last week for Kennebunk, Maine, where she will spend the summer.

Miss Joyce Hobart of New York, has returned to her home after a week's visit with Dr. and Mrs. E. Earl Elliott of Clover Hills Drive.

Mr. and Mrs. Fred K. Thompson of East Avenue, entertained the Deep Spring Garden Club for supper in their gardens on Friday.

Mrs. William R. Woodbury of North Goodman Street, left last week for Prout Lake, Maine, where she will remain for several weeks.

Mr. and Mrs. Martin B. Hoyt of Castlebar Road, and their

daughter, Grace Louise Erickson Perkins, of East Avenue, and Mr. and Mrs. Charles W. Griswold of Eastland Avenue, and Whitney Hoyt of East Avenue, returned last week from Lake Pleasant in the Adirondacks.

Mr. and Mrs. E. A. Hanover of Barrington Street, spent the week-end at Fort Erie.

Mrs. Frank M. Beattie of Latta Road, entertained the Garden Study Club in her gardens on Monday.

Mrs. Harry S. Beardsley of Brunswick Street, and Mrs. Douglas C. Townson of Douglas Road, will entertain at a buffet supper at the Chatterbox Club this evening.

Mrs. Francis Pitcher Allen of Kingston, R. I., who was the guest of her parents, Mr. and Mrs. John J. MacMaster, of Edgerton Street, has returned to her home.

Mrs. J. LeRoy Knight of Highland Avenue, left this week for New York where she will spend several days.

Mr. and Mrs. Martin B. Hoyt, Jr., of Castlebar Road, entertained at supper in their garden on Saturday.

Mrs. Henry G. Danforth of West Avenue, entertained at luncheon and bridge in her home on Saturday.

Mrs. Charles H. Wanser of East Avenue, entertained the Garden Club for luncheon in her home on Monday.

Miss Grace Hoyt of New York, is the guest of her father, Joseph B. Hoyt, of South Goodman Street.

SHOP ALL DAY FRIDAY
STORE CLOSÉS 1 P. M. SATURDAY

WATCH Edwards In JULY!



5000 More On SALE!
MEN'S TIES

NOT 1.50
NOT \$1
NOT 55c
BUT ONLY

29c

UNHEARD OF VALUES AT 29c! COOL! SUMMERY! ALL SILK crepes and foulards, rayon and silk mixtures, mogadores, twills. HAND TAILORED! RESILIENT CONSTRUCTION! Checks, stripes, plaids, figures, all-over patterns... light and dark grounds. Priced so unbelievably low, you can afford to satisfy that craving for a different tie for every shirt!

EDWARDS, Modern Men's Shop, Street Floor

THUNDERBOLT

A THUNDERING VALUE AT THE LOWEST PRICE IN MATTRESS HISTORY!

On SALE ONE DAY FRIDAY ONLY

WITH ACA OR PANEL DAMASK TICKING!
INNERSPRING MATTRESS

You'll recognize this mattress as one of our best sellers at a much higher price. Typical Edwards high quality. Silent-type coil spring unit gives restful, undisturbed slumber. Other features include soft, thick, white felt padding; flat, smooth tufts; rolled edges.

\$10⁷⁴

WATCH EDWARDS IN JULY FOR THUNDERBOLTS
EDWARDS, Seventh Floor

July Clearance Men's SUITS & TOPCOATS

A rare and exciting opportunity to obtain that extra suit or topcoat you've been promising yourself, at exceptional savings! All are from our regular stock... each is an outstanding bargain! Come early for best selection! All sizes, but not in every model!

Reg. 19.50
SUITS **12.95**

Reg. 25
SUITS **19.75**

Reg. 35
SUITS **29.50**

Reg. 18.95
Student SUITS **12.95**

MEN'S REG. 19.50 ODD TOPCOATS 12.95

EDWARDS, Modern Men's Shop, Street Floor

REG. 10c PAPER NAPKINS



5c

Pkg. 80 beautifully embossed napkins to a package. Buy plenty at this money saving price!

Paper Towels 5 Rolls \$1

COMPLETE WITH HOLDER. Reg. 1.40 value. Extra heavy, extra absorbent, extra large (11"x13 1/2") towels. Buy and save!

Paper Towels 10 Rolls \$1

COMPLETE WITH HOLDER. Reg. 1.25 value. 125 sheets handy 7"x11" towels to a roll. Buy and save!

Reg. 2 for 25c Wax Paper 2 Rolls 29c

Reg. 2 rolls for 35c. Continuous 125 ft. roll of medium weight wax paper with cutter edge on box lid. Buy and save!

EDWARDS, Street Floor

weis & fisher's

80 clinton ave. south
rochester, n. y.

Add a Room to Your Home... or Extra
Sleeping Space to Your Summer Cottage



SIMMONS Pull Easy STUDIO COUCH

\$39⁹⁵

Double utility wherever space is at a premium! During the day, a luxurious divan... and at night, with a twist of the wrist, a comfortable double bed, or twin beds. In a wide variety of fashionable covering at Weis & Fisher's.

ONE DOLLAR DELIVERS



A SLIGHT PULL ON BACK RAIL OPENS IT

Merely pull the back rail toward you. Front of couch slides forward, leaving inner section at rear. See it demonstrated at Weis & Fisher's!

USE AS TWIN BEDS OR A DOUBLE BED



weis & fisher's

80 clinton ave. south
rochester, n. y.

PAGE FOUR

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JULY 14, 1938

TRUTHFUL ADVERTISING

SUMMER CANDIES

Peanut Butter
CRISPIES 17c

Assorted Jellies 15c
2 Lbs. For 25c

Candy Coated
Almonds-Pecans 49c

SALT TAFFY 20c
WATER

LOLLY-POPS 10c

AT THE
NUT SHOP

OUR ONLY STORE
550 WEST MAIN ST.
MAIN 8100

RADIO SPOTLIGHT
Thursday, July 14th

7:00—Baby Vallee's Variety, WHEN
Kate Smith's Hour, WHEN
8:00—Major Bowes, WHEN
9:00—Crosby and Burns, WHEN

Friday, July 15th

7:00—Citrus Service Concert, WHEN
8:00—Hollywood Showcase, WHEN
9:00—Crosby and Burns, WHEN

Saturday, July 16th

7:00—Professor Quill's Quiz, WHEN
8:00—Your Hit Parade, WHEN
9:00—Grand Central Station, WHEN

Sunday, July 17th

7:00—Magic Key of R.C.A., WHEN
8:00—Joe Penner, Comedy, WHEN
9:00—Phil Baker, Comedy, WHEN
10:00—Charlie McCarthy, WHEN
11:00—N.Y. Philharmonic Orch., WHEN
12:00—Grand Central Station, WHEN

Monday, July 18th

7:00—Geo. Burns, Grade Allen, WHEN
8:00—Lux Radio Theater, WHEN
9:00—Laurie R. King, WHEN

Tuesday, July 19th

7:00—Edward G. Robinson, WHEN
8:00—Al Johnson, Martha Raye, WHEN
9:00—Hedda's Brigadiers, WHEN

Wednesday, July 20th

7:00—Carnegie of America, WHEN
8:00—Ben Bernie and Lads, WHEN
9:00—Town Hall Game Hunt, WHEN

PLAYS AT SAGAMORE



Bob Hemings, popular and talented young pianist, is heard nightly, except Monday, at the Sagamore Starlight Roof, where his orchestra, with Ann Berry, vocalist, plays for dining and dancing.

SUN'S RADIO PROGRAMS

(Programs in E. S. T., Are Subject To Change Without Notice)

WHAM — 1150 KC.

Thursday, July 14th

P. M.
4:00—The Four of Us
4:10—Press-Radio News
4:15—World Dances, Orchestra
4:30—Singing Lady's Songs
4:45—Sheffert and Brenner, Piano
5:00—Lou Martin's Orchestra
5:15—Radiograms: World Music
5:30—Your Family and Mine
5:45—Lowell Thomas, News
6:00—Easy Aces, Comedy
6:15—Mr. Keen, Tracer of Lost Persons
6:30—Easy Aces, World Music
6:45—Harry McTigue's Sports
7:00—Sleeping Around with America
7:20—State Trooper Drama
8:00—World Varieties Broadcast
8:30—Baseball: Baltimore at Rochester
9:00—Bing Crosby and Bob Burns
10:00—Baseball: Baltimore at Rochester
10:30—Larry Clinton's Orchestra
11:00—News Briefs: Dangler's Orch.
11:30—Jan Garber's Orchestra
MIDNIGHT—Tom Grierson, Organist
12:30—Supper Club, Dance Orchestra
1:00—GOOD NIGHT

Friday, July 15th

A. M.
8:00—Breakfast Club, Variety
8:45—Sibbie's Tower Clock
9:00—Just Neighbors
9:15—For Women Only
9:30—Mrs. Thrifty Buyer
9:45—Ma Perkins, Serial Sketch
10:00—The Story of Mary Martin
10:15—Vic and Sade, Drama
10:30—Pupper Young's Family
10:45—Getting the Most Out of Life
11:00—Houseboat Hannah, Drama
11:15—Dan Harding's Wife
11:30—Farm and Home Hour
NOON—Bill of the Day, News
12:15—Jack and Leatrice, Songs
12:30—Mother-in-Law
1:00—Rita and Bob, Drama
1:15—Arnold Grimm's Daughter
1:30—Valiant Lady, Drama
1:45—Betty Crocker, Cooking
2:00—To Be Announced
2:15—Dot and Pat, Variety
2:30—Continental Varieties
2:45—Club Malinee, Variety
3:00—Neighbor Nell's
4:00—Press Radio News
4:15—World Dances, Orchestra
4:30—Little Variety Show
5:00—Tune Twisters' Tunes
5:15—Radiograms: Piano Duo
5:30—Your Family and Mine
5:45—Lowell Thomas, News
6:00—Richard Todd, Songs
6:15—Music is My Hobby
6:30—New Briefs: World Music
6:45—Harry McTigue, Sports
7:00—University Town Meeting
7:20—Tim, Irene & Co. Music
7:30—March of Time, Dramatized News
8:00—Baseball: Baltimore at Rochester
8:30—Lou Breaux's Orchestra
9:00—News: Heming's Orchestra
9:15—Billy Swank's Orchestra
9:30—Supper Club, Dance Orchestra
10:00—GOOD NIGHT

Saturday, July 16th

A. M.
8:00—Breakfast Club: News
8:45—Sweethearts of the Air
9:15—Vienna String Ensemble
9:30—The Child Comedy Hour
9:45—To Be Announced
10:00—Rochester Boy Scouts
10:15—Summer Council Activities
10:30—"Our Barn"
11:00—Call To Youth
11:15—Catholic Courier's Program
11:30—Farm and Home Hour
NOON—Bill of the Day
12:15—McPartin's Children's Show
12:30—Four-H Club Presents
1:00—Bill Kren's Orchestra
1:30—Judy and Lenny, Songs
1:45—Barbara's Duet, Orchestra
2:00—Jean Ellington, Soloist
2:15—The Kidnappers, Toy Band
2:30—Sensational with Ricardo
3:00—Baseball: Newark at Rochester
3:30—Blue Harmon's Orchestra
4:00—State Unemployment Talk
4:15—George Skolay
4:30—Easy Aces: World Music
4:45—Harry McTigue, Sports
5:00—Al Donahue's Orchestra
5:30—Original Radio Plays
6:00—WLS Barn Dance
6:30—Concert in Rhythm
7:00—Popular Summer Concert
8:00—William Farmer's Orchestra
8:30—Horace Heidt's Orchestra
9:00—Easy Aces
9:15—Ezra New: Heming's Orchestra
9:30—Freddie Martin's Orchestra
MIDNIGHT—Carl Deninger's Orchestra
12:30—Dance Time, NBC Orchestra
1:00—GOOD NIGHT

Sunday, July 17th

A. M.
8:00—Coast to Coast on a Blue
8:30—Easy Aces: Russian Music
9:00—Dreams of Long Ago
9:30—Press-Radio, Alice Herman, Songs
10:15—Neighbor Nell's Talk
10:30—Rollin' Trio
10:45—Bill Stern, Sports Talk
11:00—Laurie First, Musical Church
NOON—Easy News Reporter
12:15—Radio City Music Hall
12:30—"Back Home" Drama
1:00—Magic Key of R.C.A.
1:15—Richard Himber's Orchestra
1:30—Helen Henry, Soprano, Songs
2:45—The Three Cheers
3:00—National Yessers Hour
3:30—Carol Weyman, Soprano
3:45—Yagabonds, Dance Orchestra
4:00—There Was a Woman, Drama
4:30—Jean Sablon, Songs & Orch.
4:45—Master Builders' Program
5:00—WLS Summer Symphony
5:30—Canadian Grenadiers Band
6:00—News: Popular Classics
7:00—To Be Announced
7:30—Z. Bergen & Charlie McCarthy
8:00—"Win Your Lady," Drama
8:30—Walter Winchell's Questionaire
8:45—Tenne Rich, Drama
9:00—Rochester Park Band
9:30—Grisio's Philosophy
10:00—Blue Harrod's Orchestra
10:30—Lou Breaux's Orchestra
11:00—Easy News: Garber's Orchestra
11:30—Oray Gordon's Orchestra
MIDNIGHT—Bob Hemings's Orchestra
12:30—Dance Time, NBC Orchestra
1:00—GOOD NIGHT

SAVE ON A NEW ROOF

PUMP PRIMING PRICES

SPECIAL REDUCTIONS on Logan and Long LONG LIFE ROOFING

Regular \$95 Famous Logan & Long

Staggered STRIP ROOF \$79

Regular \$160 Dutch-Lap

SHINGLED ROOF \$119

Phone Main 1786

KEMP Roofing Co.

Low prices mean larger sales! Larger Sales mean more business! More business means more men to work! More men working means better business.

We believe every contractor and every distributor and every factory can put 10% more people to work by taking some sacrifice in profits and will thus help prime the pump. It is up to industry to lead the way. If we buy, and you buy and your neighbor buys, soon everybody will be working again.

We are doing our part in Pump Priming by sacrificing profits to put more men to work.

EXTRA SPECIAL INTRODUCTORY PRICE

Dependable Logan & Long

For Average 7 Room House

Regular \$300 Value

\$179

Business is getting better and manufacturers will soon raise prices. You will probably never be able to buy a roof, or siding again at so low a price.

For Free Estimate

TERMS \$5 A MONTH

331 W. MAIN ST.

POULTRY is cheaper than meat at CLARK'S! Compare And Be Convinced!

Wilson's Certified Tender Made Skinned **COOKED HAMS 29c**
Whole or half, end ready to serve.

Zweigles Par Boiled Coney Island **HOTS 25c**

Choice Milk Fatted **FOWLS 19c**
For Fricassee or Salads
2 1/2 to 4 lb. average
Pure Cane **SUGAR 47c**
10 Pounds in Cloth Bags

All Poultry Fresh Killed - No Cold Storage Stock

July, Tender Boneless Rolled **RIB ROAST OF BEEF 29c**
Cut from U. S. Inspected Branded Young Steers.

Buy what you need of the cuts you prefer:
-CHICKENS-
Breasts...lb. 39c
Legs...lb. 37c
Wings...lb. 20c
Necks...lb. 12 1/2c
Giblets...lb. 19c
Livers...lb. 45c

Walker's Delicious **CHICKEN PIES 2 for 25c**
Gravy Free

Special Prices for Hotels, Restaurants & Clubs

CLARK'S MARKETS

600 Jefferson Ave. Cor. Bartlett St. Gen. 1417

FREE PARKING At Both Stores

906 N. Goodman St. Cal. 4870

SAVED BY MEISEL'S

From Driving On Unsafe Tires
3 WAYS TO GET THEM—

1. PAY CASH IF YOU LIKE.
2. OPEN A 30-DAY CHARGE ACCOUNT
3. USE OUR LIBERAL BUDGET PLAN.

SEE THE NEW **GOODRICH SAFETY SILVERTOWN**

BRAND NEW GENUINE **GOODRICH TIRES** COMPLETE GUARANTEE COVERS EVERY TIRE

4.40X21 475 x 19...\$7.05
5.00 x 20...\$7.85
5.50 x 21...\$9.20
6.00 x 16...\$10.20

\$6.15 small charge for deferred payments

Other Sizes Proportionately Low

NEW 1938

SEAT COVERS 25% OFF

PHILCO AUTO RADIO \$24.95

THE ORIGINAL **12 PAY PLAN**

MEISEL TIRE Co.

OPEN EVENINGS AND SUNDAY A.M.

Free Parking **270 EAST AVE.** Main 3844

Authorized Distributor

ROCHESTER DIVIDENDS

Be Thrifty and Share Our Profits!

Complete List of Participating Merchants Will Appear in This Space Next Week.

Watch For It!

WHAM
1150 KC

Highlights—

FRIDAY, JULY 15

1:00 P. M.
General Mills Hour
Four quarter-hour shows that have won many listeners.

2:30 P. M.
Esso News

3:45 P. M.
Harry McTigue's Sports
Here is the latest dope on world wide sports.

4:00 P. M.
Royal Crown Revue
One-half hour of sparkling entertainment by Nehi.

5:30 P. M.
March of Time
Dramatization of the News of the week by the "ablest historians of our days." New sponsor—LIFE.

9:00 P. M.
Ballroom at Rochester
This ball game is another to be described in the colorful fashion of Harry McTigue.

SATURDAY, JULY 16

12:15 P. M.
Marlin's Boys' and Girls' Club of the Air
This is a program especially for children, presented by one of the latest growing clubs in Monroe County.

3:00 P. M.
Newark at Rochester
Another Red Wing Game through the voice of that colorful commentator, Harry McTigue.

8:00 P. M.
WLS Barn Dance
Brought to you by Alka Seltzer—Don't miss Uncle Ezra, master of ceremonies de-lightful.

12:10 A. M.
Carl Deninger
Listen to "Rainbow Rhythm" in the wee hours of the morning—Coming to you from the Hotel Seneca.

SUNDAY, JULY 17

1:00 P. M.
Magic Key of R.C.A.
Listen! The magic key is turning to bring you the very finest in Sunday radio entertainment.

5:00 P. M.
WLS Summer Concert

5:30 P. M.
Canadian Grenadier Band
Listen to the music of this well known group of musicians. You'll enjoy it.

7:00 P. M.
Charlie McCarthy
Edgar Bergen sticks around on this program, too. Just in case Charlie gets longedue.

8:30 P. M.
Winchell's Column Quiz
Walter continues his scathing examination of people who should have the lowdown.

MONDAY, JULY 18

3:00 P. M.
Club Malinee
With Ransom Sherman, rated by many "the funniest man on the air," master of ceremonies.

5:30 P. M.
"Your Family and Mine"
Don't miss this powerful story of a family who might be your neighbor's.

7:00 P. M.
Chevrolet Musical Moments
With Vic Arden's orchestra and starring James Melton in a quarter hour of marvelous entertainment.

8:30 P. M.
Newark at Rochester

TUESDAY, JULY 19

2:30 P. M.
The United States Army Band

5:45 P. M.
Lovell Thomas
A distinctive summary with human interest of the important events of the day.

8:30 P. M.
Newark at Rochester
A crucial game in a crucial series. Even if you can't go, you won't miss a thing with Harry McTigue at the mike.

WEDNESDAY, JULY 20

5:30 P. M.
"Your Family and Mine"
Don't miss this fascinating story of the Wilbur—a family you all know.

8:45 P. M.
Lovell Thomas
Easy Aces
Followed directly by Mr. Keen, Tracer of Lost Persons—two very popular shows.

6:30 P. M.
Your Esso Reporter

7:00 P. M.
One Man's Family
Another Thrilling and interesting story of the problems and humor of every day life.

8:30 P. M.
Rochester at Syracuse
The Chiefs and the Wings are the closest of rivals—who not tune in your radio to Harry McTigue and get the real dope on the game?

THURSDAY, July 21

1:00 P. M.
General Mills Hour

7:30 P. M.
State Troopers
A presentation of The Rochester Gas and Electric Company—One of the biggest and best dramatic shows in Western New York.

9:00 P. M.
Rt. 6, Music Hall
With the famous Bing Crosby and Johnnie Heizer—Don't miss it!

10:00 P. M.
Rochester vs. Syracuse
Another crucial battle for supremacy, and you can't miss by dialing 1150 about this time.

LAWN PARTY SATURDAY
Burroughs - Audubon Nature Club will have a lawn party at its conservation station, Railroad Mills, on Saturday.

CARD PARTY TOMORROW
William McKinley Circle, Ladies of the GAR will have a card party at the City Hall Annex tomorrow evening.

Cardinals Booked For Game Here

Red Wings stars of past and present will be seen in action Monday, July 25, when Frankie Frisch brings the St. Louis Cardinals to Red Wing Stadium for the annual exhibition between the Wings and their National League big brothers.

Pepper Martin, Johnny Mize, Jimmy Brown, Bob Weiland, and Ray Harrell, all Red Wing stars of yesteryear, now full-fledged National League Stars, will accompany the Cardinals to Rochester.

The exhibition game will be played as part of a twilight doubleheader with the Toronto Maple Leafs.

Photographer Treed By Angry Moose

A recent occurrence in Grand Teton National Park, Wyoming, seems to indicate a revolt by the animals at the constant invasion of their privacy by candid camera fans and motion picture enthusiasts.

A bull moose and an airplane pilot, whose hobby was moviemaking, are the characters involved.

The pilot was working his way cautiously through a willow thicket, seeking a suitable subject, when suddenly a bull moose came charging at him.

The moose was dashing, full speed, back into the willows. From his antlers the jacket waved jauntily. In the jacket's pockets rested \$300 worth of movie camera lenses.

CLOTHES SPRINKLER

A clean whisk broom, dipped in a pan of water, is an effective way to sprinkle clothes.

Tattle Tales

By The Tattler

The famous "blue train" to the Riviera has a distinction that is hard to equal on this side of the Atlantic. It has an extra fare and legendary swank that puts the little school marm from Ohio in a dither of excitement and fills average male American with a spirit of adventure.

In Europe it's a social "must" and "everyone who is anyone" rides the blue train. Of course, it's filled with a lot of broad "A" dowdy and gangling English ladies and their tweedy, "cheerleading" escorts.

There are many fans in this city who practically gave up attending ball games with the close of the championship era which extended from 1928 through 1931.

But such, my friends, is not the case. This current Red Wing combination, while it lacks something of the ability packed into those championship clubs of other years, has as much color as any Rochester club in the last two decades—and that is covering considerable space.

In the matter of pitching, for instance, no Red Wing outfit has had the benefit of more capable or workmanlike pitching than that contributed by St. John.

Then there are such splashes of color as Sam Narron, Red Juelich, Frankie Morehouse, Johnny Hopp and Captain Crabtree.

No mention of Red Wing color would be complete without special reference to Sam Narron, who reminds me of an animated kewpie, especially after he has been in action on a hot day and the dirt and sweat become well mixed on his hands, arms, face and uniform.

Narron is a young man possessed of considerable savoir faire. His round, rosy countenance conceals his guile and few visitors to the stadium realize that Sambo's chatter as he squats back of the plate is more than a little disconcerting to opposing batmen.

But it's as a hitter that our Sam really shines. And how he loves to hit! Narron can mash that old potato like nobody's business and when he lights out in quest of extra bases on a blow that rattles the fence boards his watching. For a short, roly-poly man, Sambo really gets over the ground; he picks up speed as he goes along and he finishes like a Glenn Cunningham whenever he hits a triple, as he did on two successive times at bat against Jersey City last Sunday.

Estel Crabtree, one of my favorite ball players since he joined the Wings in 1933, has played in many games when, because of physical hurts, he should have been on the bench.

Crabtree doesn't know that this story is to be printed. He probably would object, because he is a man who "gives" without thought of reward or applause. He is devoted to his family and you can imagine how he felt when Mrs. Crabtree underwent a major operation a few days ago.

Several hours after the operation, Crabtree reported for a night game and Skipper Blades asked him whether he wanted to play.

"I'll play," said Crabtree, "I'll be better off doing something else."

SPORTS

By JOHN BURNS

Baseball fans who, for one reason or another, are following the bustling Red Wings by newspaper or radio instead of getting an occasional eyeful of this colorful club are missing a great deal.

It is not the business of this correspondent to tell Mr. and Mrs. Fan that they should attend ball games three or four times a week, especially in view of prevailing economic conditions, but we will go so far as to say that the athletes wearing Red Wing uniforms will give you your money's worth—win, lose or draw—any time you care to drop in at the Stadium.

There are many fans in this city who practically gave up attending ball games with the close of the championship era which extended from 1928 through 1931.

But such, my friends, is not the case. This current Red Wing combination, while it lacks something of the ability packed into those championship clubs of other years, has as much color as any Rochester club in the last two decades—and that is covering considerable space.

In the matter of pitching, for instance, no Red Wing outfit has had the benefit of more capable or workmanlike pitching than that contributed by St. John.

Then there are such splashes of color as Sam Narron, Red Juelich, Frankie Morehouse, Johnny Hopp and Captain Crabtree.

No mention of Red Wing color would be complete without special reference to Sam Narron, who reminds me of an animated kewpie, especially after he has been in action on a hot day and the dirt and sweat become well mixed on his hands, arms, face and uniform.

Narron is a young man possessed of considerable savoir faire. His round, rosy countenance conceals his guile and few visitors to the stadium realize that Sambo's chatter as he squats back of the plate is more than a little disconcerting to opposing batmen.

But it's as a hitter that our Sam really shines. And how he loves to hit! Narron can mash that old potato like nobody's business and when he lights out in quest of extra bases on a blow that rattles the fence boards his watching. For a short, roly-poly man, Sambo really gets over the ground; he picks up speed as he goes along and he finishes like a Glenn Cunningham whenever he hits a triple, as he did on two successive times at bat against Jersey City last Sunday.

Estel Crabtree, one of my favorite ball players since he joined the Wings in 1933, has played in many games when, because of physical hurts, he should have been on the bench.

Crabtree doesn't know that this story is to be printed. He probably would object, because he is a man who "gives" without thought of reward or applause. He is devoted to his family and you can imagine how he felt when Mrs. Crabtree underwent a major operation a few days ago.

Several hours after the operation, Crabtree reported for a night game and Skipper Blades asked him whether he wanted to play.

"I'll play," said Crabtree, "I'll be better off doing something else."

Bears Coming To Play Reds

Playing a sensational brand of baseball that netted them three straight series victories over the Montreal Royals, Toronto Leafs, and Jersey City Giants, Ray Blades' hustling Red Wings meet the Baltimore Orioles Thursday and Friday nights and then entertain the league-leading Newark Bears in a four-game series, July 16, 17, 18 and 19.

Single day games will be played with Newark Saturday and Sunday, with night contests billed for Monday and Tuesday.

Sammy Baugh, Red Wing shortstop and former All American backfield gridiron star at Texas Christian University, will give a demonstration of his football passing ability as a pre-game feature of PTA night, which will be held at the Stadium.

MOTORISTS COMPLETE TRIP

Mr. and Mrs. Walter Sherman and family of Flower City Park, have just returned from a motor trip through New England.

Ban On Noises Hits Autoists, Gun Shooters

When your wife keeps you waiting, don't hunk the automobile horn at her unless you are willing to pay a visit to police headquarters for the privilege of giving vent to your impatience.

Says the city ordinance: "The sounding of horn or signal device of any vehicle while not in motion, except as a danger signal, is forbidden."

Better get your old Lizzie repaired and oiled too, particularly if you have any acquaintances about town who might elish having you cool your heels in a courtroom, for another ordinance forbids "using a vehicle so out of repair or so loaded as to create loud or unnecessary grating, rattling or other noise."

Has the garbage man annoyed you by rattling cans? Here is your opportunity for revenge, for the city ordinance will not tolerate "loud or unnecessary noise in connection with handling of ash, trash, and garbage cans."

MILKMAN OVERLOOKED

The milkman and his bottles have somehow escaped attention of the city fathers.

Anyone considering a quick exit from this world of strife will have to choose a method other than the gun, for the law provides "no discharge of firearms."

You don't have to go insane from listening to your neighbors radio which has been tuned to reach China. The law is on your side, for it reads "the playing of any radio, or other musical instruments in manner or volume to annoy the quiet, comfort, or repose of persons in any dwelling, hotel, or other type of residence, is forbidden."

BAN ON BIRDS
The noise abatement subcommittee of the Chamber of Commerce reminds you of these laws and others which forbid indulgence in unnecessary noises. You may not "keep any animal or bird which disturbs the comfort or repose of anyone," nor may you "use any drum, loudspeaker or other instrument or device for attracting attention by means of any noise, to any performance, show or sale or display of merchandise."

Moreover you are not permitted to use "mechanical loudspeakers or amplifiers on trucks or other vehicles except police, for any purpose."

These are only a few of the "don'ts" it might be well to study.

Proper Way To Powder

Helena Rubinstein, beauty authority, poses this question: "Why do so many women who are wonderful housekeepers have powder puffs that would make a Hottentot blush?"

According to Madame Rubinstein, clean cotton should be used for every application of face powder. The powder should be applied in this fashion; first it is dusted at the base of the throat, in the little well; then it is pressed upward over the throat toward the hairline.

Do this two or three times, each time dusting the face downward with the cotton.

WORLD CHAMPIONS

This is the Briggs squad, world champion softball team, which will meet Daws, New York state champions, tonight under the Kodak Park lights.

Putter Morris or Paprocki will pitch for the homesters, who figure they have better than an even chance to whip the softball kings.

FOOD Sale

SAVE AT SCHUDT'S THIS WEEK-END

Home Dressed Fancy Broilers 27 ^c lb.	Try Our Famous SALADS 15 ^c lb. Potato, Macaroni, Cabbage
Schudt's Blend Coffee 23 ^c lb.	Rath's Tenderized CALAS 24 ^c lb.
Our Own Make BAKED BEANS 10 ^c lb.	Home Made Saus. Meal 21 ^c lb.
Home Cured Sliced Rindless Bacon 29 ^c lb.	

Order a Pan Today For Your Outing

SCHUDT
511 Main St. E. Market, Inc. Stone 290
Cor. Sco St. We Deliver

OLIXIR GAS

SAVE 2^c ON EVERY GALLON

Foolish To Pay More Folly To Pay Less

12^{1/2} GAL.

Plus Tax

PEP POWER MILEAGE ECONOMY

TRY A TANKFUL TODAY

INDEPENDENT GAS AND OIL CO

585 LYELL AVE Opp. Burrows St.	JEFFERSON AVE Cor. Bronson Ave.
Clinton Ave. So. Cor. Alexander St.	300 Arnett Blvd. Next To Public Library

CLIP THIS COUPON AND SAVE

Friday and Saturday Only

Crew Shirts 19^c ea.

WITH COUPON ONLY! Only Two To A Customer

Champion
KNITWEAR CO. 71 ST. PAUL ST.
12 Hr. Free Parking for Customers—Bill's and Strand Parking Stations
OPEN SATURDAY TO 5:30 P.M.

MID-SUMMER SPECIALS

From Rochester's Largest Wine and Liquor Store

"SALE!"

GOLD FEATHERS GIN \$1.39

90 Proof Made To Sell For \$1.85 Full Quart

BUY AMERICAN FINE CHAMPAGNE \$1.89 Formulated In The Bottle 13 Oz. Size 98c 2 Bottles for \$3.50	IMPORTED 100% SCOTCH WHISKY \$2.44 Over 8 Yrs. Old Large 25.6 Oz. Bottle Reg. Price \$3.29 2 Bottles for \$4.75
---	---

RED MILL — 90 PROOF APPLE-JACK BRANDY

Carefully Distilled And Matured

\$1.59

Full Quart 32 Oz.

Martini Cocktails 79c Bronx Cocktails \$1.49 Apricot Liqueur \$1.49 Blackberry Liqueur \$1.49 Creme De-Menthe \$1.49	IMPORTED VERMOUTH FRENCH OR ITALIAN 84 ^c 30 oz.
---	---

STRAIGHT BOURBON WHISKY

90 Proof-OAK BROOK

THIS WHISKY IS \$1.59

2 1/2 Yrs. Old Full Quart 32 Oz.

2 quarts for \$3.00

PHONE YOUR ORDER NOW—MAIN 786
NEXT DOOR TO LOEW'S THEATRE

BERGHASH

124 CLINTON AVE. SOUTH

PAGE SIX

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JULY 14, 1938

TRUTHFUL ADVERTISING

ROCHESTER BOY HONORED
Clifford Whitcomb of Rochester, was chosen as candidate for lieutenant governor on the Federalist ticket of the Empire State, the American Legion sponsored youth organization.

NOW Simplified CREDIT
TIRES AS LOW AS 51¢ PER WEEK
Diamond
Blowout Protected Tires
WITH THE LIFETIME GUARANTEE
Here's the quickest credit you ever heard of! Don't take chances get Diamond tires today!
TIRES • BATTERIES • RADIOS
INSTALLED IMMEDIATELY
UNIT PARTS
ROCHESTER CORP.
1185-1223 Main St. E.
Culver 250

New Daily To Appear July 27

Publication of the Rochester Evening News, a new six-day afternoon newspaper, is scheduled for July 27. The News will be published at 136 St. Paul Street, the former location of the Rochester Journal-American, which suspended on June 30, 1937.

Policy, facilities and personnel of the Evening News, as outlined in a statement by the publishers, are:

"The EVENING NEWS will be liberal and independent and highly localized. It is adequately financed by a group of Rochester businessmen and staffed by experienced Rochester newspapermen, most of whom were formerly employed on the Journal-American.

"The Evening News will play no politics, but will steer a middle course between the right and the left. Typographically it will be streamlined with the most modern of format and type faces.

"The Evening News will be serviced by Trans-Radio, supplemented by full budget of North American Newspaper Alliance. For features it has contracted for the entire budget of the Bell Syndicate, with a liberal sprinkling of United Features Syndicate articles.

"The Personnel of the Rochester Evening News is as follows: publisher, Frank L. McShane; editor, David E. Kessler; business manager, Clarence M. Olsen; advertising manager, Ashley P. Larkin; national advertising manager, Edward Randall; city editor, James L. Angle; circulation manager, Martin Dunphy; mechanical superintendent, Edward P. Schaefer.

DOES BLADDER IRRITATION WAKE YOU UP? It's not normal. Its nature warning "Danger Ahead." Your back if this 4 day test does not help nature flush, excess acid and wastes from the kidneys. Excess acids can cause the irritation resulting in getting up nights, frequent or scanty flow, burning, backache or leg pains. Get safe bullets (50¢ to any drugist). Locally at J. K. Post Drug Co., Adv.

In War Picture



Madeline Carroll and Henry Fonda are starred in "Blockade," opening Friday at Loew's Rochester.

Notre Dame Units Play Ball Sunday

Alumni and undergraduates of Notre Dame will battle on the baseball diamond Sunday when they gather for a picnic at Nine Mile Point.

The committee in charge of arrangements includes Richard Tobin, chairman, John Dorschel and Peter Connelly.

Soap Box Derby Starts Saturday

The old soap box which once shone from the reflected glory of a certain type of orator, lives again in the Soap Box Derby which is scheduled for Saturday at Ellison Park.

The Derby is an annual event not only in Rochester but in all parts of the country. Boys who enter are required to build their own racers.

Greed for Extra Tricks Brings Grief To Declarer

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

Often the simplest hands are displayed, even by acknowledged good players. This may be due to carelessness, but very often it is because a player is greedy for extra tricks, when by playing safe his contract would have been assured.

The hand which follows should contain no problem, but a very good player lost his contract because he was both careless and over anxious to get extra tricks which actually were not there.

NORTH
S 5 4 3 2
H A Q J 8 4 3
D A 3
C 10 8 7

WEST
S 9 7 2
H 10 8 2
D 9 8 4
C N 3 4 2

EAST
S K Q J 4 3
H D K 7
D 10 7 4 3
C A 3

SOUTH
S 4
H 5 4 3
D K Q J 3
C N 3 4 2

South was the dealer.

West chose as his opening lead the nine of spades. This was declarer's weakest suit, and, as it appeared to South to be the top of nothing, he knew he must hold off until West's spades were exhausted.

FINESSE NECESSARY

East, after winning the trick with the jack, continued with the king of spades, which declarer allowed to hold. The queen of spades followed and South was forced to win with his ace.

Now it was quite evident that some finessing must be done if the contract was to be made. South saw that if he took the club finesse and it was successful, he would have ten sure tricks. The heart finesse, on the other hand, is successfully taken, would give him eleven tricks without bothering about the clubs.

However, he realized that if he immediately took the finesse in hearts and it lost, East would be in and would cash his two spade tricks, thereby setting the contract.

YIELDS TO TEMPTATION

He decided, therefore, to resist the temptation to work on the hearts and instead led low to the ace of diamonds and played the ten of clubs. West won with the king and led a heart.

South was tempted again. He knew if he went up with his ace of hearts he had nine sure tricks and his contract was safe, but he tried to reason that if one finesse was unsuccessful the other one probably would work for him. The possibility of collecting extra tricks was too much for him. So he played the jack of hearts. East won, cashed his two spade tricks and set the contract.

We should attempt to take extra tricks only when we can be absolutely certain that by so doing we are not endangering our contract. The hand above offers a good example of the error of finessing into the danger hand.

As long as West had no more spades, it was perfectly safe to allow him to have the lead. East on the other hand, had the two remaining spades and it was never safe to play the hand so that he could have the possibility of getting in to play them.

As a service to bridge players, we offer information on questions pertaining to the game. Send your queries to The Sun in care of Virginia Levy and your questions will be answered in this column as promptly as possible. Your initials only will be used in replying, unless otherwise authorized.

Hans-Schwind Nuptials Celebrated at Church
Marriage of Miss Eloise B. Schwind, 45 Marion Street, daughter of Mr. and Mrs. Frank Schwind, to Wilfred L. Hans, son of Mr. and Mrs. George Hans, 116 Elm Drive, took place Saturday, June 25, in St. John the Evangelist's Church.

The Rev. John B. Sullivan, pastor, performed the ceremony and celebrated nuptial Mass before an altar banked with garden flowers and palms. Walter Gage was best man and Mrs. Dorothy Gage was bridesmaid.

Following a breakfast in Naples, the couple left for a trip to Washington, D. C., and vicinity.

Club Elects New Officers

Mrs. Minnie Ridley has been chosen as president of the newly formed Past Presidents' Club of the Clara Barton Tent No. 22, Daughters of Union Veterans.

Serving with her will be Miss Bertha Utley, secretary and treasurer; Mrs. Elizabeth Hinde, press correspondent. Other members are Mrs. Harriett Kanaley, Mrs. Caroline Brown, Mrs. Mae D. Callahan, Mrs. Nettie Bedem, Mrs. Carrie Groves, Mrs. Ella Ayrault, Mrs. Beale Goldsmith, Mrs. Marjorie Pearsons, Miss Louise C. Adams, Mrs. Mollie Edwards, Mrs. Florence Zonelle.

James A. Hard, co-organizer of the Tent, was chosen counselor.

The next meeting will be held September 2 at the home of Mrs. Ridley, 600 Brooks Avenue.

TO PLAN PICNIC

Final plans for the picnic of the C. J. Powder Corps, W. R. C., will be made at a meeting to be held Monday, July 30 has been chosen as the date of the picnic, which probably will be held at Charlotte.

CARD PARTY TONIGHT

Grace Rebekah Lodge No. 54 will have a card party and entertainment this evening at Odd Fellows Temple, No. 11 Clinton Avenue North. The public is invited to attend.

The Way To A Man's Heart

By IRENE MUNTZ

Cheese dishes make delicious and satisfying supper suggestions for summer evenings when a quick, easy meal is desired. Cheese is an excellent meat substitute so that no meat need be served with a recipe in which a fair amount of cheese is used. However the flavor of bacon blends nicely with the flavor of American cheese and if you like, crisp bacon might be served with these recipes.

Welsh rarebit should be served as soon as it is made or it will curdle. Make the toast while the milk is heating and place a dot or two of butter on the heated plates on which it is to be served. Then cut the slices of toast diagonally to make toast points and place on the plates. The butter prevents the toast from adhering to the plates when the hot rarebit is poured over it.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

Another quick, easy supper or luncheon dish is a tomato rarebit. **BLUSHING HUNNY**
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

RED RASPBERRY SHERBERT
1 1/2 c sugar
1 c water
1/2 c orange juice
1 egg white
Bolt sugar and water together 5 minutes. Cool and add orange juice. Pick over berries, crush very fine and add to syrup. Freeze to a firm mush, beat well, add stiffly beaten egg white and return to refrigerator to complete the freezing.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

WELSH RAREBIT
1/2 T butter
1/2 T flour
1/2 lb. American cheese
1/2 lb. Swiss cheese
1/2 lb. Cheddar cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

BLUSHING HUNNY
2 T butter
2 T flour
1/2 lb. Swiss cheese
1/2 lb. Melt butter, and flour and

mix until well combined. Add milk, cook until thickened, then add diced cheese and seasonings. A dash of Worcester sauce may be added, if desired. Stir only enough to melt the cheese and serve at once on toast points.

RED RASPBERRY SHERBERT
1 1/2 c sugar
1 c water
1/2 c orange juice
1 egg white
Bolt sugar and water together 5 minutes. Cool and add orange juice. Pick over berries, crush very fine and add to syrup. Freeze to a firm mush, beat well, add stiffly beaten egg white and return to refrigerator to complete the freezing.

HOLDS ITS HEAD HIGH!

Brewed XTRA DRY
with formula that has it an XTRA DRY taste.

Fermented XTRASLOW
Double fermenting gives it XTRA body.

Aged XTRALONG
to allow XTRA to brew out its XTRA flavor.

Sold at All Good Stores and Restaurants. In 12 oz. and quart bottles, retines, and pint and quart cans.

© 1938 West End Brewing Co., Utica, N.Y. Brewed also of Sparkling Ale, XXX Pale Cream Ale, Old Stock Ale, and Porter.

DISTRIBUTED BY
Better Beverages Co.
492 OAK STREET
MAIN 2123

Utica Club
THE FAMOUS UTICA BEER
XXX ALE

2 for 1 SALE

FREE YOUR CHOICE OF FULL SIZE BICYCLE, ELECTRIC IRONER, ELECTRIC WASHER, OR A SET OF 4 NEW TIRES WHEN YOU BUY A GIBSON

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

every Thurs-
day Do Not
6 P. M.,
One Will

DELIVERED

72,000 COPIES DELIVERED

VOL. 1 NO. 35

ROCHESTER, N. Y., JULY 21, 1938

BAKER'S POLICIES IRRITATE GOP

Here, There and Yonder

By CRAY REMINGTON

"There, sir," remarked the car driver, as he tried unsuccessfully to make the cigar, gripped between his teeth, point to it, "as the old distillery I was telling you about. Yep, once it turned out more whiskey than any other distillery in New York state. It was the pride of Waterloo."

You turned, as the car sped on, and saw an old stone structure, disintegrating under the elements. It was, you had thought at first glance, a deserted old mill and, indeed, it was—a booze mill.

"Made Duff's pure malt whiskey there," the driver resumed, after the mill site had vanished behind a road curve, "and it was sold all over the United States. You must remember seeing the advertisement, with the picture of the chemist of St. Cray Remington's, who was inspecting a glass."

You answered "yes," and the driver returned, after taking one hand from the wheel long enough to rearrange his cigar. "The main business offices were in Rochester, you know."

The car driver wine salesman, was once a star promoter and salesman for Duffy's pure malt, with aid of national advertising, became a family medicine, tonic mouth orator as the flannel necktie asserts, from the rockbound coast of Maine to the sun kissed and orange clad slopes of California.

"At first," he rambled on, "we advertised it as a medicine, but somebody down at Washington, Teddy Roosevelt, I think, objected and they made a law and we had to advertise it for what it was, a whiskey. At that, it didn't have as much alcohol as Peruna and a lot of the popular patent medicines of the day. Have a cigar?"

"Our former friends, who believed in and voted for prohibition, were our best customers," the driver continued. "Ours was an 85 proof whiskey, like the Scotch of today and, like Scotch, too, it had a malt base. Remember one department store in Pittsburgh bought several carloads and sold it so cheap that Rochester retailers got it from them instead of from our Rochester distributing center."

"One day we received five dollars in gold from a Klondike miner, who asked that a case be shipped to him. The gold didn't pay for a case order, but we shipped it, just the same, and asked permission to use his letter and a photographic reproduction of the gold in our national advertising."

"And, of course, he consented," you interrupted.

"Sure, he did. He stated, in another letter, that he couldn't have withstood the rigorous cold of Alaska without liberal use of our remedy."

"You know," the driver explained, after a pause to take on gas, "Duffy's malt became a pretty big business. It took on department stores and other"

Censured Hospital Isn't Here

State Institution
Bars Politics
and Brutality

Rochesterians who may have read with amazement and horror, Cosmopolitan's recent article about the treatment of patients in an unnamed state institution for the insane, may rest assured that those conditions do NOT exist in the Rochester State Hospital.

Visitors to the local institution will find its 3,180 patients housed in quarters as immaculate as the grounds surrounding the buildings, well clothed and fed, and treated with interest and kindness.

The article in Cosmopolitan could not have been written about a New York state institution because political appointments such as it mentions, are not allowed here.

"What is more," said Dr. John L. Van De Mark, who for the last eleven years has been superintendent of the State Hospital, "I have never had a politician even attempt to use his influence in getting an appointment for someone in whom he might be interested."

"Men whom I know to be politically powerful have asked me to talk to certain applicants for work, but that brings no influence as far as selection is concerned. Unless he happens to be the best qualified applicant he doesn't get the job. If he does get it, whether or not he stays has nothing to do with the way he votes or who his friends may be, but depends entirely upon how well he does his work."

CONSTANT SUPERVISION
Not only are attendants at the Rochester State Hospital forbidden to abuse patients in any way whatsoever, but before getting the job they must sign an agreement that if they ever witness any infringement of this rule, they will report it at once to headquarters.

If a patient recovers so that he is once more able to take his place in the outside world, there is no amount of political or financial pull that could keep him in. He is under constant supervision and study, and once adjudged competent, two weeks is the longest he will be kept there, and that is purely for the sake of observation to make certain that the recovery is not temporary.

Mental defectives are not allowed in the local institution, only true cases of psychosis being accepted.

Brookport Normal Unit
Expected Ready in '39

First of four projected buildings in the new Brookport Normal School is expected to be ready for the 1939-40 term. Ground for the structure may be broken before the end of August.

A PWA grant of \$495,000 allocated by Washington will cut two years from a previously estimated total of four for the complete rehabilitation of the seventy-year-old structure.

Rochester on Parade ★★ By W. L. James



City Accused In Littering

Did you ever watch the trucks of the Department of Public Works go down the street with a load of waste paper? If you have, you know part of the answer to the question "Why are our streets so littered?"

If the day happens to be windy, the load grows lighter by the block as the gusts carry odds and ends of newspapers, wrapping paper — and even love letters, from the truck to the street, where they go dancing along in gay abandon.

They were picked up and put in baskets once, and eventually a second hand must do it again. A canvasser over the top of each truck is a very simple answer to the problem which not only costs extra time and effort, but certainly adds nothing to the beauty of our city.

22nd Ward Rift Still a Rift

All is not harmony in the Republican ranks, either, despite GOP-ers who point with obvious satisfaction to the rifts among the Democratic followers of Monroe. It seems that there's a little matter of a "revolt" brewing in the 22nd Ward, where Eddie Dentinger holds sway as leader.

Last week a conference went the way of most parleys of that sort. There wasn't any announcement of accord, but the discord was asserted by Edward L. Miller, ex-councilman and brother of Deputy Police Chief William R. Miller. The former together with others, had charged that Democrats in the 22nd had been retained, in city jobs, but Dentinger remarked that said Democrats had the okay of one or the other district leaders.

Hospitals Seek New Contract

Care and treatment of the ill will be coming up for a new city contract, as the city's hospitals prepared to ask for new terms. A fact-finding session was held last week preliminary to the hospitals' demands for a new agreement.

At the medical convale were Theodore C. Briggs, representing trustees of General J. Sawyer Fitch, Highland, H. Dean Quinby, Genesee, Frederick J. Weider, St. Mary's Dr. Leo F. Simpson, County Medical Society, Dr. Warren Wooden, City Welfare Commissioner Emmett R. Gauba and City Councilmen Rosa Erwin, Harry H. Frank, Fred J. Ruppel and Samuel B. Dicker.

Sun Dial on Week's News

Conductors, motormen, inspectors, grease monkeys and others who work on the trolley and buses of the New York State Railways, voted to accept a new contract with the company, soon to be succeeded by the Rochester Transit Corporation. Agreement continues 58 cents-an-hour, 48-hour week, but inaugurates vacations with pay.

Contender for the years-of-controversy title, the New York State Railways, Rochester lines, dropped a million in valuation because of abandoned trolley lines, it was disclosed at a Public Service Commission hearing. Valuation July 1 was \$3,723,000 compared to \$2,416,000 a year ago. Hearing moved another day nearer to Rochester Transit Corporation, successor to NYS RR.

Thomas J. Dornblazer "blazes away" at his Greece barbershop brick heater.

Marvin R. Dye, campaign manager, was ready to talk, but not about harmony as lakeside Democrats picketed, but got nowhere. Accord waits return of Don Dalley, Dye's remarks will deal strictly with fall primaries and election possibilities.

County American Legion eschewed rip snortin' tactics and resolutions elected R. Leighton Gridley, county commander, urged abolishing junior auto operators licenses, more beds in Batavia Veterans Hospital and more grave space in city cemeteries. Another veteran, Lloyd J. Hurtubis, superintendent of "Hotel MacSweeney," fought his dismissal.

17 school districts in the towns of Henrietta and Rush may become one, and as a result, pupils in that territory attend a centralized school. If plans for the \$330,000 structure are okayed, PWA has granted \$148,600 for purchase of land and construction. Voters will decide the issue.

Pittsford resident petitioned for extension of the Rochester Rapid Transit and Industrial Railway into their zone. If you've ridden the line, you know it's the subway; if you haven't, the RTRT is still the official name.

Hamlin Beach State Park, once the property of Monroe, is to get a storm jetty. Work to start August 1st.

Same rates of speed often drew varying amount of fines as city court judges slapped levers on 60, 50 and 40 miles-per-hour motorists.

Long Meadows residents forgot their "squawks" against the hammering and hammering in the Dolomite Marine Corporation when the Dolomite No. 4, a 300 foot freighter, was launched in Pittsford Basin.

Clothing manufacturers are "all agog," as they say in the society pages. At least seven of 'em are, in their eagerness to sell \$22,820 worth of apparel to WPA, for relief use. This week will tell the story of the offers, which, at the moment are under scrutiny of WPA bidders.

Facilities at the county jail are "out-of-date, inadequate and hazardous," but the same jail, "pen," and police headquarters buildings were "found in a proper state of repair, sanitary in all respects and efficiently operated," the outgoing June-July Grand Jury reported to the State Supreme Court.

Broderick Sought For State Post

Urged to Accept
Designation for
Lieut-Governor

Thomas E. Broderick, former Monroe County Republican leader, is being urged by state GOP chieftains to run for lieutenant-governor in this year's election. If he agrees to accept the designation, the Rochester area may have the unique distinction of providing candidates for this office on the tickets of both major parties, as Congressman George B. Kelly is being boomed as the Democratic candidate for lieutenant-governor.

Leaders of both principal political parties figure that Monroe County is entitled to recognition on the state ticket and the designation of Messrs. Broderick and Kelly already is being talked of as a test of political strength. The office of lieutenant-governor carries an annual salary of \$10,000. That official serves as president of the State Senate, as a member of the Court for the Trial of Impeachments and as a trustee of Cornell University. In case of the impeachment of the Governor, or his removal from office, death, inability to discharge his duties, resignation or absence from the state, the lieutenant-governor will serve in his stead.

Two Rochesterians have been elected to the office of lieutenant-governor since the government of the State of New York was organized in 1777. Addison Gardner, elected in 1844, was first, and Henry R. Selden, elected in 1858, was the other citizen of this city to fill the position.

Democrats Expect Convention Here

Monroe's GOP-ers are rulers of the roost, but they'll be outnumbered by local Democracy members at the county convention here. Philip Dalley, executive secretary of the county committee, already has reserved Convention Hall from September 28 to October 1.

Donald A. Dalley, county leader, while on his vacation, is attempting to make the move official. Final decision, however rests with the August meeting of the state committee.

Congressman's Wife Explains His Policies

"Voters, We Love You All." That's what every politician implies before he is elected—sometimes after. But the job-holders, whether in Senate or House, have their problems, all of which are explained by a congressman's wife in the current Saturday Evening Post.

In these days of alleged WPA shovel-keeper-uppers, a lazy man is not condemned as heartily as in other days, 'tis said. But in the same magazine, there's a yarn of the jaiest man in town—and proud of it—who made his do-nothing attitude pay him money. "Lazy bones" is the title and Ben Ames Williams the authors.

City Hall Project and Water Supply Major Annoyances

Republicans Accuse City Manager of
Ignoring Principles of Their
Party Platform

It remained for a Democrat, Congressman George B. Kelly, to call attention to a situation which has had Republican big wigs figuratively gnashing their teeth for some time. Kelly put his finger on the sore spot last Sunday at the picnic of the Iron-quoit Northeast Democratic Club when he said:

"City Manager Baker apparently wants to give the city a water system which it doesn't need, rather than a housing project which it needs very much."

Republicans have had little to say about a housing project, but they are prepared to say plenty if the City Manager brings up the matter of an addition to Rochester's water supply system, especially if Bogus Point happens to be the spot mentioned as the source of supply.

POLITICAL GRAVEYARD

Bogus Point proved a graveyard for the political aspirations of many prominent Democrats and there is a hint abroad that Baker's stay in office will be appreciably shortened if he moves to revive the Bogus Point proposition.

Contrary to the impression that prevails in many quarters, the so-called Bogus Point ordinance is still on the books. This piece of legislation, passed in 1934 by a Democratic Council, has not been repealed, such an impression being created by an action of the New York State Water Power and Control Commission, which rejected the proposition "until the city had exhausted other possibilities." At the same time, the Commission decreed that it would entertain

(Continued on Page 2)

CLIP THIS COUPON

200 ON SALE FRIDAY—200 SATURDAY

Chenille Knit Sweaters

(Values to \$1.00)

● Cool Pastels
● Puff Sleeves
● Many Styles
● All Sizes

29c

Limit, 2 to a Customer

SOLD WITH COUPON ONLY

Stephens

210-214 MAIN ST. E.

CLIP THIS COUPON

WHILE 150 LAST!

Long Sleeve Mannish

WHITE SUITS

● Sharkskins
● Gabardines
● Congo
● Fabrics

● Sizes 12
to 20

Some Slightly
Irregular

Limit, 1 to a Customer

Sold With Coupon Only

Stephens

210-214 MAIN ST. E.

A BRAND NEW EXTERIOR FOR YOUR HOME

Dependable Logan & Long

ART TAB SIDING

Fire Resisting! Cooler
in Summer! Warmer in
Winter. This price for
average 7 room house.

Special Introductory Price
\$179
Regular \$300 Value

TERMS \$5.00 A MONTH

Phone Main 1786 For Free Estimate

KEMP ROOFING
COMPANY

NEW LOW COST LIABILITY AUTO POLICY

Protection for combined bodily injury (Public Liability) and property damage to the extent of \$1000 applying to each accident regardless of number.

Phone Us Now
"FIVE MINUTES
LATER MAY BE
TOO LATE"

You cannot afford to be
without this coverage, let
us pay your damages. We
represent only companies
of the highest financial
rating.

\$31.50
Per Year
\$10 Down
Balance Monthly

CHARLES F. BUELTE, Inc.
INSURANCE OF ALL KINDS

Office MAIN 680 512 Genesee Valley Trust Bldg. Home MONROE 940

PAGE TWO

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JULY 21, 1938

TRUTHFUL ADVERTISING

WHIP EVAPORATED MILK
Don't forget that you can whip evaporated milk. Put the can in a pan of water, bring to the boiling point and chill in your refrigerator.

SOUP FLAVORING
Utilize the coarse outer leaves of celery and other greens ordinarily discarded to add their flavor and nutriment to soups; also what little liquid is drained from boiled vegetables.

BUY FOR LESS
SAVE MORE At Pillings
Baby Beds, comp. with \$8.49 mattress up
English Pram, \$17.98 up
Folding Carriage \$3.98 up
Deluxe Folding \$5.75 up
Auto Seats Complete 69c up
Complete line of Juvenile Furniture and Baby Carriages.
We Sell the Best for Less
PILLINGS
Baby Carriage Co.
512 Joseph Ave.
OPEN EVENINGS

"It is later than you think" . . .
(Translation of an inscription on an old sun dial in France)
Before it is any later you might do well to take an inventory of your life insurance estate. A National man can give you a blank very handy for the purpose.

Bruce S. Johnson
550 Reynolds Arcade Bldg.
Main 2613

NATIONAL LIFE INSURANCE COMPANY
3000 OFFICE BUILDING
MONTPELIER, VERMONT
POWER MUTUAL—ESTABLISHED 1884

By Way of Mention

Mr. and Mrs. Frank L. Foss, of Monroe Parkway, returned this week from Grenfell Island, Thousand Islands, where they spent ten days.

Mr. and Mrs. Frederick S. Miller, of Lake Avenue, who are passing the summer in their country home at Unadilla, were in town for two days last week.

Mr. and Mrs. Carl Winkler and their son, Carl, of Sylvan Road, are touring the Thousand Islands in their motor boat and will be away for two weeks.

Mrs. Mary A. Allen of Arnold Park, is the guest of her sister, Mrs. J. W. Olmstead, and Mr. Olmstead of LeRoy, for week.

Mr. and Mrs. J. E. Steele and their daughter Betty, formerly of Rochester, now of Newark, Ohio, are visiting friends here.

Mrs. W. Y. Page of Portsmouth Terrace, entertained informally at dinner and bridge in her home Friday in honor of Mrs. Burton H. Davy of New York.

Mrs. James Backus and her daughter, Miss Marjorie Backus, of Thayer Street, and Mr. and Mrs. John L. Tupper of Farrington Place, returned this week from the Maine coast where they were guests for two weeks at the summer home of Mrs. Backus, daughter, Mrs. Francis Gibson, and Mr. Gibson.

Mrs. Morris D. Knapp of Lake Avenue, and her grand-daughter Miss Gail Allen, of Clover Road, are on a motor trip to the Maine coast and Montreal.

Mrs. Harold S. Doane of Portland, Ore., who is spending the summer at Sodus Point is at present the guest of Mr. and Mrs. Lyndon H. Wells at their summer at Sodus-on-the-Lake.

Mrs. William L. Dobbin of Sibley Place, returned last week from Harvard, Mass., where she was the guest of her brother, Dr. Lewis C. Cornish, and Mrs. Cornish at their summer home.

Miss Lucy M. Bayley of Meigs Street, is in Hackensack, N. J., where she is the guest of her sister.

Mrs. J. C. Kalbfleisch of Buckingham Street, entertained at a

birthday luncheon in her home on Friday.
Miss Barbara Ellen Wells, daughter of Mr. and Mrs. Franklin W. Wells of Harding Road, left Sunday for Beechwood Camp, where she will spend several weeks.

George Blackstock of Avery Street, has issued invitations for the marriage of his daughter, Miss Ruth Blackstock, to Stanley Bissell, at the Rochester Chapel of Colgate Divinity School, eleven o'clock Saturday morning, July 30.

Mrs. George Bailey and her daughter, Mrs. Marjorie O. Pratt, of East Avenue, are spending a fortnight at Lake Mohawk.

Mrs. Burton H. Davy of New York, who has been the guest of Miss Meda E. Welcher of Oxford Street, left Monday for her home.

Mrs. George H. Clark of Plymouth Avenue, entertained at luncheon and bridge Friday at her summer home on Rock Beach Avenue.

Mrs. Rodney S. Hatch of Hawthorn Street, entertained at luncheon Friday at the Chatterbox Club.

The Chatterbox Club will close Monday and will reopen Tuesday, September 13.

Rev. Charles C. W. Carver of South Goodman Street, is spending two weeks in Atlantic City.

Miss Clara Louise Schiefer, daughter of Mr. and Mrs. Frederick W. Schiefer of Eastland Avenue, will sail Saturday on the S. S. Georgia, for a year abroad. She will be a student in the Swiss Foreign Study Group in Geneva and Paris.

Miss Noreen Callahan of Reynolds Street, sailed last week for a six-week trip abroad.

M. Dr. S. Horace Beahmetour of Penhurst Street will be the weekend guest of his daughter, Mrs. George F. Bowman and Mr. Bowman of Amsterdam, N. Y., and on Sunday will be guest preacher in the Second Presbyterian church of that city.

Soft, alluring and quite new is an ostrich sweater jacket for evening wear. It has a chiffon background.

Women's Club Plans Dinner

Mrs. Edna T. Burrill is general chairman in charge of the Business and Professional Women's Club inter-city dinner to be held at the Newport House, Irondequoit Bay, on Sunday, July 24, at 1:30 P. M. Mrs. Burrill will be assisted by Miss Emily A. Byrnes and the Misses Alice and Emma King.

The following Business and Professional Women's clubs will be represented at this dinner: Albion, Bath, Buffalo, Corning, Dansville, Geneva, Hornell, Jamestown, Niagara Falls, Syracuse, Oswego and Wolcott.

Miss Ruth M. Rife, chairman of the Reception Committee, will be assisted by the following past presidents of the Rochester club: Miss Adeline B. Zachert, Miss Eleanor Good, Miss Blanche M. Harris, Mrs. Helen Curtis Smith, Miss Bertha Hull Phillips, Miss Grace A. LeGendre, Miss Lena A. Sanford, Miss E. Rose E. More, Miss Lucy A. Murphy, Miss Alice King and Mrs. Florence G. Cowles.

Miss Adeline B. Zachert, who was in Austria just after the exciting days of Hitler's invasion, will give an account of her interesting experiences.

Harry Macante will be the soloist on this occasion, and Mrs. Margaret Kuryle of Geneva, will be singing leader. Miss Marie A. Murphy is transportation chairman.

Remington:
(Continued from Page 1)

medicines, including Warner's Safe Cure, made in Rochester. Yes, we had competition, but, shucks, the populace was patent medicine crazy then, and ours, unlike most of the junk, was good stuff, a good whiskey.

We had hotels, too, including the one with the fountain in the lobby, in Springfield, Mass. Why, we even shipped Duffy's pure malt abroad, where they made better whiskey, which proves something or other although I don't know just what.

I made California and Texas twice and thrice a year in those days and couldn't keep up with the orders, at that.

The driver sighed and momentarily, as though daydreaming, lifted his foot from the accelerator.

"The good old days," you mused aloud, in sympathy, as the motor resumed its soft crooning.

"Don't be funny," protestingly from the driver. "They were great days, wonderful days. Fortunes were made in patent medicines, but, mind you, ours wasn't medicine, but a good whiskey. Ask anybody who drank it."

You felt something tickle on your right cheek and, dabbing a hand there, to learn the cause, discovered a large tear coursing downward in the general direction of your mouth.

The old distillery, or booze mill, if you please, had its romance, as all old mills, after all.

Cherry Growers Decide To Pack Their Own Fruit
Cherry growers of Monroe County will pack their own rather than accept prices set by the State Cannery Association, it was decided at a meeting this week. Co-operation of growers in five other counties will be sought.

Monroe growers are in a position to can their own cherries profitably, according to Lloyd H. Butterfield, secretary of the association.

Non-Partisan Committee Pushes School Battle
David Needler was elected chairman and Herbert Graf secretary of the non-partisan committee to protest closing of Bernard Street School No. 26. The group was to call on the Board of Education this week and obtain a list of all parents of children attending the school. Funds to further the fight will be raised at a mass meeting, date to be announced.

Gossamer-Like Raincoat Proves Handy Accessory

BY DONNA BIRDSALL
Stylist for E. W. Edwards & Son

We're all dressed in our very nicest summer ensembles—our hair is in place, our most perishable hat is perched precariously on our new piled-high curls, we look out to see if the cab has arrived, — and it's raining! It's always a problem with any woman, how to protect herself and her clothing in the sudden rushes of rain that we find in this climate.

Some very clever person designed just the very thing we need for such protection, and this is the item we're bringing to you, that you may ruin no more clothes or dispositions, when a shower surprises you.

Packed in the small, square transparent oilskin bag, in which it comes, and in which you keep it when it's not in use, this protector looks and feels no larger than a man-sized handkerchief. But when you untie the package and unroll the oilskin, you find a complete and comfortable protection from the most severe rainstorm.

The body is enveloped in a coat-like garment that looks neat and smart, yet is cut roomy enough that it can be worn over a heavy outer coat. The sleeves are cut in the fashion of a cape, so they will comfortably slide over any type sleeve that may be worn.

And to make the protection more complete, there is an attached hood, cut to the proper proportions to cover the most extreme chapeau.

So avail yourself of this smart discovery. Don't live in fear of



ruining your nicest summer ensemble, but rather carry in your purse this life-saver of clothes.

Church Women Set Picnic Date

An old fashioned chicken supper has been planned for next Thursday at 6 p. m. by the Ladies Aid Society of the Winton Congregational Church at the corner of Winton and Farmington Roads.

Mrs. Frank Vollgrath is general chairman of the affair and is being assisted by Mrs. William Schaad, Mrs. Harvey Cooper, Mrs. William Griffith, president of the Society, Mrs. Arthur Dathyn, Mrs. George Weatherup, Mrs. Abram Jones, Mrs. Harry Nelson, Mrs. Ernest Regal, Mrs. Walter Vogt and Mrs. Burnett Eddy.

CLUB DELAYS MEETINGS
Clara Barton Tent, Daughters of Union Veterans, will have no further meetings until Friday, August 26.

Baker Acts Bother GOP

(Continued from Page 1)

the Democrats when that party was in control of the municipal government — have intensified hostility toward Baker in influential Republican circles.

The time is approaching when there is bound to be a showdown between the City Manager and Republican brass hats, because, as one of the latter is quoted as saying:

"Baker was retained to carry out predetermined Republican policies, but he interpreted his retention as a cue to carry out Baker and Democratic policies. Baker is utterly opposed to referendums and he has not originated a single step to carry out one part of the Republican platform."

Sniffing Inspectors Get New Uniforms for Jobs

Sniffing inspectors of the Department of Commerce are sporting new blue uniforms. The sniffing is required to determine the freshness of vegetables and fruits, but has nothing to do with the new identifying clothing.

IT'S FUN TO ENTERTAIN WITH A MODERN REFRIGERATOR

Don't wait another day! Come in and find out how to protect your family's health, save on food bills and keep cool with AUTOMATIC REFRIGERATION.

ELECTROLUX (Gas) FRIGIDAIRE and GENERAL ELECTRIC Automatic Refrigerators
As low as \$5 down
36 months to pay balance

Rochester Gas & Electric Corp.
89 East Ave. Main 3960

Don't wait another day! Come in and find out how to protect your family's health, save on food bills and keep cool with AUTOMATIC REFRIGERATION.

ELECTROLUX (Gas) FRIGIDAIRE and GENERAL ELECTRIC Automatic Refrigerators
As low as \$5 down
36 months to pay balance

Rochester Gas & Electric Corp.
89 East Ave. Main 3960

Rochester Gas & Electric Corp.
89 East Ave. Main 3960

weis & fisher's 80 Clinton Ave. South Rochester, N. Y.

weis & fisher's 80 Clinton Ave. South Rochester, N. Y.

Here's the Highest Order of Sleep-Comfort Obtainable To-day!

SIMMONS FAMOUS Beautyrest

Inner Spring MATTRESS \$39.50

Ask About Our 30-Day Free Trial Offer!

ONE DOLLAR DELIVERS

weis & fisher's 80 Clinton Ave. South Rochester, N. Y.

The most widely-sold mattress in the world... and you'll know why, once you've spent a night on one of these body-fitting rest-inducing Beautyrests! See it at Weis & Fisher's... and try it in your own home. In your choice of colors, to match your bedroom. And as little as one ONE DOLLAR will put one in your home!

July Clearance

A SPECIAL GROUP

Including Better
Sheer Cottons, Crepes, Chiffons. In afternoon styles and formal models.
VALUES TO \$19.95

Regular \$10.95 Afternoon COTTON FROCKS
• VOILES!
• ACETATES!
• LINENS!
NOW REDUCED TO \$3.99

Every Dress New This Season! VALUES TO \$29.95

• Dressy Models
• Afternoon Frocks
• Spectator Styles
• Sports Dresses
A beautiful assortment of crepes, sheers and cool chiffons. Every dress a smart fashion. Check this saving. Your size is here!

PLAY SUITS \$1.49
Were \$3.95

BLOUSES 99c
Were Up To \$5.95

SWEATERS 99c
Were Up To \$5.00

BRASSIERES 49c
Were Up To \$1.50

FOUNDATIONS 99c
Broken lots. Nationally known. Were up to \$5.00.

Entire Store Air-Conditioned for Your Comfort
J. & B. Thompson
78 CLINTON AVE. SOUTH
Open Saturday 4 P.M.

SAVE 57c COUPON

Just 250 Pair!
3 THREAD RINGLESS SHEER CHIFFON 2 Pairs \$1 For
SILK STOCKINGS
Reg. Value To \$1.15

SAVE 57c COUPON

TAILORED OR LACY SATIN SLIPS
Regularly To \$1.95
In Tealose and White. With adjustable shoulder straps. All regular sizes.
Sold At This Price Only With This Coupon
99c

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, JULY 21, 1938

TRUTHFUL ADVERTISING

IDEA FOR GARDENERS
Try wearing rubber bathing shoes when working in the garden. The accumulated dirt washes off in a few seconds.

DECORATING PAPERHANGING PAINTING
Quality Work—Reasonable Prices
HARRY J. KELLY
Call Genesee 2444-W
11 Reynolds St.

CLEARANCE ALL SUMMER HATS
\$1.00 - \$1.50 - \$1.95
Regardless of Former Prices
MRS. J. A. HINDE
411 Main St. W. Open Evenings



Now You Can Have
BEAUTIFUL EYEBROWS
Without the Usual Plucking Pain!
CRAIG'S
Anesthetic Eyebrow Plucking Cream
Is entirely new and different. Causes pain, itching and burning. Discourages infection. Absolutely safe and harmless, and by leading Beauty Parlors everywhere.
75c
NOW ON SALE AT ALL DRUG STORES

Choral Group Picnic Sunday

Singing, outdoor sports, dinner, and dancing, will be on the program for the annual outing of the Rochester Knights of Columbus Choral Society, Sunday at Manitou Beach.

General chairman is Theodore J. Houck, vice president of the society. William Eckert is in charge of sports and Xavier Duplessis is arranging the musical program.

Others who are assisting include Nelson Boehler, William Ball, Frank Dixon, William Metzger, Charles Noto, John O'Brien, Klonel Rals, Paul A. Fredmore, Eugene F. Bopp, Edgar Riley, George T. Boucher, Leonard Hahn, Edward Sweeney, Leo Hogan, James Martin, Edward Rizzo, Fred Hughes and John Bogaski.

Leonard DiCesare, Augustine Farase, J. Frank Forristal, James Powers, Frank Perotta, Felix O'Connell, Francis Sanger, Walter Wentworth, Bartley Norman, Edwin Sanger, George Garney, Eugene Garvey, William Barry, Fred Brian, Norman Haller, William Horan, Charles Klueber, Michael D. Kavanagh, John Lench, Joseph Miller, Wilfred Lappan, Joseph Fornarola, Francis Bonn, William Goodwin, Joseph Gehring, Robert Hall, Charles Hasenauer.

John Paul Bonn, director of the Society, Hubert Call, James Garlin, Charles Callahan, Michael Bevana, Peter Ribando, William Marchant, Peter Tibollo, Stanley Scudlarek and Vincent Metrano.
Grand Knight Leo F. Romba will be guest of honor.

Straps and Bars

"HAD ENOUGH?"
"SURE, LETS GO!"



SWIM SUITS WITH STRAPS
"NEXT TIME I GO SWIMMING I'M GOIN' TO WEAR MY HOUSE COAT."



EVENING GOWNS WITHOUT

Beauty Contest Features 18th Democratic Outing

A beauty contest will be the highlight of the outing of the 18th Ward Junior Democratic Women's Club, August 7 at Co-stich Park in Norton Street. Bon Mattaro, contest chairman, reports that over 20 entrants have been signed.
Winner of the contest will be given a cruise on the Great Lakes. Those desiring to enter are requested to send name, address, and age to Mattaro, 314 Wilder Building. The age limit is from 16 to 28. Joseph A. Oca is general chairman of the picnic.

THEATER GUIDE

LOEW'S ROCHESTER—Now Playing: "Blockade", starring Henry Fonda and Madeleine Carroll, and "Reckless", starring Scott Cullen and Mary Russell. Friday: "Love Finds Andy Hardy", starring Mickey Rooney and Judy Garland, and "Storm in a Teacup", starring Vivian Blaine and Rex Harrison.

PAVILION—Now Playing: "The Rage of Douglas Fairbanks, Jr.", and "Danger on the Air", with Donald Woods. Friday: "The Fighting Devil Dog", starring Martha Raye, Dorothy Lamour, Ray Milland and Bob Burns. Monday: "The Fighting Devil Dog", starring Martha Raye, Dorothy Lamour, Ray Milland and Bob Burns.

THEATRE—Now Playing: "King Kong", starring Fay Wray and Robert Armstrong, and "Flash Into Nowhere", starring Jack Holt. Episode No. 1 at 8:15. Friday: "The Fighting Devil Dog", starring Martha Raye, Dorothy Lamour, Ray Milland and Bob Burns. Monday: "The Fighting Devil Dog", starring Martha Raye, Dorothy Lamour, Ray Milland and Bob Burns.

CAPITOL—Now Playing: "Cocoanut Grove", starring Henry Fonda and Madeleine Carroll, and "Reckless", starring Scott Cullen and Mary Russell. Friday: "Love Finds Andy Hardy", starring Mickey Rooney and Judy Garland, and "Storm in a Teacup", starring Vivian Blaine and Rex Harrison.

WEST END—Now playing: "Conquering Space", starring Bette Davis and George Brent, and "The Sign of the Cross", starring Charles Laughton and Bette Davis. Friday: "The Sign of the Cross", starring Charles Laughton and Bette Davis. Monday: "The Sign of the Cross", starring Charles Laughton and Bette Davis.

RIVIERA—Now Playing: "Josette", starring Simone Simon and Don Ameche, and "Mystery House", with Dick Powell and Ann Sheridan. Friday: "The Sign of the Cross", starring Charles Laughton and Bette Davis. Monday: "The Sign of the Cross", starring Charles Laughton and Bette Davis.

TEXAS RANGER TO DIRECT RODEO
Workmen are busy this week building circus pens, chutes and corrals for the wild stock which will be used in the 23 contest events of the Lalla Rookh Grotto third annual rodeo to be held at the Edgerton Park Stadium, next Monday through Friday, with performances each evening at 8:30 and matinee Wednesday and Friday at 2:30.

Colonel Jim Eskew, Texas Ranger, will direct events in the Rodeo, where more than 150 cowboy and cowgirl contestants will compete in broncho busting, calf roping, wild steer riding, bulldogging and other sports of the plains country.

EAGLES WILL GATHER
The 38th annual picnic of the Rochester Aerie, Fraternal Order of Eagles, will be held Saturday in Schuetzen Park. State president Raymond R. Barber of Ithaca will be guest of honor.

EXACTLY 24 HOURS IN EACH DAY
NO MORE NO LESS
If your watch loses or gains time it needs repairing and adjusting. Bring your watch or clock to us now. Let our expert watch makers put your timepiece in PERFECT order.

GUARANTEED EXPERT WATCH REPAIRING
Any Watch Cleaned, Oiled
Main Spring Fitted, 95c
Stem and Crown, 25c
Other Repairs at Correspondingly Low Prices
AL LWORK GUARANTEED FOR ONE YEAR

Edwards
Watch Shop Street Floor

SHOP ALL DAY FRIDAY STORE CLOSES 1 P. M. SATURDAY



DRESS LACES

Reg. \$3 Yd. Silk Lace
1 yd. wide, Paragonized for evening gowns. Lovely new shades, also navy and black. yd.
Reg. \$1 Rayon Nets
2 yd. wide. For bridal parties and formal wear. White, 79c and pastel. yd.

Imitation Cotton Alencon

1 yd. wide. Get set for air-cooled comfort. wear lace all through the day. Newest shades. Reg. \$1 yd. 79c

All Over Lace

Reg. 1.19 yd. 1 yd. wide. Smart linen finish! Wrinkle resistant! Equilibrated, patterned! Ideal for dresses, jackets, blouses, aprons, boy blue, natural, sizes 8 to 18. Reg. 1.19 yd. 89c

Edwards, Street Floor

Boys' Polo and Basque SHIRTS

Reg. 79c Value
59c
2 For \$1

Soft, absorbent Isle Basque shirts in popular crew neck, short sleeve style; assorted stripes. Also, collar style polo shirts in smart cotton crêpes; plaids and solid colors.
Basque Shirts, sizes 8 to 18 Polo Shirts, sizes 8, 10, 12, 14, 16, 18
Edwards Boys' Shop, Street Floor

Is Your Old FUR COAT DATED?

HAVE IT COMPLETELY
★ Remodeled
★ Relined
★ Cleaned
★ Glazed
As Low As
22.50
Skins and Linings at Minimum Cost
Ask About Our Budget Payment Plan
Fur Factory, Third Floor

Knit Your Own Bolero or Cape!

100% French Spun
ANGORA
69c

A thrifty opportunity to knit the soft, flattering boleros and capes you've seen pictured in the leading fashion magazines. Boy blue, pompadour pink, canary yellow mint green. See our adorable made-up models.
Edwards, Second Floor

Edwards

Repeat SALE! 8 Piece

Finest QUALITY Cast

ALUMINUM

Formerly Priced 24.50

This set actually saves you fuel, and it's of a durable construction and design that will last for years. Endorsed by millions for service and economy.

No. 8 Dutch Oven with Trivet.
8-in. and 10½-in. Frying Pans (Latter with Cover).
1, 2 and 3 Quart Covered Sauce Pans.
13-in. Balled Griddle, Reversible.

Edwards, Sixth Floor
Pay \$1.20 Down
Balance Monthly

THUNDERBOLT

A SENSATION!
ON SALE FOR
ONE DAY,
FRIDAY
ONLY

As Long As Quantity Lasts
No Phone or C. O. D. Orders

From One of Our "Better" Makers

1200 MEN'S SHIRTS

Values to \$1.65
87c

Think what this means to you! Our standard 139 and 189 quality shirts, your for 89c each. "Tomorrow only!" Full cut, expertly tailored (fine broadcloths, woven madras, and novelty prints. Non-wrinkle and soft collars attached. Whites and fancies. Sizes 14 to 17. *Friday.

Including 300 Higher Priced Shirts From Our Own Stock

Just 250 Men's Pajamas

Every pair worth 1.29. Fine broadcloths and madras in notch and middy models. Cut for roomy comfort, styled with the utmost swank. Choice of color-fast stripes and checks. Sizes A. B. C. D.
87c
WATCH EDWARDS IN JULY
Men's Shop, Street Floor

THUNDERBOLT

ANOTHER "RED HOT" THUNDERBOLT VALUE!
ON SALE FOR
ONE DAY,
FRIDAY,
ONLY

As Long As Quantity Lasts
No Phone or C. O. D. Orders

SALE 2400 "Walking" SHEER CHIFFONS

2 pairs \$1

Sold Singly 55c Pr.
Unbeatable savings on your pet "walking" chiffons! Sheer! Clear! Elastic! All pure silk with lace reinforced foot! All full fashioned! All strictly first quality. Choice of 4 smartest Summer shades: Sunnibel, Cruise Tan, Gaiety, Vagabond. Sizes 8½ to 10½.

Companion Sale Women's Summer Gloves

Including many "famous make" gloves that have sold this season for \$1 a pair. Mostly wanted whites. Some colors. All sizes.
Edwards, Street Floor
55c
2 for \$1
WATCH EDWARDS IN JULY

PATTY'S HOME APPLIANCE CO.
Opens Their 4th Big Store At
366 MAIN Street East
Opposite Wegmans

Grand Opening SALE Starts Today

FREE SOUVENIRS
To Everyone Visiting Our New Store On Opening Days.
THURSDAY FRIDAY SATURDAY
Complete Line Of Nationally Known Refrigerators Radios Washers Ironers

Nationally Famous VACUUM CLEANERS
Regularly \$49.95
\$4.95
Factory Rebuilt
Fully Guaranteed
All nationally known makes such as Westinghouse, Eureka, Universal, O-E, Hoover and others. — Limited quantity. Come early.

COMBINATION SPECIAL NORGE WASHER and MANGLE IRON
Worth \$104
\$79.50
EASY TERMS!
OTHER PATTY STORES
1359 CLIFFORD AVENUE 347 Webster AVENUE 676 HUDSON AVENUE

CIGARETTE STANDS
That Usually Sell for \$1.39
39c
Chrome with enamel rim.

BEAUTIFUL 5-PIECE BREAKFAST SETS
Regularly \$39.95
\$16.95
SAVE MORE THAN HALF
Genuine porcelain top table. 4 chairs. Strong and sturdy. Choice of colors.

REFRIGERATORS
AS LOW AS \$79.95

Forest Lawn Sewers

Webster's two wells will supply water to the swanky homes of Forest Lawn, come this fall. That is, if and when the \$100,000 sewer lines are installed.

Work on the project, with WPA labor, begins this week, says Meloy Smith, engineer in charge. The construction was voted by residents after it was assured federal funds would pay 45% of the cost.

DARN THOSE SOCKS!

Darning socks may be made easier if the end of lighted flashlight is used as the darning. There will be less eye strain, and it will be easier to weave the threads.

HAVE YOU HEARD?

Now, here's something worth writing about... the new furniture Lauer's is featuring... Swedish, Dutch, Swiss and Canadian peasant furniture. You'll love the quaint old designs and coloring. Make a special point to visit Lauer's, 50 State Street, to see this newest of old style furniture. It's the smartest, latest, thing... makes a most attractive, unusual, individualistic room.

Lauer's will be glad to show you their display of peasant furniture and they invite you to stop in "at the sign of the grandfather's clock," 50 State Street. Remember, it's Lauer's for fine furniture.

Polish remover pads belong on the "must have" list for every woman bound for a vacation, when a bottle of liquid remover must be treated as a hazard to clothing when traveling. We suggest you try Revlon Polish Remover Pads.

And here is an item for the woman with an economical bent, who likes to change the shade of her nail enamel with her costume, but bewails the fact that a part of each bottle is wasted by evaporation. Revlon Solvent for thinning nail enamel. Inquire about it at your favorite cosmetic counter.

When you want an especially valuable garment cleaned... let Watts do it.

Business isn't slack in the Watts' establishment over on Cottage Street. In fact, it's quite rushing... and all because they have the reputation of doing beautiful work. Because they do such lovely cleaning, their business is always booming.

Whenever you have cleaning to be done, you'll be satisfied if you have Watts do it. Call Genesee 614 and have your soiled things picked up today. You'll be more than pleased with the work they do.

Dorothy Gray's Masque Frappe for blotchy, wrinkled, old-looking skin!!! Masque Frappe clears and refines the skin. Stimulates circulation locally and thus counteracts sluggish pores, helps to improve skin tone, freshen skin color. Gives delightfully tingling-but-cool sensation. Most cosmetic counters have it.

Take the family to Cutali's for dinner tonight! It's a cool, pleasant spot to dine on a summer's evening. If you enjoy spaghetti, they serve the best... in fact, all their Italian dishes are superb.

You'll like Cutali's food... and especially their moderate prices. Drop in often... take your out-of-town friends there. Just a step from downtown. 107 North or 25 Broad Street. It's where many prominent Rochesterians dine regularly.

Cutali's will deliver spaghetti to your home anytime you wish for only 25 cents an order. Phone them, Main 8204 or Main 8485.

The Way To A Man's Heart

BY IRENE MUNTZ

This year's crop of red raspberries has been unusually good, with the result that our fruit salads are especially attractive this month and raspberry shortcake takes its place at the head of our list of dessert favorites. This bright fruit makes an attractive garnish, so that in most recipes in which uncooked fruits are being used a few raspberries scattered over the top will make the result doubly tempting.

Raspberry Angel is a delicious variation of the shortcake theme; your guests will love it and it is an especially nice dessert for summer hostesses because it takes a minimum of last minute preparation and will draw "ohs," and "ahs" of admiration when you serve it.

RASPBERRY ANGEL
1 qt. raspberries
1/2 c. heavy cream
1/2 c. sugar
1 vanilla
1 angel food cake
Pick over berries and store in refrigerator until serving time. Whip cream until it holds a point and gradually add sugar and flavoring. Frost angel cake with the whipped cream, spreading thickly over the top in swirls. Scatter berries over the whipped cream and serve immediately. Serves 10-12.

Red raspberries should be washed immediately before using. If they stand after washing they will become moist and wilted and never regain their original attractive appearance. Select berries need not be washed at all. Choose clean, firm, bright red berries. Pick them over as soon as you bring them home, spread them in a shallow pan and store them on the shelves of your refrigerator. They keep far longer if prepared in this way, for the dry, refrigerated air retards the growth of molds.

This frozen fruit salad is at-

Fanny Farmer Factory To Increase Quarters

Rochester like their candy. The Fanny Farmer Candy Company has been forced to increase its quarters in Griffith Street at a cost of \$60,000.

The expansion will not only permit greater office and machinery space, but will make possible increased facilities for employees of the firm. There will be a lounging room and possibly a cafeteria.

Carrier Boys WANTED

Between 12 Years and 15 Years of Age

Pleasant, Profitable, Part Time Work In Your Neighborhood

SALARY

Name

Address

Telephone

Mail Application To

Rochester Sun

5 ST. PAUL ST.

LOOK at these THRIFTY FOOD BUYS

AMERICAN BEAUTY
Smoked Skinned
HAMS
Whole or Shank End **27c**
Surplus fat and rind removed.

PAVILLION FRESH MADE
Cottage Cheese, lb. **5c**
Butter, lb. **26 1/2 c**
lb. prints. Direct from the Creamery.
Chuck or Shoulder
Beef Roast, lb. **19c**

CHICKENS
Buy what you need of the cuts you prefer:
BREASTS, lb. **39c**
LEGS, lb. **37c**
WINGS, lb. **20c**
NECKS, lb. **12 1/2 c**
GIBLETS, lb. **19c**
LIVERS, lb. **45c**

Special Prices for Hotels, Restaurants & Clubs

CLARK'S MARKETS

600 Jefferson Ave. FREE PARKING At Both Stores
Cor. Barlett St. Gen. 1417
906 N. Goodman St. Cul. 4870



We do everything we can to please you at Webster's and we do it your way. We stock the brands and quality for which YOU have shown preference. We offer the conveniences YOU expect of a modern, self-service market. The low prices YOU want to pay are plainly marked on each neat display and show the substantial savings YOU want to make.

Plump, Tender FRESH FRYERS 3 Lb. Aver. Home Dressed **28c** lb.
FOWLS 4 lb. aver. Fresh Dressed **25c** lb.
LEG O' LAMB Kaufman's Home Dressed **25c** lb.
COLD CUTS Assorted **19c** lb.

COFFEE Webber's 8th Ave. **23c**
CRAX Crackers **15c**
PICKLES Heinz Jumbo Jar **19c**
SALMON Libby's Red **25c**
SCOT TISSUE 3 30's **20c**
KREML Dessert 3 for **10c**
GOLD MEDAL 3 lb. sack **25c**

Large Seedless Juicy DRANGES doz. **25c**
Vine Ripened HONEYDEWS ea. **19c**
Webber's Famous Home Grown CELERY HEARTS big bdl. **19c**
Tender Young YELLOW SQUASH 3 for **10c**
Tiny Stringless WAX or GREEN BEANS lb. **7c**

WEBBER'S

894-896 WEST MAIN AT BULL'S HEAD

Now You Get CASH DIVIDENDS On All Your Purchases SHOP WITH MERCHANTS LISTED HERE!

LOOK FOR THIS SIGN IN THE WINDOWS

Your merchant, in appreciation of your purchases for cash or on his terms of credit, offers you a share of his profits in the form of CASH dividends. On ALL purchases you will receive a ROCHESTER DIVIDEND, which is redeemable in CASH.

ROCHESTER DIVIDENDS are issued in cooperation with your merchant by the Rochester Dividend Corporation, a Rochester owned and operated company.

ROCHESTER DIVIDENDS are issued on the following basis:

On sales	25c-49c inclusive,	1/4 coupon
	50c-74c "	1/2 "
	75c-99c "	3/4 "
	\$1.00-\$1.24 "	1 "

Rochester Dividends Are Redeemable in Full at One Cent Each—Cash

ROCHESTER DIVIDENDS are issued by merchants in ALL lines of business, and by trading with these designated dealers, you get cash dividends AT NO EXTRA COST.

ROCHESTER DIVIDENDS are not redeemable in any sort of prizes or premiums, but in CASH.



ROCHESTER DIVIDENDS

Be Thrifty and Share Our Profits!

SAVE ROCHESTER DIVIDENDS—START NOW!

These Merchants Give You Cash Dividends

BICYCLES AND TOYS

ARROW BICYCLE & TOY SHOP
551-553 NORTH GOODMAN ST.

DELICATESSEN STORES

GERTZOG'S DELICATESSEN STORE
WEBSTER AVE. AT PARSELLS

DRUGS

DeCARLO'S PHARMACY
417 NORTH STREET

DINOLFO DRUG CO.
262 PORTLAND AVE.

WALLACE'S PHARMACY
1181 DEWEY AVE. AT RIDGEWAY

DRY GOODS

DECKER'S DRY GOODS STORE
415 LAKE AVE.

BIAGGIO DESIO
114 BAY ST.

A. & E. KOHLER
515 CHILI AVE.

ELECTRICAL APPLIANCES

ROBOT ELECTRIC APPLIANCE CO.
1175 DEWEY AVE.

GASOLINE AND OIL

DON'S ATLANTIC SERVICE
1287 CULVER ROAD, AT RICHLAND

TAKSEN'S SERVICE STATION
793 MONROE AVE.

VAN DE WALL SERVICE STATION
EAST MAIN ST. AT UNIVERSITY

OTTO WAGENHAUS
CULVER ROAD AT CLIFFORD

GROCERIES AND MEATS

L. M. MADDEN
165 CLIFTON ST., COR. WOODEN

MEYERHOFF'S MARKET
1479 LAKE AVE.

F. A. WALTER
723 NORTH ST.

SCHROTH'S
LYELL AVE. AT MURRAY

HARDWARE

CLARK'S HARDWARE
405 CHILI AVE.

WEINBERGER HARDWARE
1159 NORTH GOODMAN ST.

MEN'S FURNISHINGS

JOS. G. KLEE
244 PORTLAND AVE.

A. & E. KOHLER
515 CHILI AVE.

SHOES

REICHERT'S BIG SHOE STORE
260 PORTLAND AVE. AT BAY

STY-LAST SHOE STORE
1113 CLIFFORD AVE. AT NO. GOODMAN

SHOE REPAIRING

DELUXE SHOE REPAIR
372-378 MEIGS ST.

ARCADE SHOE REPAIRING
178 WEBSTER AVE.
28 PARSELLS

THE ROCHESTER SUN, THURSDAY, JULY 21, 1938

TRUTHFUL NEWS

Hibernian Ladies Picnic Sunday

Mrs. Helen Weigel is chairman of the picnic which the Ladies' Auxiliary No. 1, A. O. H. will have Sunday at Lower Maplewood Park.

Assisting her will be Mrs. Josephine Ashton, Mrs. Cecelia Fene-

lon, Mrs. Margaret Finn, Mrs. Mary Morrison, Mrs. Nora Healey, Mrs. Mary Sloan, Mrs. Lillian Hennessey, Mrs. Alice Carroll, Mrs. Anna Newton, Mrs. Beatrice Lawton, Mrs. Margaret Smith, Misses Ida and Julia McMahon, Irene Healey and Mary Louise Higby.

Miss Mary Sloan is in charge of sports for junior members.

YOU DON'T NEED CASH
QUICK CREDIT Easy Pay PLAN

SPECIAL

4.40x21 \$6¹⁵

DIAMOND DUPLEX

4.75x19 \$7.05
5.50x17 \$9.05
6.00x16 \$10.20

Slight Additional Credit Charge

AS LOW AS **49c** A WEEK

We also budget Auto Radios, Accessories and Repairs.

UNIT ROCHESTER PARTS CORPORATION
1165 REED MAIN ST. CULVER 250

SPORTS

By JOHN BURNS

Contrary to the impression that is prevalent in the ranks of baseball fans, scouts for the Cardinal organization spend considerable time watching the performances of players in other chain outfits.

The Cardinals, anything but thriving this season, have come to the point where they deem it advisable to look outside their own extensive baseball domain for talent, especially outfielders.

So that's why Joe Schultz, an oldtimer who remembers Joe as a Cardinals player during the John Gansel regime—happened to be in our town during the recent Newark series. Schultz has been trailing Jim Gleason, center fielder for the Bears, but one hears that the trail practically ended here, as Gleason failed to do anything remarkable at bat while the Bruins were whipping the Wings in three out of four games.

Possibly Schultz may have had a commission to report on the Rochester outfielders, too, although Joe refused to be drawn into a discussion on that angle. If you were to believe everything a scout tells you, you couldn't help but come to the conclusion that Mr. Scout was merely traveling for recreation, with scarcely a thought of baseball.

One of the disconcerting things about the current Red Wings is Nubs Kleinke's inability to win consistently. Pre-season estimates of the Bladensmen charted Kleinke as an outstanding asset in the pitching department, but at this writing his record shows five victories and the same number of defeats. As a nine-inning pitcher, he has been a flop, and fans who pay the freight are wondering why.

Possibly Nubs would prosper as a pitcher if he had a change of scenery. With the exception of a couple of trials with the Cardinals, Kleinke has been with the Red Wings since 1934, when he came up from the Cardinal farm club at Elmira. Last season he won nineteen and lost eight, making that record with a sixth-place club considerably inferior to the present Red Wing combination. This season is almost two-thirds finished, which makes it seem that Mister Kleinke will have to get going without further delay if he is to approximate his 1937 showing.

Every now and then one reads that Rabbit Maraville is about to be deposed as manager of the Montreal Royals, and the latest basis for such a story is that the Rabbit has been ignoring Montreal baseball writers.

Maraville never has been noted as a diplomat and it's pretty late for a fellow to start pouring "oil" after he has done fairly well in baseball for more than a quarter of a century through sheer ability. Then, too, it would be well to remember that the Rabbit, beginning with those long-gone days when he played with the world champion ship Braves, has been accustomed to meeting baseball writers who know the game.

It's easy to talk baseball with scribes such as Paul Shannon, Mel Webb and Bill Cunningham, men who covered the Braves when the Rabbit was in his heyday at Boston, but it isn't easy to discuss the game with some of the writing boys at Montreal, especially those attached to French language newspapers. They're nice boys, all of 'em, but they have the hardest ideas concerning baseball. Like Hector Racine, head of the outfit which owns the Royals, they are inclined to charge a fielder with an error after he has risked his very life in an ineffectual attempt to stop a line drive. Perhaps the writers have been talking to Mons. Racine, with a reluctant unpleasant reaction for the Rabbit. It looks as if Rab would have to go to night school next winter and study French if he intends to continue as Montreal manager.

Recovery on the Way, 15% Increase Predicted

Merchants and others who can find solace in statistics, are mulling over the findings of the National Association of Cost Accountants who have discovered that current business trends indicate a probable 15% higher industrial volume by the end of the year.

Life's necessities, such as food, clothing and shoes will help bring back recovery, according to the statisticians of NACA.

COOKING HINTS

Cook vegetables in very little water, using the steamer unit of a top burner once boiling begins, thus retaining the mineral content, the form, color, flavor and texture of the vegetable.

NEW CHROMIUM POLISH

The tedious task of frequently polishing chromium plate, bronze, brass and other metals is at an end. Du Pont has developed a lacquer which protects these metals from rust and tarnish and is available for household use.

Irving Pearlman is in charge of arrangements for the outing of the Rochester Lodge, Knights of Pythias, to be held August 7 at Powder Mill Park. Jack Harrison is planning the sports program.

Red Wing Alumni Gang To Play Here

Ray Blades and his Red Wings will play hosts to their big brothers of the St. Louis Cardinals "Gas House Gang" in the annual exhibition game between the two clubs, Monday, July 25. The game, a full 9-inning affair, will be played as the second half of a twilight doubleheader, the first game of which will pit the Wings against the Toronto Maple Leafs in a regular International League encounter. The first game will start at 6:15.

Featuring such former Red Wing stars as Pepper Martin, Jimmy Brown, Bob Welland, Ray Harrell and Johnny Mize, the Cardinals will face in the Red Wings an aggregation that boasts some of the finest young players in organized baseball, many of them regarded as sure fire major league stars within a few seasons.

The famous "Cardinal Mudcats" with Pepper Martin, Lon Warneke, Bob Welland, Bill McGee, Max Lanier, and Frenchy Bordagaray, will entertain between games in a program of their nationally known hill-billy tunes.

Returning home, Saturday, July 23, after a three-day jaunt to Syracuse, the Wings will meet Buffalo's Bisons in a single afternoon game, then entertain the Toronto Maple Leafs in a doubleheader Sunday afternoon, before meeting the Leafs and Cardinals in Monday night's twilight double bill.

The Buffalo Bisons will return to Rochester for three night games, July 26, 27, and 28, to wind up the Wing's home games until August 11.

Rupert Hughes Discusses Third Terms of the Past

Third terms past and present are dissected by Rupert Hughes in the current issue of Liberty. Inasmuch as Anti-New Dealers are hurling "he-wants-a-third-term" charges at President Roosevelt, it seems as if the public, New Dealers or otherwise, will want to know more about this extra four years business.

Evelyn Walsh McLean continues her narrative on "Why I Am Still Investigating the Lindbergh Case", and in the same issue, comes a swiftly moving fiction thriller, "Paradise Kate."

Theater Group Plans Special Novelty Night

"Stunt Night"—a special novelty program consisting of a one-act play, monologue, and an impromptu improvisation on the stage with audience participation, will feature the Rochester Summer Theater's offering Tuesday evening, July 26, at the Gregory St. Playhouse.

All the members of the theater group will participate in the fun-fest, and John Goschar, well-known in Rochester theatrical circles, will be master of ceremonies.

Chili Republicans Wait Political Picnic July 30

Seventh political picnic of the current season is scheduled for July 30 at Churchville Park when Chili Republicans gather for frankfurters and political predictions.

Food for 1,000 will be waiting, when Mrs. Alexander Miller, chairman of the refreshments committee, completes her commissary plans. Arthur Lochte, present, and Tom Broderick, ex-leader of the G. O. P. will be guests of honor, along with Assemblyman Walter H. Wickens.

Back on Job



Johnny Mize, who moved to the majors from the Red Wings, will be at first base for the Cardinals when the St. Louis Mob meets the Wings here Monday night in an exhibition game.

Cards Proud of Rookie

Probably the brightest outfield star to break into the National League since 1932, when Joe Medwick came up to the St. Louis Cardinals from Houston, Texas—21-year old Enos Slaughter—will be with the "Gas House Gang" when it comes here for an exhibition game with the Red Wings next Monday.

Slaughter, a left-hand hitting outfielder, played with Columbus, Ohio, last season and cut almost as wide a swath in the American Association as Medwick did in the National League. With only two years of professional experience the new Cardinal jumped from a Class B League to spread-eagle the field in the Association. He topped the league in hitting with the imposing mark of .382 and also showed the way in total hits with 245, in total bases with 391 and in runs scored with 147. His hits included 42 doubles, 13 triples and, 26 home runs, and although he hit in the No. 2 position, he managed to bat in 122 runs.

Slaughter, a Roxboro, N. C., youth, who stands 5 feet 8 inches tall and weighs 175 pounds, has made the major leagues after only three years of minor league experience. He broke in with Martinsville in the Class D, B-State League in 1935 and played with Columbus, Ga., in the Sally loop, in 1936 before advancing to the Association in 1937.

RAILWAY EMPLOYEES PICNIC

Rochester Lodge Benefit Association of Railway Employees, will picnic Saturday, July 30, at Ellison Park Old Meadow Ground No. 6. The program will begin at 3 p.m.

The Sportsman

By Curt Gerling

The idea of tagging carp with raffle tickets is better than a fair idea. The Irondequoit Fish and Game Club and the Genesee Conservation League are tireless in their efforts to improve conditions for the sportsmen of this section. Fishing for the last few years has been lousy around the bay and no doubt the carp have a whole lot to do with it—and, inasmuch as the likelihood of catching game fish is somewhat remote, the gamble on winning from two bits up to ten bucks gives carp fishing a zest that it would not otherwise enjoy.

We hope that the fishing fraternity will turn out in large numbers to do their share and that all Waitonians get the idea clearly—which is to catch as many carp as possible and to smack each one none too gently between the eyes, whether they have money markers or not. Don't do what one pair of lads were alleged to have done—namely, throw them all back because they were without the red pay-off disc.

Maybe some enterprising fisherman could sell the redoubtable Marty Rebholz the idea of handing out one of those old fashioned beer checks for each carp caught. Mr. Rebholz' Outlet House would thereby be more popular than ever before.

THIS AND THAT: Johnny Reed has hung up his shotgun and gone to camp for the summer. Johnny Wray is devoting most of his time to canoe work-outs on the river. Woodchucks are over-running the Honeoye Falls region. Garlock Packing Company has installed a skeet field and will hold a big mercurial shoot at the Palmyra grounds July 31st. Stew Cole and Larry Piccirilli are back from a fishing trip around Stony Brook. The lads took their better halves and basked the waves from Charlotte to the St. Lawrence. Dick Murphy doesn't know it's the same guy when he reads his trap scores this year. Mr. Murphy doing so much better than last. The Community still takes the prize for being the most attractive gun club in these parts. All it needs is a few dotted swiss curtains. Roney Clagena is the guiding spirit of 4 point club, who get a good turn out every Sunday. Trout fishing seems to be shot, it's the full moon, according to the old fly rod maestro, Rube Miller. Ed Phillips was the only lad we have ever seen catch fish bare handed. Ed was a Weismüller of parts in his early days and one time dived into the lake and came up with a sunfish in his hand. We still suspect that the sunfish wasn't feeling any too good at the time he was nabbed. If this against the law, Mr. Sandway will have to make the best of it.

Toni Bushek, the Pittsford Inn whip-cracker, manages to get a couple of days each week at Cape Vincent. The water is still a bit too high on the shoals for good bass snatching, he opines, but the big days are not far off. Somebody might ask Toni how he manages to snare the big-mouth out of Mendon Ponds with such regularity—nobody else is half as consistent.

Conservationists Gain 350 Members

More than 350 new members stood "dedicated to the welfare of all outdoors" when the Genesee Conservation League closed its membership campaign, Fred P. Kimball, president, announced this week.

Kimball awarded prizes at the open forum meeting, last evening in the Scottsville Road clubhouse to members who had brought in the largest number of new candidates.

Arthur A. Davis, League director, submitted a report on his trip to Albany, where, as the organization's representative, he made clear its view on legislative confronting with much business in prospect, the League devotes to its usual practice this year to continue to hold regular meetings throughout the summer.

In charge of the forum, discussion was Henry P. Sutton. Charlie Shaw supervised the serving of refreshments.

STOP & SHOP AT BERGHASH LIQUOR STORE

WE SELL FOR LESS

LONDON INN \$1.00

GIN

Regular \$1.39

Distilled in English Pot-Type Still—90 Proof

Smooth—Palatable—Satisfying

"A Perfect Mixer"

BEBIDA SUPERIOR

RUM \$1.32

Product of Cuba

5 Years Old

3 Bottles \$3.30

90 PROOF

4/5 PINT

BEBIDA COCKTAIL RECIPE

1 Jigger Bevida Rum

1 Bar Spoon of Sugar

Juice of Half a Lime

Shake Well in Cracked Ice—Serve.

Special—This Week—End—Only

Rock Grove

RYE \$1.28

WHISKEY

A \$1.69 Value

A LIMITED SUPPLY ON HAND FOR THE WEEK-END

BOOTH'S HIGH & DRY GIN	GOLD LABEL PUERTO RICAN RUM	100% Pure CALIFORNIA WINES
America's Finest Made Gin	Extra Heavy Bodied	
Sale Price \$1.39	Value \$2.25	
Reg. \$1.35	Unexcelled in Cocktails and Summer Drinks	
94 Proof		

GIBSON'S BONDED RYE \$2.79

5 Years Old

100 Proof

Value \$3.39

Full Quart

PHONE YOUR ORDER NOW—MAIN 786

NEXT DOOR TO LOEW'S THEATRE

BERGHASH

124 CLINTON AVE. SOUTH

TRY IT AND YOU'LL BE CONVINCED

1/2 C Gal. Plus Tax

SAVES YOUR GASOLINE MONEY

INDEPENDENT GAS AND OIL CO

585 LYELL AVE Opp. Burrows St.

JEFFERSON AVE Cor. Bronson Ave.

Clinton Ave. So. Cor. Alexander St.

300 Arnett Blvd. Next To Public Library

The Rochester Sun

Published every Thursday afternoon by the Rochester Sun Corporation, 5 St. Paul Street, Rochester, N. Y.

G. Curtis Gerling, president; Frank Bradshaw Kelly, vice-president; William A. Pfaff, secretary; William G. Bromley, treasurer; Eugene Davis, advertising director; John Burns, managing editor; Olga N. Crowell, women's editor.

Dennin Takes Office As Tax Supervisor

Taxes are old stuff to John W. Dennin, newly appointed district supervisor of the State De-

partment of Taxation and Finance, but motor vehicle laws are something else again. He'll have to learn the latter, he admitted as he took office Tuesday.

Formerly stationed at Albany, his home, Dennin succeeds the late James Mangano. While at the capital city, he specialized in tax problems.



Let Us Show
You How Easily
You Can Learn to

FLY this Summer

No Special Training Is Necessary

Anyone from 16 to 60 can learn to fly. No special education or training is necessary. USE THE COUPON TODAY!

No Long, Tedious Ground School

Your very first lesson is IN THE AIR! ... and you enjoy the pleasures of flight while learning. USE THE COUPON TODAY!

Four Transport Pilots To Train You

Four instructors licensed by the United States Department of Commerce. USE THE COUPON TODAY!

Most Modern Equipment

The most modern equipped flying service in Western New York. Six modern, popular airplanes! USE THE COUPON TODAY!

- FLY YOURSELF, RIGHT FROM THE START
- FLY SOLO IN AS LITTLE AS 8 HOURS
- ONLY \$2.50 PER LESSON

Get a new enjoyment from life ... learn to fly an airplane! The coupon below will bring you full particulars, without the slightest obligation to you. Flying instruction costs less now than ever before ... and you can pay as you go along. Mail the coupon NOW!

USE THIS COUPON

HYLAN FLYING SERVICE
Municipal Airport,
Scottsville Road

I'm interested in securing full information about the HYLAN FLYING SCHOOL, the opportunities and the pleasures of flying. I understand this does not place me under the slightest obligation.

NAME
ADDRESS

Rochester's Best Equipped Flying Service

HYLAN FLYING SCHOOL

MUNICIPAL AIRPORT
SCOTTVILLE ROAD
— Genesee 7657 —

IF YOU HAVE 2 NICKELS IN YOUR POCKET—YOU CAN HAVE GENUINE WESTINGHOUSE ELECTRIC REFRIGERATION IN YOUR HOME RIGHT NOW!

No Tricks — No Catches
AT SENECA STORES

YOU PAY
ONLY

2

NICKELS
A DAY

For A Brand New 1938

WESTINGHOUSE

Kitchen Proved REFRIGERATOR

Beautiful Electric Bank Clock



GIVEN

To Make It
Easy For
You To
Save Your 2
Nickels a
Day

Not a Meter — A
Beautiful Electric Clock

Put this lovely clock anywhere in your home. Chrome base is convenient bank for you to deposit your spare nickels.

FREE
Delivery
Anywhere

Before you buy any refrigerator—see the new Westinghouse with revolutionary new meat keeper and every improvement known to electric refrigeration.

Seneca Stores
149 MONROE AVE.

Open Evenings
Until 9:30

Trump Coupe Overlooked As Savior of Contract

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

When we are unfortunate enough to find ourselves in the wrong contract, we should not, as we so often do, give up and lose everything. Rather we should make some sort of an attempt to undo the damage by trying to make the most of the cards as they are, according to the contract we are in.

A pair, after very good bidding, arrived in a bad contract, at least it was bad considering the way the declarer played her cards. The hand should be played at three no trump, but North's bad bidding landed them in four spades. The hand with actual bidding and play follows.

NORTH
S J 10
H A Q J 8
D A Q 4
C J 6 4 3

WEST
S 8 4
H 7 6 5
D 10 7 3
C A K 8 3

SOUTH
S A Q 9 8 7
H 9 5 2
D K 9 2
C Q 5

EAST
S K 5 3 2
H K 10 4
D 6 3
C 10 9 7

West opened the king of clubs and continued with the ace. At the next trick he shifted to a low diamond, which declarer won with the ace in the dummy. The jack of trump was next led and finessed, the ten of trump following. A low diamond from dummy to the king brought declarer back in to his own hand.

Contract Defeated

He laid down the ace of spades, hoping the king would fall. It did not, of course, so he took the heart finesse, hoping against hope. That failed and consequently the contract was set one trick.

The contract should have been made very easily had declarer played the hand carefully, allowing for the bad break in trumps and the losing heart finesse.

West's third lead of the low diamond should be won in the North hand, as before, and the two spades in dummy finessed. South should play safe now and provide for the possibility that the trump king will not fall on the lead of the ace, which will mean that the contract is set if the king of hearts is also in the East hand.

This can be done by ruffing a club from the dummy with the

nine of spades in his own hand. The heart finesse must now be taken. This, of course, loses to East, who probably will return a diamond. Declarer should win with the king and lead another heart to dummy. There is nothing to it now. The ace of hearts is played then the diamond queen. The remaining cards lay as follows:

NORTH
S J 10
H A Q J 8
D A Q 4
C J 6 4 3

WEST
S 8 4
H 7 6 5
D 10 7 3
C A K 8 3

SOUTH
S A Q 9 8 7
H 9 5 2
D K 9 2
C Q 5

EAST
S K 5 3 2
H K 10 4
D 6 3
C 10 9 7

As can be seen, East's trumps are couped, and both can be picked up as declarer leads his last tricks from the dummy, and the contract is made.

As a service to bridge players, we offer information on questions pertaining to the game. Send your queries to The Sun in care of Virginia Levy and your questions will be answered in this column as promptly as possible. Your initials only will be used in replying, unless otherwise authorized.

WHAM — 1150 KC.
Thursday, July 21st

8:00—The Four of Us
8:10—Press-Radio News
8:15—World Radio Orchestra
8:20—Singing Lady's Songs
8:25—Singer and Brenner, Piano
8:30—Lou Martin's Orchestra
8:35—Your Family and Mine
8:40—Columbia Varieties
8:45—Easy Aces, Comedy
8:50—Mr. Keen, Tracer of Lost Persons
8:55—Harry McTigue Sports
9:00—The Quarter
9:05—Carnegie Melody
9:10—State Troopers Drama
9:15—Houder's Broadcast
9:20—Baseball: Rochester vs. Syracuse
9:25—Bing Crosby and Bob Burns
9:30—Laurie Clinton's Orchestra
9:35—News Briefs: Denigler's Orch.
9:40—Dan Harding's Orchestra
9:45—Tom Grison, Organist
9:50—Supper Club, Dance Orchestra
10:00—GOOD NIGHT

Friday, July 22nd
8:00—Breakfast Club, Variety
8:10—Shirley's Tower Clock
8:15—Judy's News
8:20—For Women Only
8:25—Mother-in-Law
8:30—Ma Perkins, Serial Sketch
8:35—The Story of Mary Martin
8:40—Judy's News
8:45—Pepper Young's Family
8:50—Gladys the Most Out of Life
8:55—Houder's Broadcast
9:00—Dan Harding's Orchestra
9:05—Tom Grison, Organist
9:10—Supper Club, Dance Orchestra
9:15—GOOD NIGHT

Saturday, July 23rd
8:00—Breakfast Club, News
8:10—Sweethearts of the Air
8:15—Vienna String Ensemble
8:20—The Child Grove Up
8:25—Al and Les Sisters, Pianists
8:30—Rochester Boy Scouts
8:35—On Rochester Playgrounds
8:40—Our Barn
8:45—On Rochester Playgrounds
8:50—Call to Youth
8:55—Catholic Courier's Program
9:00—Farm and Home Hour
9:05—Hit of the Day, News
9:10—Four H Club Broadcast
9:15—Ray Kinney's Orchestra
9:20—Ray and Lanny, Songs
9:25—Burt Farber's Dance Orchestra
9:30—Baker's Dance Orchestra
9:35—Rendezvous with Ricardo
9:40—Baseball: Buffalo vs. Rochester
9:45—Blue Baron's Orchestra
9:50—State Unemployment Talk
9:55—Sholex
10:00—Easy Aces, World Music
10:05—Harry McTigue Sports
10:10—International Dance Exchange
10:15—Original Radio Plays
10:20—WLS Barn Dance
10:25—Mollie Le Baron's Orchestra
10:30—Popular Summer Concert
10:35—William Farmer's Orchestra
10:40—Horse Heidy's Orchestra
10:45—Easy Aces, World Music
10:50—Leo Reisman's Orchestra
10:55—Swing Time Four, Music
11:00—Carl Denigler's Orchestra
11:05—Dance Time, NBC Orchestra
11:10—GOOD NIGHT

Sunday, July 24th
8:00—Coast to Coast on a Bus
8:10—Easy Aces, Russian Music
8:20—Dreams of Long Ago
8:30—Press-Radio, Alice Remsen, Songs
8:40—Neighborhood Talk
8:50—Mollie Trio
9:00—Bill Stern, Sports Talk
9:10—Academy First, Methodist Church
9:20—Easy Aces, News Reporter
9:30—Florence K. Freeman, Violins
9:40—"Back Home," Drama
9:50—To Be Announced
10:00—The Three Cheers
10:10—National Veterans Hour
10:20—Carol Weyman, Soprano
10:30—Vagabonds, Dance Orchestra
10:40—Easy Aces, World Music
10:50—Jean Sullivan, Songs & Orch.
11:00—Press-Radio, News
11:10—WLS Summer Symphony
11:20—Canadian Grenadiers Band
11:30—News, Popular Classics
11:40—Budding Talent
11:50—E. Bergen & Charlie McCarthy
12:00—"Win Your Lady," Drama
12:10—Walter Winchell's Questionaire
12:20—Easy Aces, News
12:30—Blue Baron's Orchestra
12:40—Abe Lyman's Orchestra
12:50—Easy Aces, World Music
1:00—Gray Gordon's Orchestra
1:10—MIDNIGHT—Bob Remick's Orchestra
1:20—Dance Time, NBC Orchestra
1:30—GOOD NIGHT

'THREE GALS, PLEASE

GANGWAY FOR LOVE!
ANDY'S GOT A CAR AND
THREE SWEETHEARTS!
WOO! WOO!



Three gals, and not too many gallons, cause complications for Andy (Mickey Rooney) Hardy, in the picture "Love Finds Andy Hardy," opening tomorrow at Loew's Rochester Theater.

Jobless Bartender Lands Position As Organ Voicer

Job applicants at all offices of the New York State Employment Service are persuaded to enumerate their entire repertoire as workers, says Manager Frederick G. Bell of the State Employment Service's Industrial and Service office at 155 West Main Street.

Frequently an applicant cites only one specific trade or vocation until the placement interviewer probes deeper and learns of further abilities. Recently an applicant proudly owned to proficiency in five separate trades and his applications were filed for jobs in any or all of them.

He was soon placed in employment because of his unusual versatility. Last week in one of the seventy four up-state offices of the State Employment Service a jobless bartender was being interviewed as to his experience. The applicant considered bartending as his only possible vocation.

The conversation with the interviewer was interrupted by an incoming phone call. Said the interviewer into the phone: "I'll go through our files, Mr. Blank, and find whether there are any applicants for a job as organ voicer. I'll call you back in a few minutes."

The bartender applicant sitting near the interviewer made an anxious gesture and as he

hung up the phone asked her about the organ voicer job. The applicant who asked only for a job as a bartender is now an organ voicer. Before he left the State Employment Service he explained that a long time ago he had been an organ voicer for fifteen years — and liked it. A lapse of activity in his profession, however, had ended in his taking a job behind the bar. An organ voicer, he explained further, is a person whose keen sense of sound wave vibrations enables him to tune the pipes in church, theater and other big organs.

AUXILIARY WILL PICNIC
Scout Mothers Auxiliary, Troop No. 36 will have its annual picnic at Grounds No. 5, Ontario Beach Park next Thursday, Call Gen. 5719-W for reservations before Monday. Members are requested to bring their own silver and dishes.

DOES BLADDER IRRITATION
WAKE YOU UP? It's not normal, it's nature's warning. "Danger Ahead." Your bladder if this 4 day test does not help nature flush excess acid and other wastes from the kidneys. Excess acids can cause the irritation resulting in getting up at night, frequent or scanty flow, burning, backache or leg pains. Just say Rubite (2c) to any druggist. Locally at J. K. Post Drug Co.

"VICE CZAR"

A book-length novel of the vice and corruption of a "wide open town." It tells of intimidation, tainted money, and a young girl whose soul burned with righteous fury at the depravity which had ensnared her in its folds.

This remarkable true story will enlighten you as to what goes on in a "big city" after dark.

NOW ON SALE AT ALL NEWS DEALERS
AUGUST ISSUE **TRUE STORY** 15c
MAGAZINE

For HAY FEVER— Breathe TERPEZONE

Though Terpezone has been giving relief to thousands for 27 years, nothing like it has ever been offered for giving amazing results in HAY FEVER and chronic respiratory ailments.

Terpezone is a scientific combination of sodium, iron, potassium, calcium, magnesium, and phosphorus. It is the atmosphere of the room—nothing is strapped over the mouth or sprayed on the throat, etc. You simply sit and breathe this pine-laden, cool, dry, fresh air—without the ill effects of high altitude.

Terpezone inhalation tends to revitalize the bloodstream and it acts directly on the surface of the mucous membranes with great penetrating powers.

For demonstration, in your own case, of what it means to breathe Terpezone—phone Main 1624 for appointment at our down-town office.

Rochester Terpezone Company
In use at Macfadden Health Resorts at Danville, N. Y. and Miami Beach, Fla.

Just Arrived
**15 Car Loads
BIRD
ROOFING**

This roofing was purchased at a 30% reduction from regular prices because of manufacturers war. Get in on this bargain while present stock lasts.

Roofs For
Average
7-Room House
As Low As

\$95

TERMS — \$500 A MONTH

Phone Main 1786 For Free Estimate

KEMP ROOFING
COMPANY

331 WEST MAIN ST.



Highlights—

FRIDAY, JULY 22

1:00 P. M.
General Mills Hour
An absorbing story of the Wilbur Starling four great radio shows — Betty and Bob; and Arnold Grinnell; Daughter; Valiant Lady and Betty Crocker.
5:30 P. M.
Your Family and Mine
Family ... Don't miss it.
8:45 P. M.
Harry McTigue
An unusual sportscast — all the worthwhile dope on local as well as national sports.
8:00 P. M.
Royal Crown Revue
One-half hour of gala entertainment by Neel.
9:00 P. M.
Rochester at Syracuse
Described completely, colorfully by Harry McTigue.

SATURDAY, JULY 23

3:00 P. M.
Buffalo at Rochester
Watch two deadly rivals in a death struggle for second place. We say "watch" because Harry McTigue will bring the game right to your arm chair.
6:45 P. M.
Harry McTigue
Here he is again—this time with a lot besides baseball—the complete dope on the local and national sports.
7:30 P. M.
"The Pie Cure"
One of the new and popular original radio plays by the National Broadcasting Company.
8:00 P. M.
WLS Barn Dance
Jig to the tunes of the best barn dance in America — Have fun with Uncle Ezra.

SUNDAY, JULY 24

1:00 P. M.
Magic Key of RCA
A great hour with Milton Cross, Linton Wells, Magic Key Orchestra, and famous guest stars.
5:30 P. M.
WLS Summer Concerts
7:00 P. M.
Charlie McCarthy
(Also Edgar Bergen.)
8:00 P. M.
Winchell Column Quiz
Once again, the so-called experts are on the defensive — It all revolves who knows the real dirt on Broadway.
9:00 P. M.
Rochester Park Band

MONDAY, JULY 25

1:00 P. M.
General Mills Hour
2:05 P. M.
United States Navy Band
5:45 P. M.
Louis Thomas
Interpretive newscasting — in your favorite manner.
7:00 P. M.
Chevrolet Musical Moments
Graham MacNamee announcing Vic Arden's orchestra and the singing star, James Melton in a sparkling quarter hour.
7:30 P. M.
Those We Love
Brought to you by Ponds.

TUESDAY, JULY 26

2:30 P. M.
United States Army Band
A great favorite with all Americans.
6:00 P. M.
Easy Aces
Rated by many the funniest drama on the air.
7:30 P. M.
Information Please
Are you an expert? — Pit your brains against some real experts as they try to beat the cash register in an exciting quiz.
8:30 P. M.
Buffalo at Rochester
Listen to Harry McTigue play by play description.

WEDNESDAY, JULY 27

3:00 P. M.
Two rivals—Buffalo and Rochester—are fighting for supremacy in the International League—watch them through the eyes and voice of Harry McTigue, WHAM's popular sports announcer.
5:30 P. M.
Your Family and Mine
A popular and thrilling play that you won't miss once you've started listening to it.
8:15 P. M.
Mr. Keen, Tracer of Lost Persons
Time in the thrilling story of the man who finds people other people can't locate.
7:00 P. M.
One Man's Family
Through the courtesy of Tenderheart Tea.
8:30 P. M.
National High School Music Camp
Music of Youth, from the pine covered hills of Michigan.

MIDNIGHT

Tom Grison at the RKO Palace Theatre Organ
Hear the melodies you know and enjoy the music by one of Rochester's most popular organists.
7:30 P. M.
True Stories of the New York State Police
Real cases solved by the Troopers—by courtesy of the R. G. & E.
8:30 P. M.
Buffalo at Rochester
Another big game at your armchair listening to Harry McTigue.

THURSDAY, JULY 28

2:00 P. M.
NBC Light Opera Selections
8:45 P. M.
Harry McTigue
A sportscast by your Friendly Socony Dealer, in the colorful style of Harry McTigue.
7:30 P. M.
True Stories of the New York State Police
Real cases solved by the Troopers—by courtesy of the R. G. & E.
8:30 P. M.
Buffalo at Rochester
Another big game at your armchair listening to Harry McTigue.

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

ROCHESTER, N. Y., AUGUST 11, 1938

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Rochester's street nomenclature is too often incomprehensible to other than native sons. There's Rochester's Ridge, to illustrate, and it's gangling all over, like a boy growing out of his first knickerbockers, and still suffering from two names—Ridge Road and Lewiston Avenue.

The other day a chain store inserted an advertisement for its location as Lewiston Avenue. An additional business place broadcast its location as Ridge Road and West. Both addresses appeared in identical newspaper on opposite pages.

Only the mail man, made sane and conservative by years of toll in the neighborhood, held to the even tenor of his methodical daily rounds. The street to him was Ridge Road West.

Back in the pristine reality
(Continued on Page 2)

M'FARLIN APPOINTMENT HELD UP

City Costs Exceed Estimate

Expenditures Run \$4,179,022 Over Budget

Unless the City of Rochester is able to trim operating expenses for the second six-month period of this year, the close of 1938 will find the municipality spending more than \$8,000,000 in excess of its budget for this calendar year.

In his report to the City Council at Tuesday's session, Comptroller Louis B. Cartwright revealed that the city spent \$16,451,330.37 during the first six months of this year. This is \$4,179,022.72 more than one half of the amount budgeted for the year's expenses and leaves a balance of \$12,272,897.65 in the budget for the second six-month period.

Soaring welfare costs and care of indigent sick are partly responsible for the heavy expenditures in the first half of this year. In each case the city spent considerably more than 50 per cent. of the amounts allocated.

The Department of Public Welfare spent \$1,891,131.15 from January 1 to June 30, leaving a balance of \$808,888.35 for the remainder of this year.

General city expense, excluding principal and interest on general bonds and notes, water works costs, Mt. Hope Cemetery and school fund were \$7,162,292.90, leaving a balance of \$5,988,363.97.

BURGAN BEGINS WORK
Jack Burgan, former teacher and reporter this week took up his duties of telling the world at large what a great city Rochester is. His official title is public relations director of the Department of Commerce.

Jacob Levi, 59 Strong Street, call at The Sun office and you'll receive a guest ticket to see "The Crooked Road", playing at Love's Rochester Theater beginning August 12.

Rochester on Parade *** By W. L. James



Speakers Hit Price-Cutting

Members of the New York State Food Merchants' Association, in convention here this week, heard attacks on price-cutting and unfair practices.

Geritt Vander Hooping, president of the National Association of Retail Grocers, "declared that cut prices are 'deceptive' and 'customer-bait'." He argued that every store must make a profit to succeed and "for every cut price there must be an avenue for gouging the customer."

State Senator Thomas C. Desmond said: "The public today realizes that the welfare of business and therefore the welfare of our people as a whole, can be threatened by unscrupulous wage-cutters and price cutters."

In addition to their business sessions, delegates to the convention found time to visit a food factory at Medina and to attend an outing at Conesus Lake.

Daws Employees To Picnic Sunday

Employees of the Daw Drug Company are planning a big time at their annual picnic, to be held Sunday at Corbett's Glen. All Daws stores will be closed all day Sunday to permit the personnel of this organization to concentrate on their funmaking.

The picnicers will proceed in parade formation, starting from the Daw warehouse, 97 St. Paul Street, at 10 a. m. There will be games and sports for all ages, prizes galore, and eats and drinks aplenty. One of the big moments of the day is scheduled for 1 p. m., the time scheduled for serving lunch.

Democrats United On Candidates

Peace Prevails As Committee Picks Slate

Monroe County Democrats are going to the polls next November with a united front in contrast with the factional fights which split the party last year. This was evident Monday night, when the Executive Committee designated the Democratic slate.

Partial severance of relations with the American Labor Party marked the designation meeting and this came about when the Democrats named Stephen S. Joy as their candidate for Member of Assembly from the Second District instead of Samuel Ciccio, the candidate advanced by the ALP.

Democratic leaders were proud of the spirit of accord which prevailed at a luncheon preceding the Executive Committee meeting. Practically all of the prominent Democrats who were identified with the Citizens' Party movement last year were there and Donald A. Dalley, county leader, was greeted with cheers when he told his hearers that he had reason to believe that Rochester would get the state Democratic convention this year.

As had been expected, Congressman George B. Kelly was again designated for that office. Kelly, popular with all branches of organized labor, is assured of ALP support, regardless of what action the Labor Party takes in endorsing other Democratic nominees.

The Democratic slate follows:

For Congress, 38th District — George B. Kelly, 967 Harvard St., 12th Ward.

For Congress — 39th District — J. Frank Gilligan, Danville.

For County Judge — William F. Lynn, 42 Trafalgar St., 15th Ward.

For Special County Judge — Howard C. Spencer, 88 Nye Pk., 17th Ward.

For State Senator, 45th District — Emmett L. Doyle, 125 Dalketh Rd., 18th Ward.

For State Senator, 46th District — George F. Rogers, 19 Perinton St., 10th Ward.

For Members of Assembly — First District, Maude E. Small, 38 Strong St., 17th Ward; Second District, Stephen S. Joy, 114 Sylvester St., 22d Ward; Third District, Earl C. Langenbacher, 40 Castlebar Rd., 21st Ward; Fourth District, Myer Bralman, 77 Flower City Pk., 10th Ward; Fifth District, Joseph P. Hynes, Scottsville.

Be the guest of The Rochester Sun, Elias Chudkin, 32 Plymouth Avenue South. Just call at The Sun office and receive a guest ticket to Love's Rochester Theater, where, beginning the August 12, "The Crooked Road" is the screen attraction.

Hospital Patients' Handiwork Shows Remarkable Skill

Time does not hang heavily on the hands of those who because of mental illness must spend their time at the Rochester State Hospital.

Where minds are no longer clear, fingers become adept and even skilled as the result of the work being done in occupational therapy at the hospital. Fifteen years ago, Miss Jessie Tozier was asked to develop this project in the South Avenue institution, and today the average number who work under her runs well above the thousand mark each month.

In the women's buildings one may visit the large workroom which offers something in interest to everyone. Those who are trained in handicraft of various kinds aid in the production of a story of rag rags, bags, and mats are to be found in quantities in the display room which the public is invited to visit and shop in. Some are made of yarn, some of old silk stockings and some of bits of wool rescued from rag bags, and all are lovely and moderately priced.

Old stockings to you will turn out to be table mats of unusual beauty, and in the transformation is a story of infinite patience and the part of many hands. Thread by thread these stockings are raveled, dyed, and woven on new warp.

The man who delivers merchandise to the back door in burlap bags would be amazed if he could visualize the attractive and serviceable rugs which are to be the destiny of those uninteresting looking containers. The deep, silky-looking pile could deny its source without question, to any unskilled eye.

Old rags come into the workroom limp and discouraged and emerge eventually as rag rugs fine enough to associate with the best of company. New rags may also be used for the same purpose, but are more apt to go out in form of piece work quilts of intricate and beautiful design.

The money received from the sale of these and other articles goes into a revolving fund which is used to further increase the activities of the department. If you have old clean rags, odd bits of materials of any kind including yarns, Miss Tozier would be more than happy to have them for the department's work.

Life is not all work for the patients. There is a physical instructor for the women and another for the men and a regular program of exercise and games is followed for those who can take part.

During the summer every other Thursday brings a con-

Silverstein Blocks Confirmation for Railways Position

Republican Councilmen Caught Napping by Minority Leader During Lively Session

Republican members of the City Council were caught asleep at the switch Tuesday evening, when Councilman Joseph E. Silverstein, leader of the Democratic minority, blocked the appointment of Commissioner Harold S. W. MacFarlin as commissioner of railways.

According to those versed in the Council's rules of procedure, the nomination of MacFarlin, sent to the solons by City Manager Baker, did not require unanimous consent for an immediate vote. But the GOP Councilmen believed such to be the case and the appointment was sent to committee when Silverstein refused to give his consent.

FIGHT PROMISED

Sidetracking of the MacFarlin appointment, which has been in the works for several months, is said to be the first open gesture in a fight that promises plenty of fireworks before it is finished.

Councilman Silverstein told The Sun that politics had nothing to do with his action in blocking the MacFarlin appointment. He intimated that his opposition was based on his opinion of the nominee's qualifications for the post, but declined to elaborate, saying that he would present his case against MacFarlin on Friday at a meeting of the Council's Public Utilities Committee.

SHARP DEBATE

Sharp debate marked most of the Council session, with Re-

BRING THIS COUPON WITH YOU

LAST CALL—Must Go

To Make Room For Fall Stocks!

850 COTTON FROCKS

Misses' Sizes 37c
Women's Sizes 37c
All Colors
Famous Makes

Not One Made To Sell Under \$1

Limit—Three To A Customer! Friday and Saturday—Till Sold

Stephens
210-214 MAIN ST. E.

BRING THESE COUPONS WITH YOU

"GIVEAWAY" FOR FRIDAY AND SATURDAY

REDUCED TO 1/2 PRICE AND LESS

Every Pair

PURE SILK Black Heel

HOSE

2 Pair For 65c

38c SINGLE PAIR

Regularly 49c a Pair

Stephens

210-214 Main Street East

Stephens

210-214 Main Street East

Stephens

210-214 Main Street East

Stephens

210-214 Main Street East

Stephens

210-214 Main Street East

Stephens

210-214 Main Street East

Stephens

210-214 Main Street East

Stephens

210-214 Main Street East

Stephens

210-214 Main Street East

Stephens

210-214 Main Street East

Stephens

210-214 Main Street East

OUR DELICIOUS Old Fashioned CORN FRITTERS 5c

Here's Something! FRESH Cantaloupe ICE CREAM

AUTO INSURANCE AT A NEW, SENSATIONALLY LOW COST

CHARLES F. BUELTE, Inc. INSURANCE OF ALL KINDS

Edwards DOUBLE or SINGLE COMPACTS 25c

Stephens SUMMER SHOES \$1.00

SPECIAL -- BUY NOW
THOR WASHER
Reg. Price \$59.95
\$39.95
1 YEAR GUARANTEE
No Down Payment \$1 a Week
OPEN BRAUNS OPEN
EVENINGS 900 PORTLAND — STONE 122

Brighton GOP Sets Picnic Date

The Brighton Republican Club will hold its annual picnic Sunday, August 28, at the Rochester Gun Club on Edgewood Avenue, off Monroe. This is to be a picnic for the men, women and children of Brighton, particularly the children. For their entertainment there will be ponties, races, treasure hunts and other contests. The grown-ups will have an opportunity to listen to a few short speeches by outstanding men and women of the party from Monroe County.

President Walter Wolf has appointed these committee chairmen: General Chairman, C. Raymond Kerrigan; Assistant Chairman, Robert Meredith; Reception, Arthur C. Becker, honorary chairman; Samuel A. Cooper, chairman; prizes, J. Emmett Sheehan; refreshments, Pat Sanders; peanuts and suckers, Geo. M. Keller; tickets and finance, Roy C. Draper; police, John A. Doyle.

Louis XIV Influence Felt in Fall Fashions



The courtly beauty of the Louis XIV influence brought up to date in the miniature tricorn hat with gay plumage... the rich ribbed crepe black dress with opulent jewelry trim... the gold encrusted suede gloves with matching bag... the soft, supple "pantoufle" shoes in suede.

BY JONATHAN JONES
Stylist for E. W. Edwards and Son

Courtiers of Paris, inspired by the Exposition at Versailles celebrating the 300th anniversary of the birth of Louis XIV, have given us modern interpretations of the beauty and glamor that was part of that magnificent epoch.

As you may remember, Louis XIV, who was known as the "Grand Monarque," ruled France from 1661 to 1715 and during his entire reign was unremitting in his endeavor to develop France as the fashion center of the world. Under his influence, French textiles and the entire French style industry grew to new importance.

During the first three-quarters of the 18th century (up to the beginning of the French revolution) opulence in dress reached new heights. Clothing worn by both the men and women of the Louis XIV period has been characterized as "Gorgeous Plummage" and both men and women wore velvets, rich silks, elaborate brocades and went in for precious jewels, embroideries, laces and vivid colors in a big way.

It is in a new and restrained manner that we see these trends of the Louis XIV period interpreted in the Fall mode... in richness of fabric... a refined use of embroideries and trimming details and an entirely new and subtle use of color.

Remington:

(Continued from Page 1)

boom days of the Coolidge administration, Ridge Road West was officially termed Lewiston Avenue at behest of a go-getter developer. After which older Ridge residents, in high dudgeon and with their historical senses quite outraged, caused a new petition to be signed Eventually the city fathers tossed the Lewiston Avenue title out the window. The Ridge Road again became Ridge Road.

"It was a work of love to bring the old street name back," remarked Emmet Gallagher, war veteran and old Ridge resident. "I visited all the business men and they even volunteered to destroy all the old Lewiston Road letterheads."

"Too, it was so confusing. Within the city limits the Ridge Road was known as Lewiston Road. Outside the city, well, it was the Ridge as always. What a mess!"

Older persons could not remember that ever before was the late George Eastman interested in signing a street name petition other than the Ridge Road one. He expressed the opinion that the Ridge Road title should be retained and cherished because it was historically significant.

So Ridge Road slipped back into its name cache and Lewiston Road is gradually being forgotten. Although Lewiston Road is officially dead, it lashes out with its semi-animate tail, like a reptile after sunset, and ever and anon makes a forlorn wiggle in the dust. But it's merely a dying gasp.

At the busy northeast corner of Ridge Road and Dewey there are three adjoining property owners, each with a small parcel of land. This property, all business men agree, would be available if it were owned and consequently controlled by one person. Various building sites have been suggested for the corner, but work cannot be started until the three realty owners can settle their differences. And this now seems far, far away.

Meantime the Ridge, first traveled by the stagecoach before the days of the Erie Canal, is serving as the favorite route for honeymooners to Niagara Falls and to Canadian frontier beyond.

The peaches will be ripening soon on the Ridge, as will be the pears, and the apple pickers will be seeking employment in the land.

And have you ever noticed, along the Ridge, the broken rooftops of deserted old inns?

City Bids In \$560 For 32 Vacant Lots

Taxes being what they are, and real estate being what it is, the City of Rochester was the sole bidder for 32 lots — vacant — in the 18th Ward. The property was foreclosed because of unpaid taxes.

On 20 of the lots, Assistant Corporation Counsel Clarence

H. Hardell bid \$25 apiece and \$5 each for 12 other lots in an auction sale resulting from the city's suit against Summerville Fruit Farms, Inc., as owner.

Call at The Sun office, W. J. Gessner, 18 Barbary Terrace, and you'll receive a guest ticket to see "The Crowd Roars" playing at Loew's Rochester Theater beginning August 12.

WE'VE GONE CRAZY!
We "Shoot The Works" In Rochester's
GREATEST SALE of DRESSES
• Spun Rayons • Washable Silks • Sheers
Our Entire Stock To Go Now At **83¢**
All Sizes 12 to 34
4 BIG STORES
1162 CLINTON AVE. NO.
500 LYELL AVE.
197 GENESEE ST.
122 WEBSTER AVE.
COME EARLY!!
JEAN'S
COTTON and SILK
DRESS SHOPPES

Unsafe Playing Wrecks Many Sound Contracts

By VIRGINIA LEVY
Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

Too often it is a very simple matter to wreck a sound contract by not playing safe. We all know that when the dummy goes down we should look over the possibilities of the hand and count our sure tricks. When we do not see enough of these sure tricks to guarantee our contract, we must plan some sort of play which will give us the needed extra trick or tricks.

Today's hand is a very common type which appears in almost every game. The key play of the hand is an elementary one and should be recognized by all good players, but, nevertheless, we all have seen hands resembling this one misplayed often enough to realize that good players do not always play correctly.

cash them he will not have any way of entering the dummy in order to do so. To avoid this difficulty, South must duck the first club lead.

In other words, after taking the diamond trick in his own hand with the queen, a small club should be led and a SMALL one played from dummy. East will be forced to win and will, of course, return his partner's lead, a diamond. Declarer wins this with his ace and leads another club. Now the ace and king will drop the opponents' clubs and declarer is now on lead in the dummy and can play his two established cards in the suit.

Played in this way, declarer takes two diamonds, two spades, four clubs, and the ace of hearts, nine tricks, which makes his contract.

FINNESSES FAIL
He won the first trick with the queen and led a small club to the dummy, winning with the ace. Declarer now decided to attempt to set up the hearts. He felt certain he could do this and he reasoned that if this plan did not work perhaps the clubs could be set up for enough tricks.

So he led a small heart and (tweaked the ten spot. This lost to West's queen, of course, and that player promptly led back a diamond, which took declarer's last stopper in that suit.

dummy, winning this trick with as he thought if the second heart finesse worked favorably he would be alright. He therefore led another club to the dummy, winning this trick with the king. The second finesse in hearts was next taken, losing again. West now cashed three diamond tricks and the contract was set two tricks.

NECESSARY TRICKS
Now let us see how declarer should have planned this hand. When the diamond is opened he should have counted his tricks. He was sure of two diamond tricks, two clubs, two spades and one heart. Somewhere, he knows he must pick up two more tricks in order to fulfill his contract.

True, if the heart finesses work everything is dandy, but suppose they both lose. South has only one more diamond stopper left and he cannot afford to let West in more than once. This plan therefore must be discarded and some safer one attempted.

How about the club suit? Maybe a trick or two can be set up there. Two club tricks can be set up if the opponents have this suit divided three and two, even if one of them should have queen, jack, ten.

ENTRY PROBLEM
Now here is where the entry problem pops up again. If declarer takes his ace and king of clubs and then allows opponents to win the next one, thus setting up his two small ones, he will find that when he wishes to

Really 'n' Truly
PARIS COIFFURES
FOR NEW HATS



Dear Jane:
No—the question of a coiffure for the hat, or a hat for the coiffure, need be no problem.

In the top sketch Agnes is wearing what Paris calls a turban (in reality it's a flower basket — the handle fits on your head.)

The bottom sketch shows Mibs a cushion bonnet (another flower basket, shaped like a bonnet, with the handle under the chin.)

The question of a hat for the coiffure or visa versa, is easily answered. Just go out and get your hat — wear it to your hair stylist and have him FRAME it in BRUSHED-UP curls.

Notice how Mib's head is bisected from ear to ear—(ugh)—by a part?

Don't forget Jane—to BRUSH-UP on your coiffure.

Luv n' stuff,
BARE

Women of Moose Seek Members

Under direction of Past Regent Margaret Goetzman, Rochester Chapter, Women of the Moose, has entered upon a membership campaign and it is expected that before the first of November, when the drive will end, the roster of the Chapter will be enlarged by several hundred members. Chairman Goetzman is offering a prize of a paid-up due card to the worker who brings in the most candidates.

At the residence of Mrs. Rilla Mollon, 67 Merchants Road, on Friday afternoon and evening, August 19, the Chapter will hold a fish fry to which all affiliates of the Moose and their friends are invited.

Miss Mary J. Grady, 46 Austin Street, call at The Sun office and receive a guest ticket to "The Crowd Roars," playing at Loew's Rochester Theater beginning August 12.

MISTAKEN KINDNESS

It's mistaken kindness to provide so well today that adequate provision cannot be made for tomorrow.

If you knew you could never get insurance after today, you'd take it now, wouldn't you? Do today what tomorrow may not let you do.

Buying life insurance does not add to your financial problems — it solves them.

Ask a National Man.

BRUCE S. JOHNSON
GENERAL AGENT
703 Reynolds Arcade Bldg.
Main 5013
NATIONAL LIFE
INSURANCE COMPANY
MONTPELIER VERMONT
FOLKLY MUTUAL—ESTABLISHED 1880

Final Clearance
SHOES
Just 113 Pairs At This Price
Our regular \$6.50 values. Dozens of styles from which to choose. Not all styles in all sizes, but all sizes included.
\$1.98
TREADEASY SHOES
VALUES TO \$8.85
\$4.95
Many in patterns suitable for fall wear.
VACATION SLIPPERS
VALUES TO \$2.25
\$1.39
Greens, Burgundies, Black, Reds, and others included.
J. E. Thompson
78 CLINTON AVE., SOUTH

J. E. Thompson
Famous J. E. Thompson
PURE SILK STOCKINGS
2 Pairs For \$1.25
64¢
A REGULAR 79¢ VALUE!
All New Fall Shades

CLEARANCE
Summer Formals \$5.00
Values to \$29.95. Now reduced regardless of cost or former selling price. Clearance at 6.99 and
Summer Dresses \$6.99
Sheers, Prints, Pastels and whites formerly to \$29.95. Plenty of large sizes included. Now reduced to \$9.99 and
Evening Wraps \$6.99
Summer fashions. Values to \$25.00. Closing out at

BEACHWEAR
ENTIRE STOCK AT REDUCTIONS OF 50% AND MORE

Slack Sets \$3.49
Genuine \$6.95 Values. Now, your choice at
Play Shirts by Wellies 99¢
Special! Formerly to \$2.95. Almost a give away at

THIS COUPON WORTH 50¢
SPECIAL Genuine \$1.69
SLIPS \$1.19
Your choice of lacy trimmed or tailored styles. Guaranteed to be our regular \$1.69 slip. Limit one to a customer at this price.
J. E. Thompson
78 CLINTON AVE. SOUTH

Mother Love—
Your love for your children means you want to give them absolute protection. Be sure you do—especially when riding in a car at today's high speeds. Safety begins at the tires on your car. Are your tires safe?

Protect YOUR Loved Ones INSIST ON
GOODRICH Silvertown Safety Tread TIRES
3 EASY WAYS TO PAY AT MEISEL'S
1. Pay Cash If You Like 2. Open A 30-Day Charge Account 3. Use Our Liberal Budget Plan

No Red Tape About Credit

FAMOUS GOODRICH TIRES \$6.15
Size 4.40x21
LOOK AT THESE PRICES
4.75x19 ... \$7.05 5.50x17 ... \$9.05
5.25x17 ... \$8.05 6.00x16 ... \$10.20
Slightly More On Budget REGARDLESS OF PAST EXPERIENCE YOUR CREDIT IS GOOD HERE

MEISEL TIRE Co.
OPEN EVENINGS AND SUNDAY A.M.
270 EAST AVE. MAIN 3844
Corner of Pitkin St.

Long Term Mortgages
AT LOWEST RATES
To Build, Buy, Re-finance
Homes, Apartments, Central
& Income Properties
Unlimited funds available
for loans on new con-
struction or properties
less than 15 years old.
Harry B. Marcille, Inc.
TEMPLE BLDG.
10 Franklin Street Main 3747

WATCH REPAIRING

IS A PROFESSION

Don't let anybody
but an expert re-
pair your watch.
Thousands
of Rochesterians
know we know our
business. Be safe
— be sure — bring
your watch or clock
to us for accurate,
guaranteed service.

**GUARANTEED EXPERT
WATCH REPAIRING**

Any Watch
Cleaned,
Oiled,
Adjusted

\$1.00
Main Spring Fitted, \$5c
Bowl and Crown, ea. 75c
Other Repairs at Cor-
responding Low Prices
ALL WORK GUARANTEED
FOR ONE YEAR

Edwards
Watch Shop
Street Floor

Rochester Man Shifted to West

"Go West, young man," might
have been good advice to most
young men seeking adventure,
but Lt. Austin W. Smith of 412



Lt. A. W. Smith

Raines Park, has had the ad-
venture thrust upon him. He has
been ordered to organize a new
C.C.C. Company at Camp Dix,
New Jersey, to cross the country
by troop train, establish a new
camp in the forests in the vic-
inity of Spokane, Washington,
and to remain as Commanding
Officer.

Lt. Smith is beginning his fifth
year as an army officer on duty
with the Civilian Conservation
Corps. He is a former basketball
star of Aquinas Institute, and
later attended Georgetown Uni-
versity and George Washington
Law School.

The receipt of his orders ter-
minated a three-month furlough
spent in Rochester. Lt. Smith is
the son of William M. Smith,
Supreme Councilman of the
Loyal Order of Moose, and brother
of Major W. Earl Smith, Vice
Dictator of the local Lodge of
Moose.

ROCHESTER'S THRIFT CENTRE
Edwards
STONE 2320

SHOP ALL DAY FRIDAY 9 P.M.
4th-5th-6th-7th Floors OPEN 'Til
Store Closes at 1 P. M. SATURDAY

Special Purchase SALE from a FAMOUS MAKER Certified INNERSPRING MATTRESSES

Regular **34.50** Value **16.98** You Save **17.52**

Strange as it seems, you actually save MORE than you pay. Which enables you to purchase two of these lux-
urious mattresses for the price of one . . . and have
lunch money left over besides. An offer which would
be totally impossible but for Edwards mammoth three
store buying power plus the co-operation of one of
America's foremost mattress manufacturers whose
trade name is synonymous with lasting sleeping com-
fort.

READ THESE FEATURES, THEN HURRY IN

- Guaranteed Inner Coil Spring Unit
- Guaranteed Spring Edge Construction
- Patented Rope Handles That Won't Tear Out
- Imported South American Sisal Padding
- Imported Panel Damask Ticking
- Fully Ventilated Centre
- Smooth Flat Tufting

All Standard Sizes

Pay **10% DOWN**, Balance Monthly

EDWARDS, Seventh Floor



ON SALE ONE DAY FRIDAY ONLY!

Regular **1.59** Cold Pack **\$1.09**
CANNERS

Put up "prize winners" in one of these cold pack
canners. 20 quart seamless enamel with heavy re-
tinned wire rack that holds 7 jars. Easy to keep
clean. Phone your order if you can't come in person
as the quantity is limited and the value extra-
ordinary. EDWARDS, Sixth Floor

Free
Delivery
Within 200
Miles Of
Rochester



Portraits Special
FOR 2 WEEKS ONLY!
3 for \$2.95
2 (8x10 inch) 1 (Van Dyke-Mentore)
NEW LOCATION
Green Room - 1st Floor
EDWARDS, Seventh Floor



Choice of 4 Poses

A CHECKING ACCOUNT

Think Of The Convenience
And Time It Would Save!



Furthermore, paying by check
would protect your money and
give you a legal receipt for every
payment. We shall be pleased to
receive application from you.

**GENESEE VALLEY
TRUST COMPANY**
EXCHANGE AND BROAD
(Times Square)

Member of Federal Deposit Insurance Corporation



KEEP FOODS SAFE

In A SERVEL (gas)
REFRIGERATOR

Heat waves make no difference to the inside of
your Electrolux (gas) Refrigerator. You just set
your cold control, and the refrigerator does the
rest. Always the temperature is within the safety
zone — 32° to 50°. Food is safe, it simply can't
spoil. Get your refrigerator now, be prepared
for heat waves.

ROCHESTER GAS & ELECTRIC CORP.
89 East Ave. Main 3960

AUGUST ACES



Take A Hand In Edwards
AUGUST "ACE" VALUE
Every One a Big Drawing Card, Special for
ONE DAY, FRIDAY, ONLY
As Long as Quantity Lasts! No Phone or C.O.D. Orders!

1800 Pairs
First Quality
Full Fashioned
Ringless
**SHEER
CHIFFONS**

49c PR.



Sizes
8 1/2 to 10 1/2



Sheer - but - strong 4-thread
weight. Knit of fresh, lively
pure silk yarns. Clear, even
texture. Flawless fit from top
to toe. Plaited soles for extra
mileage. Stockings of such ex-
ceptionally fine quality are
rarely offered at a sale price so
low. So, stock up with the new
SUBTLE SHADES for immedi-
ate and early Fall wear . . .
and SAVE!

EDWARDS, Street Floor



3500 Yds.
on **SALE!**

REG.
1.79
GRADE

**CONGOLEUM NAIRN
INLAID LINOLEUM**

DISCONTINUED PATTERNS AND LONG REMNANTS
RANGING FROM 100 TO 150 YDS. OF EACH DESIGN

We're making this extraordinary offer solely to rid
our stock of discontinued patterns and long remnants
to make way for new shipments. You save 60c a
yard. Fourteen designs from which to choose
each a former best seller. Popular labor-saving, soil-
proof surface . . . a flick of your dust-mop and it's
clean. Made by Congoleum Nairn which practically
guarantees you long service and decorative beauty.
First come, best choice!

A 9x12' Floor Can Be Covered for 14.28

1.19
Sq. Yd.

Buy on Our Budget Plan! 10% Down, Balance Monthly
EDWARDS, Fourth Floor

Every Thurs-
day Do Not
by 6 P. M.,
and One Will
d.

DELIVERED

M
ine
er
nes

itude of
oute

day indicated
on's action in

f the "strike"
nt than usual,
re is nothing
ular situation.
talk that the
lance law will
ut delay, but
ard of Educa-
ment on this

sons, mostly
around No.
y of the new
remainder of
attended 26
ed at schools
of which are
the section
No. 28. Other
26 have en-
schools.

ormerly filled

the quality
ed by road-
tors of many
merely job-
others who
duce. There's
nd operated
4 that offers
abouts.

akley of St.
of Mr. and
ton of Win-

Carson of
entertained
on Mon-

Temont Street,
a "Three Loves
Rochester Thea-
ter, Dickel.

ides
Y



\$1
Pair

S



1



1



214 Caroline Street, Miss C. Imhof, be the guest of The Sun and Loew's Rochester Theater, where will be shown, beginning August 12, "The Crowd Roars". Call at The Sun office and receive your guest ticket.

"The Crowd Roars", at Loew's Rochester Theater, beginning August 12, is a film you may like, Miss Claudia B. Forest, 445 Cottage Street. A guest ticket is waiting for you at the office of The Rochester Sun.

Red Wings Home Tonight

Firmly entrenched in second place, Ray Blades and his rampant Red Wings return to Red Wing Stadium tonight to meet the Baltimore Orioles in the first engagement of a long home stay that pits them against every league foe except Toronto.

All remaining Red Wing home night games this season will start at 8:15.

Fifteen games in 10 days face the Wings on their return home, with five scheduled with the Orioles in four days, five with Jersey City Giants in three days and five with Syracuse in three days, five doubleheaders—four of them twilight affairs—being scheduled for that period.

The Wings meet the Orioles in single night games August 11 and 12, play a single Saturday afternoon game for the Knot-holders, and wind up the series with a doubleheader next Sunday afternoon.

Jersey City, making its initial appearance under the direction of Hank Deberry, successor to Travis Jackson, comes for a single night game Monday, August 15, with twilight doubleheaders slated for August 16 and 17.

Grand President Of Order To Make Official Visit

Grand President James E. Skinner of the American Order, Sons of St. George, has announced plans for his official visit to Jamestown on August 20 and to Oswego on August 27.

A large delegation from his home lodge in Rochester is expected to accompany him on both visits. All brothers wishing to go are urged to call the Secretary, F. W. Morrell.

Nation To Hear About Rochester

From the traditional rock bound "coast of Maine," to the "sun-kissed shore of California," manufacturers, tourists, and any others interested, will hear the praises of Rochester sung—and loudly—when future plans of Commerce Commissioner Harold S. W. MacFarlin materialize.

Pictures, booklets and personal calls on industries, to acquaint them with the advantages of Rochester as an industrial city, are planned. Already the New York World's Fair has been furnished pictures with no cost to Rochester.

Included among plans to boost the city are development of the subway a planning program to determine in what direction the city shall go, and at what cost expansion of a transportation system looking to the future, facts on labor, rates, costs and kindred subjects.

High Speed Trolleys Cut Subway Run Time

Subway riders are getting to work more quickly these days. In fact, 7½ minutes faster, due to the new high speed cars now operating over the Rochester Rapid Transit and Industrial Railway.

Ten minute rush hour schedule is still in order, but the running time of trolleys before and after rush hour is cut from 20 to 15 minutes. If you're up and around Driving Park station at 5:56 a. m. you can nab the first trolley; or, if you live in the Rowlands district, the first car leaves at 6:36 a. m.

Conservation Leaguers List Open Forum Meeting

The Genesee Conservation League will hold another in its series of open forum meetings in the Scottsville Road clubhouse Wednesday evening, August 17, at 8 o'clock.

Henry P. Sutton will act as chairman. Refreshments will be served.

Paddy Hill Players Plan Annual Picnic

Members of the Paddy Hill Players will hold their third annual picnic on Sunday at their "Shanty" in Mt. Read Boulevard near Letta Road.

Walter Leo Wheelahan, president of the Players, is convalescing at his home after undergoing a major operation.

H. C. Jenkins, 74 Queens St., Call at The Sun office and you'll receive a guest ticket to see "The Crowd Roars", playing at Loew's Rochester Theater beginning August 12.

SPORTS

By JOHN BURNS

Win, lose or draw in their dash for the National League championship, those Pittsburgh Pirates occupy the center of baseball's spotlight at this writing. And much of the interest manifested in the Pirates is inspired by memories of what happened to another Pittsburgh club a decade and a half or so back.

That earlier Pirate outfit, apparently headed for championship, stopped in Rochester to play an exhibition game and part of the entertainment consisted of close harmony singing at the home plate. Charley Grimm, recently deposed as manager of the Cubs, and Rabbit Maranville were members of the Pittsburgh quartet and a wise old baseball man who happened to be there gave the tip-off on the Bucs when he said: "That's a fine club, but the boys had better forget their singing until they clinch the flag, because songs won't scare those Giants."

And that's how it turned out. The Pirates were flattened by the Giants; blew a comfortable lead in the league race, and wound up anything but champions.

This season, however, the Pirates are concentrating on baseball instead of vocalizing and results seem to prove that they are on the right road. When Pie Traynor's lads rocked and socked the Giants a few days ago in New York, their championship chances went soaring. Those were the "money" games and the Pittsburghers showed that they have what it takes.

The Pirates are due for one more eastern swing this season and if they avenge their present advantage until they move east it looks as if half of the next world series would be played in the Smoky City.

When the Red Wings open their last long home stand tonight at the stadium they will present a catcher new to Rochester fans, Eldon Breese, the newcomer, was obtained from Kansas City on option. Brusie Ogdowski going from the Reds to Kansas City in the deal.

Breese—the S—is emphasized in pronouncing his name—signed his first baseball contract with Oliver French, president of the Wings, at St. Joe, Mo., in 1930. He was an infielder and outfielder in those days, turning to catching after he joined the Kansas City club.

What Happens . . . WHEN MARRIAGE is BASED ON PHYSICAL ATTRACTION?

The personal, true life story of a man who married a girl whose physical appeal he couldn't resist.

ALSO—"Lonely Wife"—"Because I Knew His Secret"—"The Woman Who Broke Up My Home"—"My Mother's Past." These are some of the absorbing stories taken straight from life appearing in the September issue of True Story Magazine.

Get Your Copy Today!

Sept. Issue **True Story** 15¢ MAGAZINE

The Chateau
CORNER OF MONROE & AVENUE
MODERATE PRICES
At All Times
Why Go Elsewhere
MUSIC AND FLOOR SHOWS NIGHTLY
No Cover or Minimum
Try Our \$1.00 Dinners

Every Sunday Special Dinners \$1.00 Cocktails 25c

Always COOL Shows 8:30, 11:30, 1:30

YOUR CHOICE SNOW WHITE GLASS FREE

Bring 5 TEALL'S Whizz Bang Hoods to Teall's Factory, 285 Ormond St. for your choice of Snow White 5 oz. Glass.

This Offer Expires Aug. 31, 1938

Complete your set with TEALL'S Whizz Bangs! A Cream Sherbet Made with Fresh Fruit

GEE IT'S GOOD

NICE ROLL
A-NICER
5¢

PUSH 'EM UP YOU GET IT ALL

ENJOY WHIZZ BANG
A Cream Sherbet Made with Fresh Fruit
Exclusively at All TEALL'S Stores

If you enjoy movies, Miss Hazel Kepple, 110 Ardmore St., why not be the guest of The Sun? Just call at 418 Burke Building and receive a guest ticket to "The Crowd Roars", playing at Loew's Rochester Theater beginning on the 12th of August.

990 Genesee Park Boulevard, is the number and Miss Catherine L. Beachner is the name. If you, Miss Beachner, wish to see "The Crowd Roars", Girl", playing at Loew's Rochester Theater beginning August 12, just call at The Sun office and receive a guest ticket.

YOU DON'T NEED CASH QUICK CREDIT Easy Pay PLAN

SPECIAL
4.75x19 \$7.05
As Low As 49c Per Week

DIAMOND DUPLEX
5.25x18 \$8.35
5.50x17 \$9.05
5.00x16 \$10.20
slight additional credit charge

AS LOW AS 49c A WEEK

UNIT ROCHESTER PARTS CORPORATION
1165-1223 MAIN ST. E. CULVER 250

ROCHESTER'S LARGEST LIQUOR STORE OPEN EVERY EVENING UNTIL 12 P.M.

WANTED

EVERY WISE PURCHASER TO TAKE ADVANTAGE OF OUR

WINE and LIQUOR SPECIALS

In The Tropics.. It's **BOOTH'S GIN**
The Original British Formula Now Distilled In America
Distilled London Dry Gin. 90 Proof.
100% Grain Neutral Spirits.

Case of 12 Bottles \$14.50

MOUNTAIN FARM STRAIGHT WHISKEY
3 Years Old \$1.69 QT.
90 Proof 4 Qts. \$6.12

CREAM O' GRAIN WHISKEY
2 Year Old Bourbon \$1.39 QT.
100 Proof Bottled In Bond 4 Qts. \$5.20

5 YEAR OLD RYE \$2.79 QT.

100% PURE CALIFORNIA WINES
\$1.44 GALLON

Port Sauterne
Sherry Reising
Tokay Burgundy
Muscatel Claret
Madeira Chianto
Etc.

79c 1/2 Gallon

BRANDY RUM Scotch
Product of California 86 Proof Large 25.0 oz. Little 13.5 oz.
Imported A Puerto Rican Import Fifth Old Fifth

139 159 244

PHONE YOUR ORDER NOW—MAIN 786

BERGHASH

124 CLINTON AVE. SOUTH
NEXT DOOR TO LOEW'S THEATRE
FREE PARKING OPPOSITE OUR STORE

WHAM
STATION
1150 KG

Highlights—

FRIDAY, AUGUST 12th

1:00 P.M. General Mills Hour
Four great shows—each a quarter hour of your favorite entertainment.
3:30 P.M. Your Esso Reporter
The latest news—accurately, dependably furnished by United Press.
5:00 P.M. Royal Crown Revue
Sponsored by Nehl, Sparkling entertainment.
5:30 P.M. March of Time
9:00 P.M. Baltimore at Rochester

SATURDAY, AUGUST 13th

5:45 P.M. Harry McTigue
Your Sooney Sports Reporter.
9:00 P.M. WLS National Barn Dance
Here's a program young and old alike will enjoy—so whether seven or seventy get out your best rocking chair and settle down for an evening of fun.
10:30 P.M. Horace Heidt and His Orchestra
11:00 P.M. Your Esso Reporter
With the late news summary of the day.
12:00 P.M. Carl Deninger and His Orchestra
Carl comes to you with distinctive Rainbow Rhythm from the Hotel Geneva.

SUNDAY, AUGUST 14th

1:00 P.M. Magic Key of RCA
1:00 P.M. "There Was a Woman"
Drama of the highest type, for your Sunday afternoon enjoyment.
3:30 P.M. Annual All-American Soap Box Derby
Watch Rochester's entry, Bill DeVries, as he competes against the country's best.
7:00 P.M. Charlie McCarthy & Bergen
8:30 P.M. Walter Winchell
8:45 P.M. Irene Rich
9:00 P.M. Rochester Park Band

MONDAY, AUGUST 15th

6:00 P.M. "Alias Jimmy Valentine"
One of the top flight dramas on the air.
7:00 P.M. Chevrolet Musical Moments
With Vic Arden's orchestra, The Songbirds, James Melton, and Graham McNamee.
7:15 P.M. "Vikings West"
Don't miss this new drama by Oil Brewer. Includes comments on the possibility of a ninth century Viking raid on America. Thrilling information.
7:30 P.M. "Those We Love"
8:15 P.M. Jersey City at Rochester
9:00 P.M. True or False

TUESDAY, AUGUST 16th

1:00 P.M. General Mills Hour
Four great shows—you'll like them.
5:30 P.M. "Your Family and Mine"
Once you join the Wilburs of High Falls, you'll stay with them always. "Sealtest."
5:45 P.M. Lowell Thomas
6:00 P.M. Edna Mae
No matter how dumb a person is, he is brilliant beside the veteran Jane Ace.
7:30 P.M. Information Please
A rapidly rising program—now rated as one of the best of its kind on the air. The experts against the ash-register.
8:15 P.M. Jersey City vs. Rochester
If you must miss the ball game, do the next best thing and listen to Harry McTigue describe it.

WEDNESDAY, AUGUST 17th

3:00 P.M. Jersey City at Rochester
An afternoon game, this time. Broadcast by Harry McTigue.
6:15 P.M. Mr. Keen—Tracer of Lost Persons
Follow the cases of this humane detective who chooses to fight heartbreak instead of crime.
7:00 P.M. One Man's Family
Of all the "family" shows on the air today, this is one of the most popular.
8:30 P.M. National Music Camp
From interlachen, nestled in the beautiful pine woods of Northern Michigan comes the music of the National High School Orchestra.

THURSDAY, AUGUST 18th

2:00 P.M. NBC Light Opera Selections
Popular music from the semi-classical masters.
6:30 P.M. Your Esso Reporter
7:00 P.M. "Stepping Ahead With America"
March along with John B. Kennedy.
7:30 P.M. State True Trooper's Drama
Listen once again to WHAM's biggest dramatic program.
8:15 P.M. Syracuse vs. Rochester
9:00 P.M. Kraft Music Hall
With Bob Burns and Johnnie Trotter's orchestra.

YOUR BABY CAN WIN \$25!
OR ONE OF MANY OTHER VALUABLE PRIZES
ENTER NEISNER'S
"Baby Face" Photo Contest

STARTS TODAY
ENDS SEPT. 6th

- Age limit 3 months to 3 years.
- Every child photographed at our studio during this contest is automatically entered.
- Prizes awarded in accordance to the number of votes each child gets.
- Votes may be made at the studio by the public on ballots furnished by us.
- Each photo will be on display at our studio; a large card, and numbered.

Photo Studio—Main Floor—No Appointment Necessary

Neisner's
200 E. MAIN ST.

PLAN Better Meals with BETTER MEATS CHICKENS

Buy What You Want Of The Cuts You Prefer

Fancy Thüringer SAUSAGE 23c lb.

Lean Sliced BACON 29c lb.

BEEF ROASTS 19c lb. Chuck or Shoulder

Home Dressed Spring LEG O' LAMB 21c lb.

Wyoming Fresh Creamery BUTTER 27c lb. Prints

Fresh Dressed Roasting or Frying CHICKENS 25c lb.

Milk Fed FOWL 19c lb. 3 Lb. Average For Fricassee or Salads

CLARK'S MARKETS

600 Jefferson Ave. Cor. Barlett St. Gen. 1417

FREE PARKING At Both Stores

906 N. Goodman St. Cal. 4870

Do Not Confuse OLIXIR

With So-Called "Tank Car" GASOLINE

Olixir is a nationally known gasoline selling throughout the country at regular gasoline prices. We are able to bring it to you at a saving of 2c on every gallon because we buy direct from the refinery and sell direct to you from our own stations.

WHY PAY MORE

12 1/2c GAL. Plus Tax

INDEPENDENT GAS AND OIL CO

585 LYELL AVE Opp. Burrows St.

JEFFERSON AVE Cor. Bronson Ave.

Clinton Ave. So. Cor. Alexander St.

300 Arnett Blvd. Next To Public Library

THERE IS A CERTAIN STORE ON STATE ST.

AND THERE WAS A CERTAIN MAN WHO MADE A BETTER MOUSE TRAP

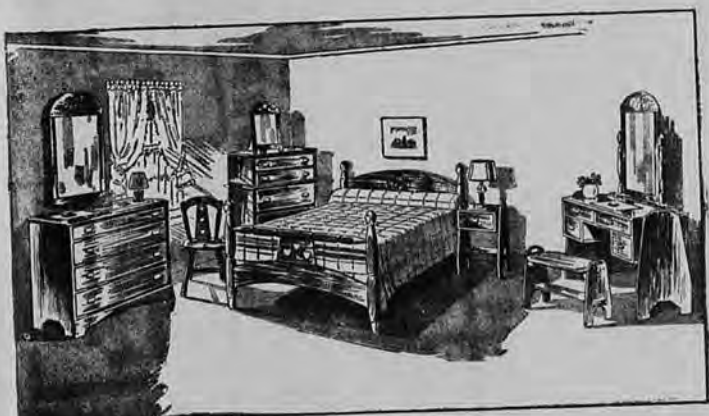
And Because "THERE WAS A REASON" PEOPLE MADE PATHS TO THEIR DOORS

NOW MORE THAN EVER
During Lauer's August Sale
There's A Reason

Yes, "THERE'S A REASON" for you to buy your furniture now at Lauer's. Now more than ever Lauer's store offers you greater opportunities to buy at savings. We believe that we have one of the best selected and largest furniture and rug stocks in Western New York. —we don't know of anyone who has a larger one. And Lauer's have made it a policy to sell this furniture at as low a price as possible not at as high a price as they can get. Buy now at the store where your neighbor buys—Lauer's, 50 State Street, at the sign of the Grandfather's Clock.

All Prices
Quoted Are Cash
Budget terms of from six to eighteen months may be arranged. Merely add 1% of 1% monthly carrying charge to the cash price, deducting any down payment.

LAUER'S OPEN FRIDAY NIGHT
'TIL 9 O'CLOCK AND SAT. 'TIL 5:30
SPECIAL TIME FOR AUGUST SALE SHOPPERS



IN LAUER'S NEW DEPARTMENT
"FOREFATHER'S LANE"
DUTCH PEASANT STYLE

BED, DRESSER OR VANITY AND BED

3 PIECES

\$94

Here is something new in the old... A rustic type furniture made in a manner suitable to go into American Colonial homes. You'll like the tawny, antique coloring of the wood, the sturdiness and rugged simplicity of the pieces. Such furniture as this first graced the homes along the Hudson River after the Early Dutch settlers in America started decorating their homes in the manner they were accustomed to in their old homelands. See this and five other European rustic farmhouse type suites at Lauer's... All at the same low sales price.

38 OTHER PIECES IN
THIS FOREFATHERS'
GROUP ALL PRICED LOW
FOR AUGUST SALE
INAUGURAL!

THIS IS NOT OUR HIGHEST PRICE
RUG...BUT IT IS A GOOD QUALITY

9x12 FT. AXMINSTER

AND IT'S ONLY ...\$29⁷⁵

A great many persons are confused with advertisements. Lauer's try to tell you the truth. We try to make our advertisements reflect as nearly as possible the merchandise we have on sale. That is why we say that this rug, while not our best rug, is a value well worth your coming in for. There are several Oriental patterns to choose from.

Other Sizes
Priced
Proportionately

STILL ON SALE ARE THE FOLLOWING:
HEAVY LUSTER TYPE ORIENTALS Former \$79 NOW \$54

12 LARGER THAN 9x12 FT. SIZE BROADLOOM RUGS
ALL COLORS AND TYPES — 25% OFF

18 FT. x 24 FT. ... HEAVY BROADLOOM CARPET ...
WILL BE SOLD AT IT'S ORIGINAL COST PRICE.
WE WILL CUT TO FIT YOUR ROOM.

MOIRE BROADLOOM CARPET ... Former \$5.95 ... NOW \$4.10
ALL COLORS ... IT WON'T SHOW FOOT PRINTS



From the ★ HOUSE of MAPLE!

Year by year satisfied customers add Lauer's maple furniture to their original purchases. We believe this is an advertisement that is better recommendation than anything we could say ourselves. Lauer's take pride in the fact that their Consider H. Willett maple furniture, while not as low priced as some of the skimpier made pieces, sells at very low prices considering its superior quality. Once you have seen Lauer's display you will be a Lauer maple booster too.

IT'S NEWS WHEN YOU CAN
BUY A 3 PIECE CONSIDER H. WILLETT
BED - DRESSING TABLE
MIRROR AND CHEST FOR \$69

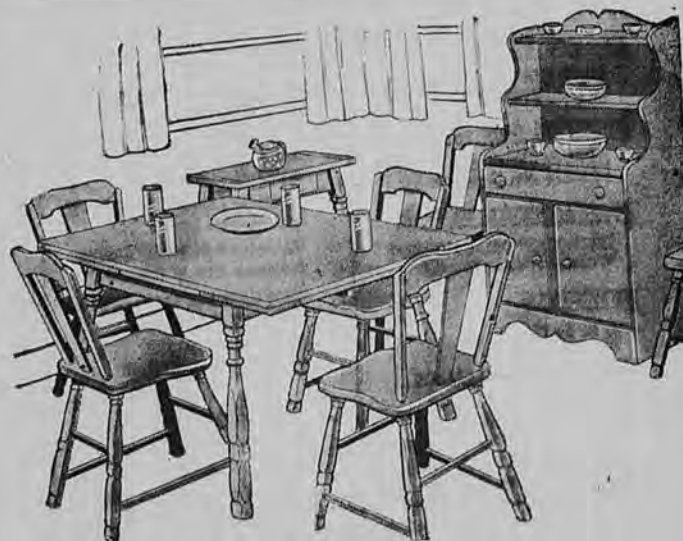
Smoothly finished, deep amber-toned maple the kind that you can be proud of in years to come. Examine the superior qualities of this suite on sale. Then you will know what a value you are buying.

MAPLE DAVENPORT AND CHAIR
SPECIAL ... \$38

While not the most expensive suite Lauer's have it is a nice set for the living room, sun-room, den or office. The spring filled cushions give it extra comfort.

Decorative Occasional Pieces
On Sale

Solid Maple Coffee Table \$6.50
Solid Maple Lamp Table \$3.98
Chintz Covered Cricket Chair \$5.75
Triangular or Square Foot Stools \$1.75



IT'S A WELL MADE WELL FINISHED
DINING SUITE AND YET IT SELLS

ALL 9 PIECES JUST AS PICTURED

Yes, the price includes table, six sturdy chairs, ship's cupboard and server just as you see pictured. The size is suitable for most modern dining rooms or dinettes. Expertly made and finished with a heat and alcohol resistant Spar varnish. You'll appreciate this furniture more in years to come.

FOR ONLY

\$96⁵⁰

ON
Sale
AT

LAUER'S · 50 STATE ST.

ALSO AT
OUR
General
STORE

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

ROCHESTER, N. Y., AUGUST 18, 1938

On Your Door-Step Every Thursday Afternoon. If You Do Not Receive Your Copy By 6 P. M., Phone Stone 6001 and One Will Be Delivered.

72,000 COPIES DELIVERED

ALL-IRISH BATTLE FOR CONGRESS

Don't Wear 'Droopy Duds' If You're Going to College

BY JONATHA JONES
Stylist for E. W. Edwards and Son

First Impressions DO count and many a brilliant college career has been ruined at the start by the wrong wardrobe. These days, praise be to the canny college counselors in the various stores, there's no excuse for arriving at your future alma with a carload of "droopy duds."

Here are a few good rules to follow, as laid down by our "knowing" sorority sisters. First, go to work on dad and find out exactly how much you can wheedle out of the "old boy." Second, with the aid of a campus stylist (preferably one from your chosen hall of learning) map out your college entrance requirements. Third, spread your money evenly over everything you need. Don't stint on this, and splurge on that.

Remember, items that are strictly O. K. at Podunk are more than likely N. G. at Syracuse. For instance, at a co-educational university you're apt to dress fit to kill on the campus, while at a "fem. only" institution you don't rate unless you go to classes in classics. In short, find out the "dos and don'ts" before NOT after you've sunk your bankroll.

There are any number of sophisticated juniors and smooth seniors who know the ropes, ready and willing to give you a helping hand...in Rochester's leading specialty and department stores.



Youthful college girl version of that multiple miracle, the three-piece wardrobe suit. Done in smart herringbone tweed with new softness of detail...noisy plaid scarf and matching kerchief for Fall 1938-39 umph!

County and State Urge Speed In Auto Permits

Statistically speaking, there are some 55,000 motorists in Monroe County, who have one-year operators' licenses. The catch is, that after September 30, they're no longer valid.

So, County Clerk Roy F. Bush and New York State District Tax Supervisor John W. Dennin are issuing their annual appeal that drivers speed up their renewals. They have their choice of a one-year license or a three-year permit.

MAGAZINE ENLARGED

The September Better Homes and Gardens brings you the first of the new, bigger, livelier issues. The bigger page-size gives the editors a greater opportunity to present a magazine that will be newer, more colorful, more interesting and more beautiful.

Council Rows Over Rail Post

MacFarlin Named After Solons Sling Words

Members of the City Council put on what amounted to a preview of the fall campaign at their Tuesday meeting before they ratified the appointment of Commerce Commissioner Harold S. W. MacFarlin as commissioner of railroads.

Councilman Joseph E. Silverstein, leader of the Democratic minority, led the fight against MacFarlin and in the course of his remarks Silverstein referred to the "lack of love" between MacFarlin and City Manager Baker, and between MacFarlin and Mayor Rapp.

Asserting that the appointment of MacFarlin was part of a scheme to "get" Baker, Silverstein went on to declare that the Department of Commerce is a "joke" and characterized MacFarlin as the author of a platform of which the Republicans are trying to rid themselves.

Councilmen Samuel Dicker and Charles Lambiase, both Republicans, answered Silverstein at length, the latter accusing his Democrat colleague of violating the ethics canon of deliberative bodies in injecting personalities.

The Council ratified MacFarlin's appointment, 5 to 2, strictly a party vote.

Moose Women List Events

As a part of a varied list of social events planned by the Rochester Chapter, Women of the Moose, for the fall and winter season, Senior Regent Hazel Weekes announces two for this week. The first will be a fish fry for all members and their friends and the second a corn and sausage roast.

The fish fry, sponsored by the chapter, will be held at the residence of Mrs. Rilla Mollon, 67 Merchants Road, on Friday evening. Mrs. Mollon will be assisted as hostess by Past Deputy Grand Recorder Mary Guenther.

The corn and sausage roast, for the benefit of the Junior Chapter, will be held at the home of Mrs. Elizabeth Anderson, 4 Vine Street, on Saturday evening. The committee in charge consists of Mrs. Mary Hale, Mrs. Mabel Sisson, Mrs. Hazel Bassett and Mrs. Betty Schmotter.

Members of Rochester Chapter having old books or magazines which they wish to donate to the library committee for distribution to the shut-ins of the city are requested to get in touch with Chairman Hazel Bassett, or leave them at the Moose Temple, 441 East Avenue.

Rochester on Parade *** By W. L. James

WHEN BETTER FIGHTS ARE FOUGHT YOU CAN BE SURE THEY'LL BE BETWEEN A COUPLE OF IRISHMEN



THE SAGE OF MAIN STREET



IT HAS DEVELOPED INTO A SWELL THREE WAY RACE FOR SECOND PLACE IN THE INTERNATIONAL LEAGUE



Hall Program Waits Action

If there's going to be a referendum on the new City Hall, it'll have to be before October 1, according to Colonel M. E. Gilmore, regional PWA director, has advised the City of Rochester.

Chances for a referendum look slim. Officially, the individual councilmen have said nothing. But it looks as if City Manager Harold Baker's objection to a referendum on the ground that it would jeopardize chances of getting federal funds, is being borne out.

Assuming that all necessary action is taken by the deadline date, the city must be ready to start operations by January 1, the Washington instructions added.

Attention, Mrs. Paul E. Lindgren, 1270 Park Avenue. On your way down to shop, stop. The Sun office, 419 Burke Bldg. and receive a guest ticket to see "Rich Man, Poor Girl", playing at Loew's Rochester Theater August 19.

Books Available On Child Care

Authoritative works entitled "Infant Care" and "Child Care and Training" have been made available by Congressman George B. Kelly, to mothers who are seeking advice and guidance on these subjects.

These are considered the best books on these subjects available and have the endorsement of physicians, nurses, psychologists, and experts in child care.

The books cover every phase of infant and child care, feeding, proper clothing, baths, care of special organs, teeth, sleep, outdoor life, play, early signs of illness treatment and so forth.

These books can be obtained without charge, until the present supply is exhausted, by writing to Congressman George B. Kelly, Federal Building, Rochester.

Red Wings In Hot Fight

Fighting for second position in the International League play-off scramble, still hopeful of cutting down the lead of the pace - setting Newark Bears, Ray Blades' hustling Rochester Red Wings face their sternest test of the season in the next ten days meeting the Syracuse Chiefs, Newark Bears and Buffalo Bisons in three important series at Red Wings Stadium.

Five games in three days are scheduled with the Syracuse Chiefs, who meet the Wings in twilight doubleheaders, Thursday and Friday, and in a single afternoon game on Saturday. The twilight doubleheaders will start at 6:15. Wing officials have announced, and both nights will be Ladies' Nights.

Forceful Fighters In Race

Kelly vs. O'Brien Political Scrap Offers Action

Rochester's outstanding election battle this year is to be an all-Irish affair, in which George B. Kelly, Democratic incumbent, will oppose Joseph J. O'Brien, Republican designee, for Member of Congress in the 38th District.

There's an old saying about using fire to fight fire, and that, no doubt, is one of the reasons why O'Brien, an Irishman, was selected by the GOP to oppose Kelly, also an Irishman.

But there are other explanations for the choice of O'Brien, a resident of East Rochester and a deputy sheriff since the first of this year. Republican chieftains freely admit that beating Kelly—and some of them will tell you that they doubt Kelly can be beaten this fall—is a man's size job. And then they compare the attributes of the two candidates.

Like Kelly, O'Brien is a forceful speaker and a fighter for the principles in which he believes. Kelly rates highly with the labor party and O'Brien, Republican leaders believe, will balance that vote-getting quality because of his labor and American Legion connections.

CAMPAIGN PLANS

From this distance it seems like a fairly good guess to assume that dignity will be the keynote of Kelly's campaign. The Congressman is said to be inclined to appeal to voters on his record, leaving O'Brien to touch off most of the verbal fireworks that will be exploded between now and November 8.

The New Deal and Kelly's consistent support of the Federal Administration will be O'Brien's targets when the campaign gets under full highway and a political struggle between a couple of Irishmen who neither ask nor expect quarter should develop into something well worth following.

Mrs. Arthur Lane, 1211 Park Avenue. There's a guest ticket to see "Rich Man, Poor Girl", playing at Loew's Rochester Theater beginning August 19. Please call at The Sun office, 419 Burke Building.

Here, There and Yonder

By CRAY REMINGTON

Millions of young men in our land, which includes Rochester, are asking: What to do? There is the general complaint, which is the general complaint, to do, but practically no person willing to pay one to do them. All of which creates the biggest social problem of our day—unemployment.

These young men are a youth of, perhaps, 22 years, residing in Barre (Continued on Page 3)



NOW LOVE'S DELICIOUS

Home Made FRESH FRUIT Sherbet



THAT RICH CREAMY HOME MADE TASTE

SHOP IN AIR-COOLED COMFORT

MINK \$129 Dyed Muskrat

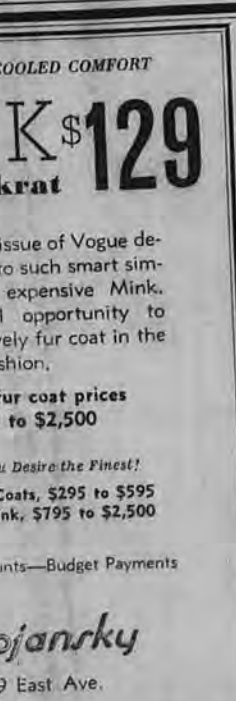
The current issue of Vogue devotes pages to such smart simulations of expensive Mink. An unusual opportunity to possess a lovely fur coat in the height of fashion.

Other fur coat prices \$69 to \$2,500

And if You Desire the Finest! Jap Mink Coats, \$295 to \$595 Eastern Mink, \$795 to \$2,500

Charge Accounts—Budget Payments

Projansky 39 East Ave.



2 for 35c

2 for 35c

2 for 35c

2 for 35c

2 for 35c

2 for 35c

2 for 35c

2 for 35c

2 for 35c

PAGE TWO

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, AUGUST 18, 1938

TRUTHFUL ADVERTISING

O. E. S. CHAPTER PICNIC
Amo Chapter Order of the Eastern Star, will picnic at Genesee Valley Park, Monday afternoon and evening.

William J. Babcock, 865 Harvard Street, If you or any member of your family wish to see "Rich Man, Poor Girl", playing at Loew's Rochester Theater beginning August 19, just call at The Sun office, 419 Burke Building for a guest ticket.

FRATERNITY PICNIC
Eta Chapter, Omega Delta Fraternity, held its annual picnic Sunday at Durand-Eastman Park. Zeta Chapter members from Buffalo were guests.

Calling Miss Margaret Leiter 180 Meigs Street. On your way down town, stop at The Sun office, 419 Burke Building, and receive a guest ticket to see "Rich Man, Poor Girl", playing at Loew's Rochester Theater beginning August 19.

Visitors Tour Department Store

About 300 women here for the Odd Fellows convention made a behind-the-scenes tour of the E. W. Edwards and Son store yesterday. The visitors were received by Miss Mary Huddy, manager of the credit department; Miss Carrie Taler, head of the personnel department, and Miss Jonathan Jones, stylist.

Assessors Get Tax 'Plaints'

Politicians were reminded that touching a taxpayer's pocketbook touches a live wire, when irate property owners gathered before the Board of Assessment Review to declare that this land and that they were overassessed. Equalling of assessments was a good idea for the current administration, only the assessed didn't take so kindly to the changes. And said so. Grievances were filed Tuesday, the first day of the ten allotted for the allegation period.

SAVING on Every Purchase or Your Money Back
OPEN EVERY EVENING — ALL DAY SATURDAY

Ladies' Bathing Suits 50¢

Values \$1.98

Girl's, Boys' 100% Wool Swim Suits Reg. Val. \$1.25 25¢

Men's 100% Wool Zipper Suits Reg. Val. \$1.19 \$1.19

Men's Extra Large Bathing Suits Reg. Val. \$1.59 \$1.59

Ladies' Dressmaker Suits Reg. Val. \$1.00 \$1.00

STONE 2260

Rochester Jobbing House
159-161 JOSEPH AVE. COR. NASSAU ST.

AT BRAUN'S ONLY!
BEST ALLOWANCE IN TOWN for Your OLD RADIO
On Brand New...
PHILCO - RCA - ZENITH

Bring This AD To Our Store And Get Your **1** **RADIO TUBES** **2** PRICE

ANY MAKE—ANY TYPE! 30c Tubes 40c 100 Tubes 50c etc.

Open **BRAUNS** Open
Evenings Evenings

900 PORTLAND—STONE 122

The Way To A Man's Heart

When you are entertaining your friends or racking your brains for something that will appeal to your family, you will often find that one new item on the menu will cause so much comment, either because of an unusual way of serving a familiar food, or because of a new flavor combination, that both family and guests will forget the simplicity or familiarity of the rest of the meal.

It is these additions to the ordinary run of menus that build up reputations as good cooks.

Here is a new pie suggestion, dainty enough to serve to company, that will draw exclamations of surprise when the first forkful is eaten.

CANTALOUPE CREAM PIE
1 c milk 1/2 c sugar
4 T flour 1/2 T salt
2 T cornstarch 1 T butter
2 egg yolks 1 c vanilla

Scald 2 2-3 c milk. Mix flour and cornstarch and stir to a paste with remaining milk. Beat egg yolks, add sugar and salt. Add a little of the scalded milk to the flour mixture and some to the egg mixture, stirring constantly until thick. Remove from fire and add butter and flavoring. Cool.

In a baked 9" pie shell arrange well drained cubes of cantaloupe meat. Pour cooled filling over, this and serve plain, with whipped cream or with a meringue made from the remaining egg whites.

It's Delicious
The **MONROE ARCADE'S**
FROZEN CUSTARD

Direct From The Machine

Special
WITH THIS COUPON
25¢ Full Quart

Regular 60¢ Value!
Present This Coupon
SAVE 35¢

GIANT DIP 5¢

MONROE ARCADE
171 MONROE AVE. Open 'Til 12 Every Night

TODAY—THURSDAY AUG. 18 MARKS THE

OPENING

OF A NEW FASHION SHOP!
BEFORE THIS ANNOUNCEMENT IS 24-HOURS OLD... WE'LL BE THE TALK OF THE TOWN!

Pardon Our Enthusiasm But We Just Can't Help Bragging About Our Smart New Shop. And Speaking Of Fashions Our Buyers Scoured The Country's Style Markets To Purchase Just For You, Miss and Mrs. Customer The Finest Of Fashions At Prices That Will Amaze You.

Wool! Crepes! Satins!
Tailored and Dressy Styles

\$3.95

Everyone Made to Sell For Not Less Than \$3.95!

Specially purchased... specially low-priced... an exciting collection of Fall's newest fashions! See the stunning sheer wools, expensive-looking crepes, satins... all beautifully moulded to flatter your figure! Black, rich solids! Rich new trims! 12 to 20—38 to 44.

Other New Fall Dresses \$6.95

FREE! NOTHING TO BUY!
Simply Present This Coupon and Receive
A Beautiful Crystal Salt and Pepper Shaker Set On A Tray of Matching Beauty

NEW FALL HATS \$1.25

Copies of all higher priced hats... they're young, dramatic, excitingly gay! Tilted trimmers, tiny pillboxes, cuffed toques, Robin Hood brims, profile berets, high off-face halos... Fall's smartest hats for sports and dressy wear! All head sizes and only \$1.25.

EVERY HAT A REGULAR \$2.00 SELLER

LAKE'S LADIES STORES

Apparel

OPEN EVERY EVENING 'TIL 10

664 CLINTON AVE. NORTH at BUCHAN PK.

IN THE HEART OF THE FASHION CENTER

Near-Record Deluge Causes Huge Damage

Fair and cooler weather carressed Rochester today after the heaviest rain storm since 1897 ended the week old heat wave with destructive lightning and crashes of thunder.

Toll of the storm mounted to thousands of dollars and was spread over a wide area of Western New York.

Jack Baker Opens Lake's Apparel Shop

Recession? There may be one, but to Jack Baker, president of the newly opened Lake's Ladies Apparel Store, 664 Clinton Ave.

JACK BAKER

nue North, corner of Buchanan Park, it doesn't exist. For he's too busy with his store. "Business as usual," is his motto. Moreover, he's certain there's a buying boom coming up—and soon.

Baker, what has just returned from a buying tour of the New York Market, bringing with him the newest and smartest fashions, has long been connected with women's wear shops. In addition to jobs held here, he was associated with Goldblatt Bros. of Chicago and was supervisor of the western district of the Jonas Shops, chain ready-to-wear women's stores. Miss Ruth Silver will be store manager.

THE NEW YORK SUNDAY MIRROR 5¢

ALL THE NEWS IN STORY PICTURE COLOR

Plus 16 Pages of Color Comics and Color-Gravure Magazine Section

An early edition of the SUNDAY MIRROR, containing all features is now on sale at all Rochester news-dealers.

Did Your Roof Leak During Last Week's Storm?

IT WOULDN'T HAVE IF YOU HAD A

BIRD 20 Yr. ROOF ON YOUR HOME

PREPARE NOW FOR WINTER AND OTHER STORMS TO COME!

A Bird Roof For Average 7 Room House Costs As Little As

\$95

EASY TERMS
PAY AS LOW AS \$5 A MONTH

PHONE MAIN 1786 FOR FREE ESTIMATE KEMP ROOFING CO.

Roofs Applied DISTRIBUTOR Materials Sold

331 West Main Street
The Following Roofers Are Authorized "Bird" Agents Will Quote Special Prices.

Alliance Roofing Co. 226 North Clinton Stone 3845	Pike Roofing Co. 290 Versailles Rd. Glen 5882
Arme Roofing Co. 235 Lehigh Ave. Gen. 3498-R	Crissy Roofing Co. 1305 Culver Rd. Cul. 3243
Rochester Dist. & Appliance Co. 1891 East Main St. Culver 2034	Culver Roofing Co. 68 Iroquois St. Sea Breeze Culver 3586-W
Roth Roofing Co. 543 Ridgeway Ave. Glen 5198	Inlaid Roofing Co. 105 Scholfield Rd. Glen 108

HAVE

ANNE KOV...
FRANCES K...
FORM BEAUTIF...
J & Th...
Never Such V...
FL...
CO...
20%...
Reg...
\$9...
● Mu...
● Me...
● Ne...
Bu...
Cal...
Patri...
cover...
beat...
YOU...
"Rich...
ing...
begi...
elect...
to R...
the sp...
WOC...

Weis & Fisher's AUGUST SALE FEATURE

FROM ROCHESTER'S SHOW PLACE OF FURNITURE FASHION



GENERAL ELECTRIC

WASHERS

Here is the biggest electrical washer value in years, offered to you on any one of Weis & Fisher's THREE convenient payment plans. See it demonstrated this weekend at Weis & Fisher's and notice these features:

- ACTIVATOR WASHING ACTION
- LOVELY SAFETY WRINGER
- PERMABIVE MECHANISM
- G-E MOTOR
- NO OILING OR GREASING REQUIRED

\$1 DOWN

\$49.95

Weis & Fisher
80 CLINTON AVE. SO.

OPEN ALL DAY SATURDAY

Lewis Auxiliary Again Wins State Drill Cup

Millon L. Lewis Auxiliary Drill Team, of the County Legion, returned from the state convention at Endicott, again bringing with it the cup awarded for the state champion drill team.

The team is composed of members of the Lewis, Slager Band, Memorial and Clayton Wayner Auxiliaries. Mrs. Marion Jameson is captain. President Lois Myers is planning a picnic for the unit next month.

Everybody's going, William Jeffries, 189 Milburn Street. Where? To see "Rich Man, Poor Girl", playing at Loew's Ro-

chester Theater beginning August 19. Why don't you join the crowd? Just call at the Sun office, 419 Burke Building, and receive a guest ticket.

Follow the crowds, Miss Grace Lyon, 86 Enterprise St. They're heading for Loew's Rochester Theater to see "Rich Man, Poor Girl", playing there beginning August 19. Want to join them? Then call at the Sun office, 419 Burke Building and receive a guest ticket.

A. E. Leitstein, 11 Edgerton Street. There's a ticket waiting for you at The Rochester Sun office, 419 Burke Building. Just call for it and see "Rich Man, Poor Girl", playing at Loew's Theater beginning August 19.

YOU DON'T NEED CASH QUICK CREDIT *Easy Pay Plan*

TIRES

AS LOW AS **\$6.15**

DIAMOND DUPLEX

5.25x18	\$8.35
5.50x17	\$9.05
6.00x16	\$10.20

Slight Additional Credit Charge

AS LOW AS **49¢ A WEEK**

UNIT PARTS CORPORATION
1185-1223 MAIN ST. E. CULVER 250

SPECIAL INTRODUCTORY SALE

— Of The Famous Nationally Advertised

"STANDARD" ELECTRIC RANGE



This Beautiful "Standard" Model

Regular List Price **\$209.50**
Including Installation

Now Special At Only **\$99.50**

EASY BUDGET TERMS

Installation \$15.00 to \$30.00

BUY NOW—SAVE \$80.00

Eventually You Will Use An Electric Range. Why Not Now?

- Standard Electric Manufacturing Co. has been manufacturing electric ranges for 26 years. The Electric Range is modern, with it there is no shrinkage in meats, no loss of vitamins or mineral salts. For Speed, Flexibility, Economy, Easy Cleaning, Even Glow, Long Life, and Beauty use a STANDARD ELECTRIC RANGE with the new, sensational Surface Heating Units.
1. Standard Electric Cookery is Modern. Yes, as modern as electric light. Instead of being a slave to the range, it is your servant. It does the work, releasing your time for rest and relaxation.
 2. Standard Electric Cookery is Clean. The cleanest known heat. You have no sooty pots and pans. The Standard surface heating units are kept spotless as easily as the top of the range. There are no greasy vapors to leave grimy spots on walls, windows and curtains. Your Standard, inside and out, is as easy to clean as a porcelain plate.
 3. Standard Electric Cookery is Cool. You cook the food and not the cook. The thickest blanket of insulation keeps the heat inside the oven. The heat goes into the food and not the kitchen. The cooking top and the kitchen are cooler.
 4. Standard Electric Cookery is Healthful. Proper roasting and broiling seals in vital meat juices. Vegetables cooked at proper temperatures with a minimum of water, preserve their vitamin content and body-building mineral salts which were formerly cooked away in the water and poured down the drain. Kitchen air is fresher, not filled with fumes—not robbed of oxygen.
 5. Standard Electric Cookery is Fast. You can prepare your meals faster. Intense heat cooks your food as fast as it should cook. Furthermore, electric cookery is accomplished with less water, which is another time-saving factor.
 6. Standard Electric Cookery is Economical. Heat is saved instead of being wasted. Oven roasting is done in a closed compartment which materially decreases shrinkage. This means an actual saving in meat. Your time is saved. The cleanliness of Standard electric cookery is economical, too, because the kitchen stays so much cleaner that frequent washing of curtains and decorating are no longer necessary—and remember, electric rates are the lowest in history.
 7. Standard Electric Cookery is Automatic. No more pot watching or oven peeking. You can set the regulator at a pre-determined temperature and you can be miles away from home, free from worry or responsibility, knowing that your Standard will automatically start at the right time, cook for the proper period and upon your return the food will be done to a turn and piping hot—ready to serve.
 8. Standard Electric Cookery is Easier. You just follow your regular recipes, regulate your heat, gauge your time accurately and that's about all there is to it. Your food is faster. There is no anxious watching or trying with straws. Everything is accurate, automatic, and it's as easy and simple as A. B. C. without the usual disappointments and failures.
 9. Standard Electric Cookery Bring Better Results. Feathery cakes, light, luscious biscuits, tender roasts, sizzling steaks, flaky pies—these are the rule rather than the exception with the Standard. Why? Because you have perfect cooking conditions—always the same, always at your complete control—kitchen tested and approved.

BAKE — COOK, THE MODERN WAY!

The "Standard" Electric Range is automatic in every sense of the term; cooks, bakes—an entire meal; meat, vegetables, and pastry at one time with the aid of the "Standard" dependable Time Clock Control.

Put your dinner in your "Standard" range at 9:00 o'clock in the morning. Set the control clock—"ON" at 4:00 P.M., "OFF" at 6:00 P.M. No watching or attention necessary, you're "Standard" Electric Range is taking care of everything, even though you are miles away from home, and your dinner will be ready exactly on time.

Also See The STANDARD COMBINATION RANGE COAL — WOOD — ELECTRIC

For those who desire "Combination" range facilities we recommend this specially designed 4 burner electric range with oven and a coal or wood-burning section for kitchen heat or emergency cooking.

YOUR DEALER SELLS STANDARD

OR CALL DISTRIBUTOR FOR NAME OF NEAREST DEALER

Don't Buy Any Stove Until You Compare "Standard" INSIST ON THAT!

Go first to Neisner's 5¢ to \$1.00 Stores

LAST DAYS!! FINAL REDUCTION OF ALL WHITE FOOTWEAR

VALUES TO \$2.50

69¢

SALE **69¢** SALE

HIGH HEELS Cuban Heels

Save on NURSES' OXFORDS

REAL FOOT COMFORT FOR ACTIVE WOMEN

\$1.49

SALE

WORK IN COMFORT! TEACHERS, HOUSEWIVES, WAITRESSES, MAIDS • CLERKS

Soft, Supple Kidskin in Black or White. Combination Last. extra Metatarsal Supports for added WALKING COMFORT.

We Made A Real Buy WOMEN - and - GIRLS

Regular \$2.00

SPORT OXFORDS

New-Fall Styles Colors

\$1.00

SALE STARTS TOMORROW

SUEDES BUCK LEATHER SPORT SOLES CREPE SOLES KORK SOLES

Another Great Buy For Mothers

BOYS'—GIRLS'—CHILD'S'

SCHOOL OXFORDS

GOOD SOLID SOLES IN BLACK OR BROWN

69¢

SIZES 8 1/2 to 2

ON DISPLAY AT

KEMP EQUIPMENT CO.
331 WEST MAIN ST.
Phone, Main 1786

ELECTRIC SUPPLY SALES
230 ANDREW ST.
Phone, Main 5947

WHOLESALE DISTRIBUTORS

LESS THAN 4c A WEEK

Gives You Complete Protection Against

FIRE DAMAGE TO FURNITURE or CLOTHES

\$5.00 Buys \$2,000 Protection For 1 Year
\$6.00 Buys \$1,000 Protection For 3 Years

MAIL BLANK NOW — LATER MAY BE TOO LATE

CHARLES F. BUELTE, Inc.

Office: MAIN 680
INSURANCE OF ALL KINDS
512 Genesee Valley Trust Bldg

Home: MONROE 940

Camp Auxiliary Sets Picnic

On the camp grounds of Camp Stella Maris, Causus Lake, the Ladies' Auxiliary of the camp will conduct its annual social and supper Wednesday, August 24. A chicken supper will be served from 5 to 8 p. m. Fancy booths and refreshment stands will bedeck the campus.

General chairman is Mrs. Eleanor Ruzer, and co-chairmen are Mrs. Byron Thrasher and Mrs. Bernard Fischer. Mrs. Ronald McDonald is chairman of arrangements.

Allegheny County Association's 25th annual picnic will be held Saturday at Genesee Valley Park.

SPORTS

By JOHN BURNS

If you happened to have been in the audience last Sunday at the Norton Street ball yard as the double header between the Red Wings and Johnny Ogdan's hapless Baltimore Orioles was drawing to a close you might have noticed an unfamiliar figure warming up in the Rochester bull pen.

During the course of the long, sultry afternoon there was plenty of activity in that right field sector devoted to getting relief pitchers ready for their chores. It turned out to be one of those days when a manager is compelled to juggle his pitching assets and hope that he will wave in a guy capable of stopping the enemy attack. Happily for Skipper Blades everything wound up hotly today, with the Wings grabbing a pair of victories.

But before the Rochesterers got around to collecting a final cluster of five runs to complete their double triumph they had considerably more than half of their able-bodied pitching staff, Kleinke and Bowman had followed Sherer in the first game and Kleinke reappeared in a relief role in the second combat after Howie Krist departed. The Oscar Judd followed Kleinke and it seemed that the parade of pitchers was ended.

Baseball, though, is crammed with oddities and the Reds, clawing away for those much-needed runs, made lavish use of pinch hitters. When Blades made up his mind to send up a pinch hitter for Judd he started a stocky right-hander warming up in the bull pen.

"Who is No. 30?" asked one of Oliver French's regular customers as the unknown pitcher started to warm up.

No. 30 did not appear on the score card, so the question went unanswered until John Wahnick walked to the mound.

As a matter of fact, young Mister Wahnick is not a stranger here. Fans who happened to miss him during his short stay with the Rochester club in the spring of 1937 undoubtedly will have plenty of opportunities to watch him in action as the Reds strive to protect their second-place spot during the stretch drive.

These waning days of the current baseball campaign will bring up a flock of double headers for the Wings and Wahnick, who was placed on the club's active list only a few hours before he appeared in the Sabbath activities, is expected to carry part of the heavy pitching load that Blades' hurlers must shoulder.

And there's no reason why this husky young man of Austrian-Polish descent should not be helpful in a pitching way. He has been accustomed to making his

Women's Ad Club Sets Garden Fete

Women's Ad Club will hold its garden party Saturday afternoon and evening at the summer home of Mrs. Ethel Perry in Edgemore Drive, Shoremont on the Lake. Miss Florence A. Crowley and Miss Florence A. Hynes are co-chair-

men, Miss Ruth Marling will direct games and stunts on the lawn, for which prizes will be awarded, and Miss Eena Bollow will be in charge of the water sports and bathing. Miss Margaret Erhardt is chairman of prizes.

The gardens will be open for inspection during the day. Miss Alice Ford will preside at the refreshment table.

See BERGHASH FOR LOWEST PRICES ON WINES & LIQUORS

CREAM O' GRAIN STRAIGHT
BOURBON WHISKEY
ALL 2 YEARS OLD
3 Qts. \$4
SINGLE QUART \$1.33, CASE OF 12: \$16.

OUR LOWEST PRICE EVER! KINTORE SCOTCH

Produced in Scotland — A Schenley Import
THIS WHISKEY IS 10 YEARS OLD
\$3.33 VALUE. A sensationally low price for a whiskey of this extra fine quality! Mellow, smooth and full-bodied... with the bouquet and flavor possessed only by fine Scotch 86.8 Proof.

For 3 Days Only! A Great Favorite
Specially Reduced!
**SEAGRAM'S
SUPERIOR DRY GIN**
Distilled From 100% Neutral Grain Spirits
REG. PRICE 1.59
Large 25.6 Oz. Bottle \$1.29
94 Proof
Make your next long, tall Tom Collins or Gin Fizz with Seagram's and taste the difference. It's smoother, finer quality! 94 proof. A great buy!
CASE OF 12 BOTTLES, \$15.00

15 YEARS OLD
ROUYER Imported Fine Champagne
COGNAC \$2.89
Imported to sell for \$3.98. Distilled, matured and bottled in Cognac, France! It's smooth and delicious! At our lowest price ever!
CASE OF 12 BOTTLES—\$34.80 86.8 Proof

Special! Ideal With Summer Meals!
**CHATEAU BRISAC
CALIFORNIA
WINES 79c**
Sweet Wines Dry Wines
Port Sherry Sauterne
Muscatel Beaulieu Claret
Burgundy
Alcohol 18% to 20% by volume
Half Gallon Jug

Only A Limited Quantity Left!
CUBAN RUM 89c
\$1.14 VALUE. Celebrated "Ron Lavin" one of Cuba's most distinguished rums. 14 ounce flasks
CASE (24 Bottles) \$18.02, \$1.14 Value

**ROCK GROVE RYE
A STRAIGHT WHISKEY \$1.29**
Full Quart
Just as fast as we order a new shipment—that's how fast Rock Grove sells! One of our most popular straight whiskeys! Rich, golden, mellow—perfect for highballs or cocktails, and delicious straight.
3 QUARTS FOR \$3.75

Main 786 MAIL AND PHONE ORDERS FILLED FOR \$1 OR MORE Main 786
BERGHASH
124 CLINTON AVE. SOUTH
NEXT DOOR TO LOEW'S THEATRE
FREE PARKING OPPOSITE OUR STORE

"Rich Man, Poor Girl". Mrs. Arthur Leichter, 49 Seminole Way, is the photoplay at Loew's Rochester Theatre beginning August 19. If you care to see it, just call at The Sun office, 419 Burke Building and receive a guest ticket.

Mrs. Noah Sher, 143 Palmerton Road, The Rochester Sun and Loew's Rochester Theatre want you to be their guest at "Rich Man, Poor Girl", playing August 19. Just call at the Sun office, 419 Burke Building and receive a guest ticket.

OPEN EVERY EVENING UNTIL 9 P. M. A COMPLETE LIVING ROOM FOR LESS THAN \$100

SAVE BY BUYING OUT OF THE HIGH RENT DISTRICT

12 LOVELY PIECES!

COMPLETE LIVING ROOM OUTFIT

You Save \$45
\$89

Here is what your money buys: Huge Davenport, Matching Chair, Occasional Chair, Bridge Lamp, Chrome Smoking Stand, Coffee Table, End Table, Occasional Table, Knee-Hole Desk, Junior Lamp, Table Lamp and Picture.



Each Piece Sold Separately If Desired

Reg. \$19.95 5 Pc. Solid Oak BREAKFAST SET FREE

With every individual living room or bed room suite purchased during our gigantic August Furniture Sale. Hurry! Quantity limited.

BUY ON
EASY
TERMS

\$5

DOWN
Delivers Entire
Outfit

MAJESTIC FURNITURE CO.

204 COURT ST.

SPECIAL THURS.—FRI. SAT.—SUN. OLIXIR GASOLINE

Not A Tank Car Gasoline—A First Grade Fuel!

Try A Tankful And Prove It To Yourself!

**YOU SAVE
3c ON EACH
GALLON**

NO DIVIDEND BONDS DISTRIBUTED DURING SALE

**INDEPENDENT
GAS AND OIL CO**

**1 1/2
c
Gal.**

Plus Tax

585
LYELL
AVE.
300
ARNETT
BLVD.
ALEXANDER
COR.
S. CLINTON
JEFFERSON
COR.
BRONSON

Let CLARK'S

Help you plan your clambake. We specialize in clams, chickens, lobsters, fish, hots, potatoes, corn, etc. Compare our quality, service

Milk Fedded
Frying
CHICKENS
25c
Kahn's American Beauty
HAMS 25c
Fancy
Milk Fedded
BROILERS
25c

CHICKENS
Buy What You Want Of The Cuts You Prefer
Breasts 39c lb. Wings 20c lb.
Legs 37c lb. Back and Necks 12 1/2c lb.
Livers 45c lb. Giblets 19c lb.

Milk Fedded
FOWLS
19c
Zweigle Far
Solid
Coney Island
HOTS 25c
Cherry Stone
CLAMS 12c
BEEF
ROASTS
19c

CLARK'S
MARKETS

600 Jefferson Ave.
Cor. Barlett St.
Gen. 1417
FREE
PARKING
At Both
Stores
906 N. Goodman St.
Cul. 4578

The Chateau
MODERATE
PRICES
At All Times
Why Go Elsewhere
MUSIC AND FLOOR
SHOWS NIGHTLY
No Cover or Minimum
Try Our \$1.00
Dinners
Every
Sunday
Special Dinners
\$1.00
Cocktails
25c
Always
COOL
Shows
8:30,
11:30,
1:30

LAUER'S AUGUST FURNITURE SALE!

WE HAVE THE STYLES -- THE LOW PRICES -- THE LARGE SELECTIONS -- THE SERVICE
And Lauers' Will Be Open Friday Night Till 9 and Saturday Till 5:30 -- to Take Care Of You



[This Chair \$35 In Damask]

This Is An Exact Photograph Of The Suite On Sale

2 PIECE
Circular Frame Suite
Now Reduced To The Lowest Price
\$ 99

Lauer's Prices Quoted Are Cash Prices . . . For Terms
Add 1/2 % Monthly INTEREST CHARGE

At Lauer's you'll not only find beautiful, cut-of-the-ordinary furniture but Lauer's prices are so low for such quality that you'll be extra pleased. Look at this two piece suite for example. Its so well made, so gracefully shaped that its extra worth is apparent at once. Notice that Lauer's August Sale Price is only \$99. And remember that price is for this suite in a heavy pile fabric too. Yes, it's Lauer's for real values. "THERE'S A REASON" for the well-worn path to our door. This suite goes on sale at this low price Friday morning at 9 o'clock.

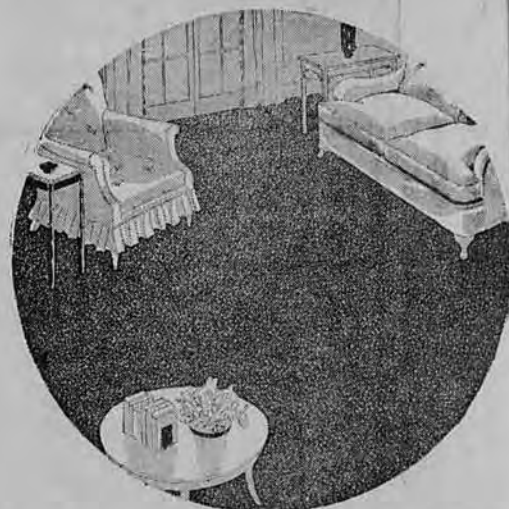
\$10 Down \$7.75 Per Month Which Includes Interest

This Is An Exact Photo Of
The Suite Which Lauer's Have
On Sale . . . Lauer's Use As
Many Photo's As Possible For
Lauer's Give You The Facts
In Their Advertising!

9 PIECE
DUNCAN PHYFE
MAHOGANY
DINING SUITE
\$139

Over
100 Dining
Groups At
LAUER'S
In Wal. Maple
and Mahogany

Traditional furniture styling with its use of fine mahogany woods still holds top position at Lauer's. You'll find the suite pictured at left to be an outstanding one in extra quality and fine woods, nicety of finish and perfection of line. You'll find the price extremely low too, for such quality. Buy your suite today, tonight or Saturday up to 5:30 P. M.



FORMER \$5.95 MOIRÉ BROADLOOM

Burgundy—Blue—Red—Henna—Corral
And 8 Other Colors

NOW

\$4.10
Per Sq. Yd.

Lauer's carry this broadloom in full sized rolls. We will cut it any size to fit your room — from wall to wall. In seamless rugs as long and as wide as you want them, or in stair carpet. It's a real value in beautiful clear tone carpet. Lauer's have one of the largest Broadloom Departments in Western New York. 9x12 rug is \$49.20.

Lauer's Continue The Greatest MATTRESS SALE!

Quality Mattress Company Special Custom Made!

Here is a real mattress scoop. The Quality Mattress Company has closed out to us fifty of their very finest mattresses for our August Sale Sensation. These mattresses have sold up to as high as \$69. Some of them are custom made with lamb's wool and hair filling and the most expensive inner spring mattress construction possible has been used in all of them. There are all sizes and there are all colors to select from. First come, first served. See some of these mattresses in Lauer's window. Your choice formerly priced from \$39 to \$69 all to go at the one low price of . . .

Lauer's Regular \$15.75
Innerspring
MATTRESS **\$10** **\$24.50** \$1 Down \$1 Weekly Pays



3 PIECE NEW 'WHEATSTRAW' WATERFALL SUITE

This is a large suite, excellently proportioned with a lot of drawer space in each piece. The new waterfall design is even more beautiful in the amber colored finish which Lauer's show in this suite. We call it wheat-straw. You'll like its warm deep tones.

\$89

ON
Sale
AT

LAUER'S 50 STATE ST.

ALSO AT
OUR
GENUINE
STORE

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

ROCHESTER, N. Y., AUGUST 25, 1938

72,000 COPIES DELIVERED

MAGAZINE RACKETEERS BUSY HERE

Doll Sized Hats Are Chic for 'Up and Up' Coiffures

BY JONATHAN JONES
Stylist for E. W. Edwards and Son
Young or old... short or tall... to pile your curls high... that's the burning question. Paris started this new upward trend in coiffures and it caught on like wildfire in New York during the summer. So much so that our fashion-conscious out-of-town visitors swept up their hair before they looked up their New York friends.

And now tiny doll hats are the biggest news for fall. So small they scarcely cover a curl, they're designed with this thrilling new upswing in mind. Darling! Yes, but surprisingly becoming. A recent Paris cable reads: "Costume inconspicuous in relation to hat. Your hair of vital importance. If head and ears permit, wear it up off forehead and ears."

If you're a timid soul and the idea scares you, or your husband objects (heaven forbid!) we suggest you up your locks in easy stages... first the back and then ever-so-gradually the sides. Even a high placed roll here or there will tend to give you a gentle hint of that intriguing new-old "Daguerrotype" look so much in vogue.

And by the way, have you noticed that out of ten glamorous models posing in the current fashion magazines boast bare napes and tricky topknots? All of which points conclusively to the fact that you'll pose your ringlets on high before the first leaves fall, and look younger and lovelier than ever.

But don't take our word for it, go to a dependable beauty salon and let a coiffeur design a hair-do for you... one that's on the "up and up." What's more, it will make you feel that everything's on the "up and up," especially when you view the alluring new you in the new fall chapeaux.



New "up and up" hair-do designed by Miss Laura Zintl, Edwards Beauty Salon manager.

Councilmen Ponder On Referendum

Fear Reprisals If City Hall Is Railroaded

It may be true that hell hath no fury like a woman scorned, but members of the City Council have other ideas and these concern the reactions of taxpayers who have been denied a chance to speak their pieces before the Council definitely decided to spend large sums on municipal improvements.

That's why the Councilmen today find themselves between the devil and the deep sea in the matter of the proposed new City Hall, an undertaking that is estimated to cost well over two million dollars. Up to now plans for a new building on the site of the present City Hall Annex have gone ahead without any indication that the project is to be submitted to taxpayers in referendum form.

The city has filed an application for a PWA grant and the word is around that there will not be time for a referendum if the city is to take advantage of federal aid.

Too, the city must start actual construction work within a certain number of days after the project is approved and there are some who contend that this work already has been started in the form of operations on the west river wall south of Court Street bridge. If this work is to be regarded as a start on the new City Hall, it's possible that the Republican administration will find means of bringing about a referendum, a step to which the party is committed by its platform.

Meantime, Councilmen are thinking about the stir of political caustics brought about by the adoption of spending programs without consulting Mr. and Mrs. Taxpayer.

Beginning with the Subway, which practically closed the late Mayor Van Zandt's political career and really brought about the City Manager form of government, the Councilmen have these happenings to think about: Veterans Memorial Bridge and the passing from power of Stephen Story.

Construction of the County Jail.

(Continued on Page 2)

Rochester on Parade *** By W. L. James



Lanni Likely GOP Choice

One of the many IPS so prevalent in politics may bring about the designation of a Rochester Republican for Congress man-at-large when the GOP selects its slate next month at Saratoga.

If Thomas E. Dewey, New York's energetic district attorney, becomes the Republican candidate for governor, Rochester undoubtedly will provide one of the two candidates for Congress man-at-large, and the designation is expected to go to Clement G. Lanni, who was sidetracked when Republican leaders named Joseph J. O'Brien as the candidate to oppose Representative George B. Kelly, the Democratic choice.

Lanni is not seeking this designation, but he would not decline the nomination if it should be tendered by the GOP convention. Two years ago it seemed likely that an upstate designation for Congressman-at-large would go to Lanni, but political expediency caused a change in plans.

They're Talking About:

Arthur Lochte, Republican county leader, because of his surprise designation of Joseph J. O'Brien for Congress. And Republicans who doubt O'Brien's ability to win are wondering whether Lochte was "bumped" into this move with the idea of "knocking down" the new GOP leader.

Reasons for City Manager Harold Baker's absence from the City Council session at which Commerce Commissioner Harold S. W. MacFarlin was named commissioner of railways.

That remarkably successful Eighth Ward Republican picnic.

Tim Kelly, Republican supervisor from the Thirteenth Ward, but this one does not concern politics. Tim was a spectator at a recent Red Wing game during which Umpire Bill Kelly repeatedly drew the wrath of the fans. "Your namesake isn't doing so well," a friend said to Tim.

City Bond Issue To Meet Added Welfare Expenses

Because welfare expenses are far beyond estimates, the city will authorize a bond issue, specific amount to be announced when figures are compiled by City Welfare Commissioner Emmett Gauth.

City Council is expected to meet August 29 to approve the issue. Total funds needed were not available at the adjourned meeting of the council Tuesday.

Albert B. Felderstein, 113 Hamilton Road; Call at The Sun office and you will receive a guest ticket to see "I Am the Law," playing at Low's Rochester Theatre beginning August 26.

Miss Eleanor Braverman, 126 Avenue D, call at The Sun office for your guest ticket to see "I Am the Law," playing at Low's Rochester Theatre beginning August 26.

Solicitors Present Fake Credentials

Pretend They're Medical School Students

During the last few weeks the Medical School of the University of Rochester has been used as an illegitimate bait to get suckers to bite in the magazine racket.

A personable young man, who claims to be a resident of the district he is "working," presents himself to the housewife with the story that he is working his way through the Medical School and shows a certificate signed by two men one of who he declares, is connected with the University.

METHODS OF APPROACH

Checking with the University, one finds that no student of that name is registered there. Nor does the University have record of any such person as is purported to have signed the certificate.

If you are approached — and who hasn't been? — by strange young men or women who are (1) working their way through college (2) taking a medical course at the U. of R. (3) training in aviation (4) working for points to win a trip to Europe, go to your phone and call either the police department or the Better Business Bureau and check with them. If they are legitimate salespeople their names and addresses will be registered there. You may thus avoid any possible injustice to an honest person.

WORK IN CREWS

As a matter of fact, most of these young people are not Rochesterians. Under leaders they work in crews, going by station wagon from city to city. Because it is necessary to have local contacts, and Rochester's papers have co-operated with the authorities by refusing to run ads for this type of work, the crew manager is apt to call on neighborhood stores asking if any young boy or girl in that neighborhood would like to pick up some extra money. Innocently enough, the local lads and lasses may become what is known as "bird-dogs," giving the worker names and addresses of friends.

(Continued on Page 3)

Red Ink Goes Black In Business Black

Factory employment and wages took a jump, however perceptible, for the months of June and July, the Chamber of Commerce's statistical committee reported, thus adding a rosy tint to the answer, "How's business?"

Other gains reported were life insurance and auto sales, check payments and business electricity. On the other hand, job placements failed to make the grade.

School No. 26 Parents Ready To Go To Jail

Bernard Street School No. 26 may or may not be opened for classes on September 6, but pupils will march to the building every school day, 500 parents in the neighborhood declared. The building now closed for alterations, will house when reopened, vocational classes. At least, this is the plan of the Board of Education.

Mrs. William R. Olney and her daughter, Miss Betty Olney, of Culver Road, are vacationing at Saranac Inn in the Adirondacks.

Mrs. Frederick Berger, 195 Busedale Street; Waiting for you at The Sun office, a guest ticket to see "I Am the Law," playing at Low's Rochester Theatre, beginning August 26.

Construction of the County Jail

(Continued on Page 2)

Only at the Jobbing House

OPEN EVERY EVENING — ALL DAY SATURDAY

Only at the Jobbing House CAN YOU SAVE UP TO 25% and send him

Back To School So Well Dressed!

Only because we buy DIRECT from leading manufacturers... eliminating in-between profits... can we bring you such an outstanding assortment of ultra-fine quality Boys' Clothing (SUITS, KNICKERS, LONGIES, JACKETS, and RAINCOATS) at such remarkably low prices and prices which guarantee you a DEFINITE cash saving on EVERY purchase.

Rochester's Largest And Most Complete Downtown Boys' Dept.

BOYS SUITS \$6.98

2 KNICKERS All wool, double breasted and sport back style. New fall colors. Reg. \$8.98 value.

Boys' KNICKERS Sturdily built for hard wear. Fully lined. All colors. Regular \$1.98 value.

Boys' LONGIES Beautifully tailored trousers. Styled with pleats and extension waistband. Worn by well dressed young men. Sizes 12 to 18. Regular \$2.98 Value.

Boys' JACKETS All wool hand finished Melton material. Designed for the utmost in rugged wear. Checked colors in blue, brown, green, maroon. Regular \$3.98 Value.

Boys' SWEATERS Sliver and coat styles, sport backs. Well made from highest quality materials. Solids and fancy colors. Values to \$2.98!

Boys' RAINCOATS Double texture fabrics, that have a dressy cloth appearance. A needed item for dress or school. Regular \$2.79 Value!

STONE 2360

OPEN EVERY EVENING TILL 9 UNRESTRICTED PARKING

Rochester Jobbing House 159-161 JOSEPH AVE. Cor. NASSAU ST.

J & Thompson Week-End Specials

Famous "Quaker"

Pure Silk HOSIERY

3 Pairs For \$2.25 79¢

Sheer • Clear • Ringless

"Legs are young in Quaker Hosiery." Every pair perfect... full fashioned... in business girl chiffon high-twist crepe. Choose from new fall shades.

Our Regular \$1.69

SATIN SLIPS \$1.19

Lacy trimmed or tailored styles. The new 3 length adjustable feature allows you to adhere to the new fall silhouette. Made with corded non-rip seams. Sizes 32 to 44.

J & Thompson 71 CLINTON AVE. S.

Special Savings At The 5 Big DAW'S Drug Stores

Reg. 75c Value! 50c MAVIS TALCUM 25c MAVIS DUSTING POWDER Both For 39¢

60c ITALIAN BALM and DISPENSER Both For 43¢

Reg. \$1.35 Value

And More DEEP-CUT PRICES in the Big DAW'S Ad ON THE BACK PAGE!

COUPON SPECIAL

2000 Lace Trimmed And Tailored

TAFFETA SLIPS

38¢

Real 69c Value!

• Full Cut • Washable • Adjustable Shoulder Straps • Tearless • Sizes 34 to 44

Bring This AD!

CLEVER NEW FALL STYLES With Lower Heels

Smartly Tailored, Dress or Sport Shoes are among the Varieties shown. "Dutch-Boy", "Wedges", "Platforms" are among the new "raves" now in stock!

\$1.99

Our Famous "Betty Jane" Grade

SHOE DEPT.—Main Floor Rear

Stephens 210-214 MAIN ST. E.

Every Thursday is SUN-day

EXTRA SPECIAL

FOR LIMITED TIME ONLY

Personal Stationery

Your name and address printed in blue on both envelope and sheets

100 Envelopes 3 1/2 x 6 1/2 \$1.00

Read \$1.00 with name and address to

COLLEGIATE STATIONERY

130 Norton St. Roch. N. Y.

UNION LEAGUE CLUB

Union League Club will hold its 52nd clambake Sunday, September 18th, at Point Pleasant Hotel. Tommy Dorsey is chairman; ticket committee: Irving G. Drew, Harry Barcham, Frank J. Hilbert, Henry McCormick, Richard Taylor and Thomas P. Kirby.

Mrs. Albert S. Baeck, 617 University Avenue, waiting for you at "The Sun" a guest ticket to see "I Am the Law," playing at Loew's Rochester Theatre beginning August 26.

Magazine Racketeers Busy Here

(Continued from Page 1)

whose resistance is thus broken down.

The money that is collected is split 50-50 between the crew manager and the worker, the latter paying his own "bird-dogs."

Not so long ago a blind boy, who claimed connection with the Blind Kraft Shop here, took a nice sum of money out of the city, contributed by sympathetic citizens who never did see the magazines they paid for.

A local shoe company's employees bought more than \$100 worth of magazines at very reduced prices from a man whose record extends from coast to coast. Needless to say, the man had no connection with the company he was supposed to represent.

Referendum Bogey Trails Council

(Continued from Page 1)

Home and the end of the leadership of Harry Barcham.

Remembering that referendums were denied on all of the foregoing projects, Councilmen are wondering what will happen to them if they permit the City Hall project to go through without a referendum.

Blackfriars Plan Membership Drive

Aiming at a goal of 1,200 members, the Blackfriars' Guild, Catholic theatrical organization, will send nearly 250 workers into the field for a ten-day period beginning Friday, September 9, and closing Monday, September 19.

The five divisions and twenty-five teams enlisted for the duration of the drive will be comprised mostly of women, according to William T. Nolan, campaign manager.

Miss Mary Tobin, president of the Blackfriars' Guild, is serving as general chairman of the campaign, while Miss Helen DePuy-ater Little is acting as vice-chairman.

Miss Elsie Reinhardt, 1233 Clinton Avenue North, call at The Sun office and receive a guest ticket to see "I Am the Law," playing at Loew's Rochester Theatre August 26th.

Lady Luck Smiles on Bid Unjustified by Holdings

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

Probably all bridge players think that they are lucky or unlucky at some particular phase of the game. Lately I have acquired a lucky streak in the bidding and play of unbidable slams.

At a tournament last week I stumbled into a slam which should never have been bid and which I was lucky enough to make, due to a fortunate trump break.

Did you ever find yourself in a grand slam suit contract with only seven trumps between yourself and your partner? Well, I did and here follows the hand with the bidding and play as it actually occurred:

NORTH
S K 2 4
H K 3 5
D K Q J 10
C K 3

WEST
A 10 6 3
H 10 8 3 2
D 10 9 8 7
C Q 10 8 7 2

EAST
S K 7 2
H Q J 4
D 5 2 4 5 4
C J 5 5

SOUTH
S A Q 2 3
H 7 4
D 7 2
C A 8 1 3

West, dealer.
North and South vulnerable.

WEST NORTH EAST SOUTH
Pass 1 N. Trump Pass 3 Spades
Pass 4 Diamonds Pass 4 N. Trump
Pass 7 Spades Pass Pass

I held the South hand and when my partner opened a No Trump I knew he had a minimum of four honor tricks, which added to my three and one half, gave us a combined total of at least seven and a half tricks in honors.

FORCING TAKEOUT
Therefore I made the forcing takeout of three spades. Somehow my partner imagined I held a five-card spade suit, although my bid did not actually guarantee that. Due to the fact that we were using asking bids, I interpreted his four diamond bid as asking about diamond control.

Thus my five No Trump response, showing three aces, including the ace of the asked suit. It seemed that he must hold four spades therefore was setting spades as the trump suit. Although his four diamond bid was not an asking bid, he knew from my response that I must have considered it one. His jump to seven spades was based on the fact he assumed I held five trumps.

HELPFUL DIAMONDS
Imagine my dismay when the dummy went down. A club was opened, which was won in the dummy with the king. A low club followed, which was taken in my own hand with the ace. The ace and king of hearts were next played, and a small heart ruffed with the five of trump. Another club was led and ruffed with the jack of spades. Then the king of spades, and the low one to the south hand. I led my last trump and held my breath. I was saved. The trumps broke three and three. My diamonds were all high and the contract was in.

Of course, seven spades should never have been bid. I was lucky. That was all. We only arrived at the contract because of a series of misunderstandings in our bidding. The correct, and what seems to be the safest contract in this hand probably is six No Trump, as declarer can always take four spades, two hearts, four diamonds and two clubs.

Monthly Tax Payments Urged on Assessed

Painless collection of taxes, something the average taxpayer thinks is impossible, can materially aid both the city and the payee, if paid monthly, according to a plan suggested by W. Earl Weller, director of the Municipal Bureau of Research.

Monthly tax payments would eliminate the necessity of borrowing, Weller contends, adding that the quarterly payment method though somewhat "casual," brings in the necessary revenues. Actual "bad bills" of the total about two-tenths of one per cent. However, Weller hopes the monthly payment plan will ultimately replace the present system.

Mrs. Harold Vincent and her daughters, Eleanor, Ann and Helen, former Rochesterians, who now reside in Geneseo, and her mother, Mrs. Ada Townsend of Park Avenue, will leave September 1 for Tucson, Arizona, where they will spend the winter.

LONG TERM MORTGAGES AT LOWEST RATES

To Build, Buy Re-finance

Homes, Apartments, Central and Income Properties

Unlimited funds available for loans on new construction or properties less than 15 years old.

Harry B. Marcille,

Incorporated TEMPLE BLDG. 14 Franklin Street Main 3767

Mrs. Dolores Vogie, 64 Burwell Road; There's a guest ticket to see "I Am the Law," playing at Loew's Rochester Theatre beginning August 26. Just call at The Sun office.

See, hear and cheer "I Am the Law," playing at Loew's Rochester Theatre, August 26, Miss Pearl Granatstein, Remington Street. Call at The Sun office for your guest ticket.

Miss Emily W. Hoyt of Arnold Park, was the week-end guest of Mr. and Mrs. Edwin Douglas of Buffalo.

Mrs. Frank B. Dugan of Vermont Street, returned last week from Syracuse where she was the guest of relatives.

Mrs. Florence M. Elder, 39 Harper Street, call at The Sun office, and receive a guest ticket to "I Am the Law," playing at Loew's Rochester Theatre beginning August 26.

Mrs. E. O. Kane, 116 Augustine Street; Loew's Rochester Theatre is playing "I Am the Law," beginning August 26. Just call at The Sun office and receive a guest ticket.

Hunters... Now Make It Possible For Everyone To Wear A New FUR COAT!

NO MONEY DOWN! 12 MONTHS TO PAY!
Do not confuse this with other Budget Plans... It's Brand New and only at Hunters... No Money Down... Small Monthly Payments and... WEAR WHILE you PAY!

and a special group specially Priced to get this Plan in Effect at once...

FUR COATS \$55
We valued Furs of this quality last year as high as \$119

and hundreds of others price to \$250.00.
H. L. HUNTER CO.
One of America's Finest Furriers
1 CLINTON AVE. SOUTH



MODERN LIVING needs a modern setting

3 Luxurious Pieces \$99
\$150 Retail Value!
REGULAR DEEP-CUT DIRECT FACTORY PRICES... PLUS THE SAVINGS OF LYONS AUGUST FURNITURE SALE!

BEDROOM — DININGROOM — RUGS — STUDIOS

Convenient Budget Terms
Open Tues. & Thursday Evenings
LYONS FURNITURE FACTORY
175 NORTH WATER STREET

Remington:

(Continued from Page 1)

discover the car window broken and their four suits of clothes, underwear, purses and watches missing.

They drove downtown to the Joseph Avenue Police Station in their charming, but unsolicited, dishabille and were, until they had narrated their misadventures, threatened with arrest, for, as a gruff sergeant explained, indecent exposure.

"We should be thankful," the same boy repeated, as they were leaving the station, "that we have such a beautiful spot to bathe, and that we are alive."

Ad appearing in current national magazines: "Do you know that the law of the circus is 'The show must go on'?" That's why Ringling Bros.-Barnum & Bailey, "the greatest show on earth," uses Blank-Blank piston rings exclusively.

Obviously they did not know that the show did not go on or, rather, they did not know it soon enough.

Rochesterians: Neighboring farmers being offered forty cents a bushel for wheat... Ontario Branch of N. Y. C. Railroad, entering city in Seventeenth Ward at St. Paul Street and which crosses more than twenty street at grade before crossing river north of Bausch & Lomb plant, should have Diesel engine, and not steam locomotive, for motive power, and North-East residents will petition public service commission for one to eliminate smoke, soot and noise... Carl S. Halauer is hereby nominated to represent Rochester at New York's 1939 World's Fair at, of course his own expense... Leo Hetzler hasn't yet decided whether to toss his annual clambake at the ice plant, an event anticipated for months by the better gourmets and at which only the digestive strong can travel the long distance from soup to clams, and not nuts... Oddly enough, or otherwise, China, after jumping from minor soap-rattle war to a major one, ceased buying embalming fluid from local industrial concern... Fine old British novel, "Crickets on the Hearth," has been banned by residents of Maplewood Avenue in vicinity of Hanford Road... "What's the matter with our country today," shouted orator in Washington Park, "is hit and miss industrialism?" "What's that?" heckler cried. "Job today and none tomorrow" was the answer. The Sun, first by months, to announce new Woolworth store at Dewey and Ridge.

Here and there: Place in University Avenue serves cold borscht, and borscht, believe it or not, all Russian fiction, to contrary, is not national dish of Stalin Land. Champagne cocktails are improved with just a dash of cointreau... One local restaurant furnishes cinnamon stick to stir black coffee, if asked.



Exclusive But Not Expensive



We Bring You A Complete Showing Of The Newest Fall Curtain and Drapery Fashions

We cordially invite you to come in and see the largest, most beautiful curtain display in Western New York. Without exaggeration... you will find over 1100 individual styles in every type of curtain ever designed. Here is the shop where you will find over 150 different styles of cottage sets alone... more than 96 lace curtain models... and so many ruffled and tailored curtains we haven't even counted them ourselves. Every curtain in the store was personally selected by Mr. Paul Lindgren at the New York Curtain Show last month. Designed by leading stylists and approved by the foremost interior decorators throughout the country. Don't hesitate to see our displays even though you have no thought of buying. At Pauls you will see everything the market has to offer and in such a wide range of prices you will be truly amazed at what a small amount of money can do for your windows. We have curtains ranging in price from 69c up to accommodate any budget. No wonder we can say we are "Exclusive... But Not Expensive."

CURTAINS
From 69c To \$5.95
DRAPERIES
From \$1.95 To \$19.95

"Rochester's Foremost Curtain Shop"

PAULS CURTAIN SHOP

76 Clinton Ave. So.

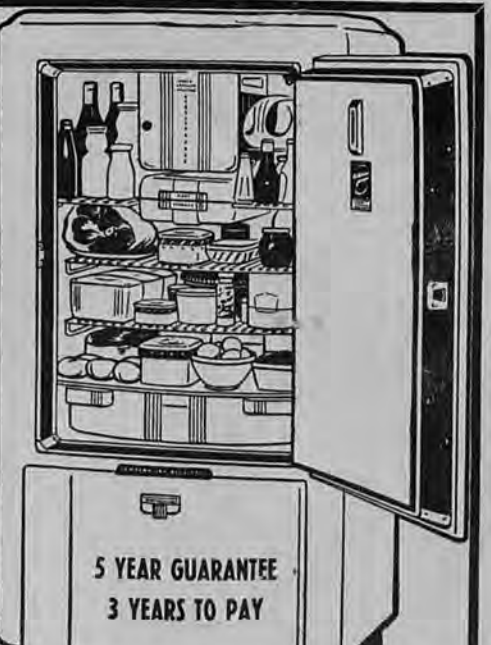
(4 Doors South Of Forman's)

THINK OF IT! NO PAYMENTS! UNTIL OCTOBER 1st, ON THE NEW 1938 WESTINGHOUSE KITCHEN PROVED REFRIGERATOR BUY NOW! \$119.50 and up SPECIAL

Liberal Allowance For Your Old Ice Box or Electric Refrigerator

Hundreds of tests... in homes like yours show that it's cheaper to own a Westinghouse Refrigerator than to get along without it.

MAYTAG MONROE CORP. 36 South Ave. MAYTAG WASHER HEADQUARTERS Stone 1530



**LAUER'S OPEN
FRIDAY NIGHT
'till 9 o'clock**

**THERE'S A REASON
FOR THE GROWING OPINION
THAT LAUER'S
IS A GOOD PLACE TO BUY
FURNITURE**

Not The Lowest Price
But How About Quality
That's What
Counts Most



BE READY FOR COLD WEATHER
WITH THIS DICKSON COMBINATION!

**TRADE IN YOUR OLD
STOVE ON A MODERN
GAS RANGE OR
COMBINATION**

You'll do well to take advantage of special Trade-in Week because Lauer's are giving special prices on a good many of their better gas ranges and combinations now. Furthermore with each stove sold we will give the very best of service including all connections for gas above the floor.

Special Prices This Week
On The Following

"STERLING" COMBINATION
Was \$179 Now \$139
"PAINTER PRIZER" MODERN
Was \$189 Now \$149

**HERE'S THAT MATTRESS YOU NEED
IT'S A GOOD INNERSPRING
AND IF IT DOESN'T BRING
YOU BETTER SLEEP YOU
NEED TO SEE A DOCTOR
...BUT TRY THIS
MATTRESS FIRST**



Telephone Main 3268
Please Measure Bed Width

\$10

A great many persons have bought this mattress and they tell us it's a good one. It should be because Lauer's have specified to the maker that "Although we are going to sell it at a low price we want you to put into it good, pure cotton felt and a protective sisal padding over the innersprings." We have sold over 150 of this one mattress alone during our August Sale. If you haven't bought yours, get it tonight or tomorrow... Last notice.

OTHER MATTRESSES ON SALE ARE
QUALITY MATTRESS COMPANY'S
HAIR INNERSPRING COMBINATIONS

Reg. \$34.50—Now \$24.50

Lauer's Reg. \$19.75 Innerspring
Now \$15.75

You'll Find What You're Looking For In
**Lauer's Bedding Department
Poster Bed Complete**

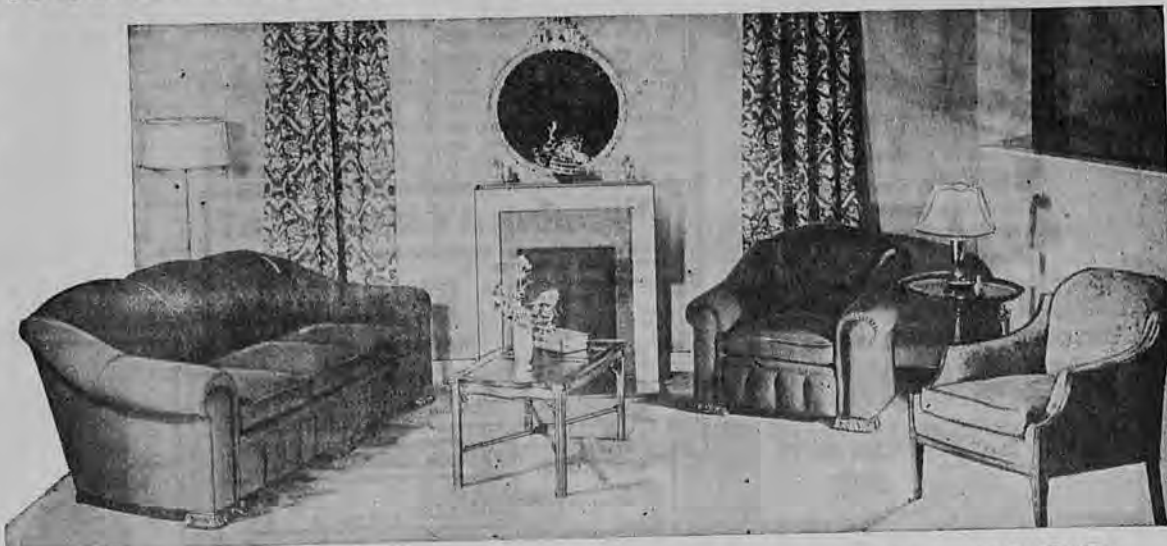
Walnut
or
Maple

\$19.75

If you can't find the bed you want in Lauer's bedding department, it's doubtful that you will find it anywhere. We have one of the largest bedding floors in the country. You will find all finishes... all styles. Here is a leader on sale now. It comes complete with coil spring and a good comfortable cotton Leners mattress. Buy it in the full size or you may have two twin beds complete for \$39.50.

\$1 PER WEEK PAYS

"LAUER'S STORE HAS THE FURNITURE"
**AND LAUER'S PRICES ARE LOW—BUT NOT SO
LOW THAT YOU HAVE TO WORRY ABOUT QUALITY!**



2 Pieces... EXACTLY AS PHOTOGRAPHED AT LAUER'S... \$100
IT'S THIS SUITE HERE THAT PROVES A POINT
THAT IS THAT—"AT LAUER'S YOU CAN BUY BETTER FURNITURE REASONABLY"

A few years ago you would have paid twice as much money for this suite as you will tonight or tomorrow at Lauer's. It has all the characteristics of fine furniture... Gently sloping, well shaped arms... Depth to the cushions... Extremely fine tailoring, gathering, tufting. In short it's a suite which will add grace and comfort to, and take its place suitably in the nicest of rooms. It blends equally

well with figured or plain rugs. You can use it with modern tables but it is best suited to period occasional pieces. Lauer's show this suite, exactly as photographed, in your choice of new Redello Weaves. You may buy it in fine velours for \$129 or in the fine government standard mohairs for \$139. Your choice of many fabrics.

\$10 DOWN \$10 PER MONTH



IF YOU LIKE MAPLE FURNITURE YOU'LL LIKE THIS MORE!
IT'S CHARACTERISTICS ARE... WARMTH... STABILITY... PEACE...

America was settled by the people of many nations. As far back as the early 17th Century the people of Northern Europe were bringing their culture to the colonies. The Vikings landed here very early but it took many years for their descendants to settle in large numbers. Hardy Swedish immigrants settled in Pennsylvania, New York and other coastal colonies three hundred years ago. Many of the pieces of furniture which they made themselves and used in their early Colonial homes bear the earmarks

of the furniture of their mother country. Today, at Lauer's in Forefather's Lane you will find a large collection of Swedish, Dutch and French early settler type furniture. And, you'll like it. The suite pictured above is of Swedish origin. The prices are as follows: All seven pieces, exactly as pictured, \$166. Bed, chest, dresser or vanity, only \$98. Assemble your own room from a large open stock of this type furniture at Lauer's. Ask to see "Forefather's Lane" at Lauer's.

**PAIR OF MAPLE TWIN
BEDS AND A DRESSER**
\$29.50

No. 8 Feature of Lauer's August Sale

You will have the surprise of your life when you see the quality of this large, well-made dresser, and the prettiness of the two beds which match it. Lauer's are giving you this as the feature in their maple department for August Sale. Don't come expecting to see a skimpy dresser because this is a good large one. Remember, it's a Lauer's August Sale special. Now is the time to furnish that bedroom inexpensively. Price includes 2 beds and dresser.

**MAHOGANY DUNCAN-
PHYFE DINING SUITE**
\$98

No. 9 Feature In Lauer's August Sale

It is deep rich red mahogany... It is a suite that you usually find priced at \$129. At Lauer's you save \$31 by buying this suite tonight or tomorrow. Only four suites to be sold... Get here as soon as you can.

LAUER'S · 50 STATE ST.

TO-DAY—TO-MORROW
and
SATURDAY
are
Dividend Days
Lake's Ladies
Apparel Stores
YES!...

A dividend to show our appreciation and thanks for the swell turnout at our grand opening, last Thursday.

THIS COUPON ENTITLES BEARER TO
10% DISCOUNT
ON ALL PURCHASES MADE
DURING OUR DIVIDEND DAYS.

LAKE'S

New FALL HATS
Hats so full of drama you'll love them! Toy-size toppers, tiny tricorners, pillboxes, halo-off-facers, dramatic brims... hats that make you feel excitingly gay! Black, rich solids. See these today. All head sizes.

New FALL DRESSES
What a joy to find these glamour frocks for \$3.95! Stylish, modish with softly shirred bodices, high or low necks, sparkling trims! New slim or flared skirts. Stunning wools, mossy crepes. 12 to 20 and 38 to 48.

\$1.25
Made to sell for at least \$2.00.

\$3.95
Everyone made to sell for not less than \$5.95.

Use Our Convenient LAY-AWAY PLAN.
A Small Deposit Down and Balance In 30 Days.

LAKE'S LADIES APPAREL STORES
664 Clinton Ave. N.
AT BUCHAN PARK
OPEN EVENINGS 'TIL 10

WHIZZ BANG DAY
at **SEA BREEZE PARK**
ALL RIDES with one white paper Top Hood
3c PRINTED
Teall's ICE CREAM Co.
WEDNESDAY AUG. 31ST. 1938

HAVE YOU HEARD?

EVERYONE ADMITS that a meal is not complete without a dessert, and everyone knows that the **FRANCES KITCHENS**, 729 Park Ave. and 1454 Monroe Ave. is the place to supply this need.

Their delicious baked goods are unbeatable. Shop there today and I'm sure you will be as satisfied as are all of the patrons.

FRANCES KITCHENS
729 Park Ave. 1454 Monroe Ave.

DO TWO THINGS AT ONCE and get results! That's what **FORM BEAUTIFUL** prescribes. By indulging in the exclusive **BEAUTY BATH** you relax and reduce at the same time. You know every woman likes to look her best and that is impossible unless she rides herself of the excess curves and bulges.

Phone for an appointment today and grasp at the opportunity to visit this most exquisite salon... the only place in Rochester where all beauty aids can be purchased. Let **FORM BEAUTIFUL** take you in hand and make you truly a "lovely lady."

FORM BEAUTIFUL
Stone 2155 10 Gibbs St.

IT'S NO MYSTERY THAT **LAUER'S** is the place to buy something new and different in furniture. **DON'T FORGET!** Go to **Lauer's**, and make your selections. You will be pleasantly surprised as to how little good furniture will cost you at

Planning A Clam Bake?
Let Clark's help you! Headquarters for clams, lobsters, chickens, etc. Lowest prices. Complete service.

CHICKENS
Our poultry is all fresh. No cold storage. Every part washed and cleaned.

Milk Fatted FOWLS
3 lb. average, 19c
For 100 lbs. or more, 18c

FRYING CHICKENS
BREASTS... 35c
LEG... 33c

WALKER'S DELICIOUS CHICKEN PIES
Large No. 1 Meaty Cooking POTATOES... 50c

Pure Apple Cider VINEGAR Gal. 12 1/2c

CLARK'S MARKETS
600 Jefferson Ave. Cor. Bartlett St. Gen. 1417
FREE PARKING At Both Stores
906 N. Goodman St. Col. 4870

Welcome Home!

Vacation Time is over. It was swell while it lasted but it's nice too, to get home again to familiar sights and occupations. Your Brighton Place milkman will be one who's right there to welcome you home. He's ready to re-commence that unfailing, daily delivery service of which we're justly proud. Welcome home!

Phone Glenwood 144 First Of All... You'll Get Your Milk Promptly!

BRIGHTON PLACE DAIRY

LAUER'S, 50 State St. "at the sign of the Grandfather's clock."

OPPORTUNITY
The other day, a representative of **REMBRANDT CRAVATS** walked into the office and showed me a beautiful selection of hand tailored men's neck ties. He also informed me that his firm was in need of some attractive young women who would be interested in traveling through the United States and visit the World's Fair.

These positions pay a salary and bonus. Any young women interested in this grand opportunity should write to **Rembrandt Cravats**, 519 Case Bldg. or call Main 2165.

FINE FURS
ANNE KOVEN'S FURS are within every woman's budget. You can buy the finest in quality and style, at Koven's, with confidence.

ANNE KOVEN
45 East Ave.

YOU DON'T NEED CASH
QUICK CREDIT Easy Pay PLAN

TIRES
AS LOW AS **\$6.15**

DIAMOND DUPLEX
5.25x18... \$8.35
5.50x17... \$9.05
5.00x16... \$10.20
Slight Additional Credit Charge

AS LOW AS **49c** A WEEK

UNIT ROCHESTER PARTS CORPORATION
1185-1223 MAIN ST. E. CULVER 250

THE ULTIMATE IN COMBINATION RANGE VALUE

Now-At SIEBERTS
The New ANDES Combination Range

A NEW DESIGN OF BEAUTY TO MATCH ANDES OUTSTANDING PERFORMANCE

Here is a stove incorporating every feature you've ever longed for in a range... new streamlined design... large oversized oven... unusually large firebox... Robertshaw "Thermal Eye" heat control... new Andes "Speed-Simmer" porcelain burners. The easiest stove in the world to operate. Cooks, heats and bakes with coal, wood or gas. No trick dampers or baffles plates. Your oven is ready for baking 10 to 15 minutes after you start the stove.

ANDES IS THE YARDSTICK OF COMBINATION RANGE VALUE

No matter what stove you contemplate buying... you owe it to yourself to compare with the Andes. Compare for...
• Design • Beauty • Efficiency
• Quality Features • All Around Service

AVAILABLE IN A WIDE CHOICE OF COLORS

SIEBERTS
ST. PAUL and ANDREWS ST.
FREE PARKING OPEN EVENINGS 'TIL 9

GRAND OPENING OF ANDY'S ICE CREAM PARLOR

FREE! ICE CREAM CONES!
Come One! Come All
NOTHING TO BUY!

OPEN 'TIL 12 EVERY NIGHT
• PLENTY OF FREE PARKING SPACE

GIVEN BETWEEN THE HOURS OF...
1 and 2 P. M.
Saturday Only

THIS MODERN STORE PLANNED AND BUILT BY THE FOLLOWING:

Chet Balcerak
Electrical Wiring Contractor
1139 HUDSON AVE.

Stanley Mielczarek
Carpenter Contractor
863 CLIFFORD AVE.,
Rochester, N. Y.

Edwin G. Heckner
Domestic and Commercial
Electric Refrigerator Repairs
Keflinator-Universal-Frigidair
63 KASTNER PK. Stone 3313
Rochester, N. Y.

Stephen Sobolawski
General & Mason Contractor
199 ST. STANISLAUS ST.
Stone 1495-2 Roch. N. Y.

Designed By
Clemens R. Janowski
Rochester, N. Y.

Henry Janowski
Plumbing Work
701 NORTON ST. Stone 6330
Rochester, N. Y.

SPECIALS!
BRICK ICE CREAM 15c Full QT.
10c Full Pint
DOUBLE DIP SODAS 10c
ALL FRAPPES.. 15c
Giant Size BANANA SPLITS 15c
Regular 20c Value

A COMPLETE LINE OF FANCY DISHES AT LOW PRICES

ANDY'S ICE CREAM PARLOR
1100 HUDSON AVE.

WHAM
Stansbury Carlson
STATION
ROCHESTER SUN NETWORK AFFILIATE
1150 KC

Highlights—

FRIDAY, AUGUST 26th

1 P. M.
General Mills Hour
Four great shows — Betty and Bob, Arnold Grimm's Daughter, Valiant Lady, and Betty Crocker

8:30 P. M.
Your Esso Reporter
Royal Crown Revue
Starring those two bubbling over entertainers, Tim and Irene

9:30 P. M.
March of Time
Popular, thrilling, and entertaining

10:00 P. M.
Buffalo at Rochester
Harry MacTigue broadcasting

SATURDAY, AUGUST 27th

12:05 P. M.
Your Esso Reporter
With closing Saturday stocks and market trends

6:45 P. M.
Harry MacTigue — Sports

7:30 P. M.
Rochester at Buffalo
When the chains away, follow it with Harry MacTigue

8:00 P. M.
WLS Barn Dance
Featuring almost all your favorite NBC comedy entertainers

10:00 P. M.
Frankie and Johnnie's Orch.
From the deep south, comes "Music in the Southern Style"

12:00 P. M.
Carl Bengler and his Rainbow Orchestra
Find out what "rainbow rhythm" really is!

SUNDAY, AUGUST 28th

2:00 P. M.
Magic Key of RCA
RCA — All the Way. In radio entertainment too

2:30 P. M.
Rochester at Buffalo
These are crucial days with both teams fighting tooth and nail for second place and both competing against Syracuse

5:00 P. M.
WLV Summer Concert

7:00 P. M.
Charlie McCarthy and Bergen
Walter Winchell

9:00 P. M.
Rochester Park Band
The last concert. Be sure to listen!

MONDAY, AUGUST 29th

2:00 P. M.
U. S. Navy Band Concert

5:30 P. M.
"Your Family and Mine"
Fall in with the Wilbur of High Falls

6:00 P. M.
Alias Jimmy Valentine
A gripping, human interest story of an ex-con's fight to regain his reputation. With James Melton

7:00 P. M.
Chevrolet Musical Moments
With Vic Arden's orchestra, the Songsmiths, James Melton and Graham McNamee

7:15 P. M.
Viking's West
A rapidly growing weekly audience is listening to Gil Brewer's new serial epoch, making history

8:15 P. M.
Montreal at Rochester

TUESDAY, AUGUST 30th

1:00 P. M.
General Mills Hour
Housewives will enjoy this full hour of entertainment.

2:30 P. M.
U. S. Army Band

5:45 P. M.
Lowell Thomas
Clear, interpretive comments, an only Lowell Thomas can make them

6:00 P. M.
Easy Aces and Mr. Keen, Tracer of Lost Persons
A double barreled feature for your dinner hour

7:05 P. M.
Montreal at Rochester

MIDNIGHT
Tom Grierson at the Organ
Rochester's skilled organist once again will present midnight melodies from the organ in the RKO Palace Theater

WEDNESDAY, AUGUST 31st

3:00 P. M.
Club Matinee
NBC's afternoon feature entertainment for a full hour

6:45 P. M.
Harry MacTigue, Sports
Your Socony Sports Reporter brings you all the news on worldwide as well as local sports

7:00 P. M.
The Man's Family
A distinctively different "family" story. Thrills, pathos, and humor

8:15 P. M.
Montreal at Rochester

11:00 P. M.
Your Esso Reporter
A late news summary, with news fresh from the wires of United Press

THURSDAY, SEPTEMBER 1st

4:30 P. M.
Don Winslow of the Navy
Written especially for children, this new serial from NBC has already a tremendous following

7:30 P. M.
Buffalo at Rochester
Another thriller!

7:00 P. M.
True Stories of the State Police
A regular and popular RGE presentation

9:00 P. M.
Kraft Music Hall
Bob Burns, battling for Bing

10:30 P. M.
Larry Clinton and his Orch.

12:30 P. M.
Dance Time
Late Swing tunes for your dancing entertainment

HATS ADD FEATHERS
Feathers are flying high in favor for fall, and hats will them in all sizes even to the stately ostrich plume.

BUCKLES IN COMEBACK
Cut steel buckles for ladies' footgear, are staging a real comeback.

November 15 Date Set For 1939 Directory
Whether the Smiths or the Cohens, proverbial competitors, win the race of the greatest number, will not be known until November 15, when the 1939 city directory is published by R. L. Polk Company, compiling Rochester's population for the first time.
Data on the city residents will be completed by September 30. Suburban name book will be off the press December 1, it was announced.

You're a movie fan, aren't you, Mrs. G. J. Carlett, 967 Chili Avenue? If you call at The Sun office, you'll receive a guest ticket to see "I Am the Law," playing at Loew's Rochester Theater beginning August 26.

PRICES ADVANCE
SEPT. 1st ON
LEHIGH VALLEY COAL
ORDER NOW Phone GEN 586
PAYNE & DUNHAM

Meisel's Offer For Labor Day

GOODRICH SILVERTOWN SAFETY TIRES

NO MONEY DOWN
No Payments Until After Labor Day

2 for \$1.00
Weekly

Offer Good for 1 or 4 Tires

NO RED TAPE! NO DELAY!
Your registration slip opens your account.

Look At These Low Prices

4.75 x 19	\$7.05	5.25 x 17	\$8.05
5.00 x 19	\$7.60	4.40 x 21	\$8.60

Goodrich Commanders—Cash Prices
Fully Guaranteed
Liberal Allowance For Your Tires

USE OUR 12 PAY PLAN

MEISEL TIRE CO.
OPEN EVENINGS AND SUNDAY A. M.

270 EAST AVE.
Corner of Pitkin St. MAIN 3844

There's something fascinating about watching a youngster develop and advance in his chosen line of endeavor. You see the object of your attention more through periods of discouragement and, usually, if you maintain your watch long enough there comes a time when confidence and thorough familiarity with the job combine to bring your young man to the point where he might be called a journeyman in his trade or profession.

That's what has been happening to Marty Marion, the tall, lean, gangling Georgian, who is playing a lot of shortstop for the Red Wings these days as the Blademen battle to hold their second-place spot in the International League.

When Marion reported to the Rochester club in the spring of 1937, he was one of the most-watched youngsters in the Red Wing camp at Leesburg. Plucked from the semi-pro ranks of Atlanta by Frank Riskey, who scouts that sector for the Cardinal chain, Marion was tagged as a major league prospect. Marty was only 18 when he broke into professional baseball and the Cardinal chiefs consigned him to their Mid-Atlantic League club at Huntington, where Benny Borgmann was his boss and tutor.

Young Marion improved rapidly under Borgmann's handling and at the close of his first season as a pro he was adjudged ready for a trial with the Rochester. Let's not forget that this rapid promotion and his youth, too, imposed a handicap on the boy. Jumping from a small circuit to the fastest of the double A loops is something like going to college direct from grammar school. If you get what I mean.

But Slim learned new tricks as he went along and managed to hold up his end acceptably. Endowed with a fine throwing arm and ability to cover an amazing area of territory, the youngster—he will be 21 next December—played 138 games at shortstop for the Wings.

With the start of the 1938 campaign, breaks were anything but favorable for Marion. Tony Mallinosky and Sammy Baugh were getting the call at shortstop and Slim's spirits and morale dropped as he rode the bench. But Mallinosky and Baugh have moved to other spots and a revived and improved Marion went back to the shortstop job, where he has performed so well that today this youngster from Atlanta is tops in popularity with Red Wing fans.

Next season—Marion probably

SPORTS

By JOHN BURNS

Wings Play Herd Tonight

With only nine home games remaining at Red Wing Stadium before the end of the regular season, Ray Blades and his rampant Red Wings meet the Buffalo Bisons in a twilight doubleheader this evening, hopeful of strengthening their playoff chances at the expense of Steve O'Neill's charges.

A single night game Friday will wind up the brief Buffalo series, with the Wings taking to the road for two days, August 27 and 28. Returning to the Stadium, Monday, August 29, the Wings meet the Montreal Royals four times in three days, with single night engagements slated for August 29 and 31 and a twilight doubleheader, Tuesday, August 30.

Al Schacht, baseball's clown prince, will come to the Stadium to feature the twilight twin-bill of August 30 with his famous acts of pantomime.

The Wings take to the road after their night game of August 31, returning to the Stadium, Sunday, September 11, for a doubleheader with the Buffalo Bisons that marks the end of the regular International League campaign.

Mrs. Harold Plant, 363 Melville Street, Loew's Rochester Theater, is playing "I Am the Law," August 26. Just call at The Sun office and receive a guest ticket.

FISH FRY SCHEDULED

Starlight Council will sponsor a fish fry tomorrow from 5 until 7:30 p. m. at 41 Salisbury Street. Reservations must be made by noon with Mrs. Beil Hetzel, Culver 4187-M.

WARNING!
Prices Go Up
Thurs., Sept. 1st
On Miller's Superior Quality

JEDDO COAL

Low Summer Prices Now Prevailing!

Buy Now and Save!

ARDEAN R. MILLER

Quality and Finest Service Since 1912

500 West Ave.

Genesee 20

AT BRAUN'S ONLY!
BEST ALLOWANCE IN TOWN
for Your OLD RADIO
On Brand New...

PHILCO - RCA - ZENITH

Bring This AD To Our Store And Get Your

RADIO TUBES at **1/2** PRICE
ANY MAKE—ANY TYPE!
80c Tubes 40c
\$1.00 Tubes 50c etc.

Open **BRAUNS** Open
Evenings

900 PORTLAND—STONE 122

It's Almost Human

Again Norge offers every ultra-modern convenience for better, easier, more economical home cooking, baking and broiling. Let us show you why Norge leads again!

ONLY NORGE HAS THE CONCENTRATOR BURNER
Directs the heat toward the center of the cooking vessel...saves gas through greatly increased efficiency!

FULLY AUTOMATIC ELECTRIC CLOCK CONTROL
on the new
NORGE \$59.50 up
Concentrator GAS RANGE \$1 DELIVERS

weis & fisher's

80 CLINTON AVE. SO. OPEN ALL DAY SATURDAY

Loew's Rochester Theater is playing "I Am the Law," August 26. William Almy, 44 Gould Street, if you want to see this movie, just call at The Sun office and receive a guest ticket.

Mrs. Rose Quinn, 23 Flanders Street, call at The Sun office and receive a guest ticket to see "I Am the Law," playing at Loew's Rochester Theater beginning August 26.

"I Am the Law" is playing at Loew's Rochester Theater beginning August 26. Mrs. Harry Ellwell, 48 Eastland Avenue, just call at The Sun office for your guest ticket.

283 Lyndhurst Street, Miss Ruth Gordon: Call at The Sun office for your guest ticket to see "I Am the Law," playing at Loew's Rochester Theater beginning August 26.

PILLOW DOWN NESTS

Did you know that the down in your pillows and coverlets comes from the nest of the Eider? It takes the contents of from thirty-five to forty nests to make one pound of cleaned down.

EAT CHEESE PUFFS

Midget cheese puffs filled with crab salad are a tempting delicacy with a cool tomato Eider? It takes the contents of from thirty-five to forty nests to make one pound of cleaned down. Follow your standard puff recipe, adding grated cheese to taste.

OLIXIR

The Only Nationally Known, Regular Run Gasoline Selling In Rochester At a Saving Of 2c a Gallon

SAVE WITHOUT SACRIFICING QUALITY

12 1/2 C
PLUS TAX GAL.

INDEPENDENT GAS AND OIL CO.

585 LYELL AVE.
Opp. Burrows St.
JEFFERSON AVE.
Cor. Bronson Ave.

CLINTON AVE. SO.
Cor. Alexander St.
300 ARNETT BLVD.
Next To Public Library

BERGHASH WINES & LIQUORS

The BEST Values At The LOWEST Possible Prices



The BEST BUY of the Year
94 PROOF

SEAGRAM'S DRY GIN

\$1.29 Large 25.6 Oz. Bottle

De Kuyper \$1.89 Creme De Cacao Fifth

BOOTH'S HIGH & DRY GIN
America's Finest Made Gin
Reg. \$1.35 Value
50 Proof Fifth

GOLD LABEL PUERTO RICAN RUM
Extra Heavy Bodied
\$1.69 FIFTH
Unexcelled In Cocktail and Summer Drinks

100% PURE CALIFORNIA WINES
\$1.29 Gallon

2 1/2-Year-Old OAK BROOK—STRAIGHT BOURBON WHISKEY
90 PROOF

\$1.69 Full Quart
Regular Price \$2.10



IMPORTED 8 to 10 Years Old SCOTCH
\$2.79
Large 25.6 Oz. Bottle

COBB'S CREEK RESERVE WHISKEY
\$1.89 A Full Quart
90 Proof blended with 2, 2 1/2 and 4-year-old Whiskey

MAJESTIC FURNITURE CO.

FREE

3 PIECE WALNUT BEDROOM SUITE
Worth \$89.50

\$69

MAJESTIC FURNITURE CO.

204 COURT ST.

OPEN EVERY EVENING UNTIL 9 P. M.
SAVE \$45 BY BUYING OUT OF THE HIGH RENT DISTRICT

12 LOVELY PIECES! COMPLETE LIVING ROOM OUTFIT
\$89
YOU SAVE \$45



Each Piece Sold Separately If Desired

FREE

CHEST OF 50 PIECES
Genuine Wm. Rogers SILVERWARE

FREE

A REGULAR \$29.95 VALUE!



3 PIECE WALNUT BEDROOM SUITE

● Beautiful Bed
● Sturdy Chest
● Vanity or Dresser

MAJESTIC FURNITURE CO.

204 COURT ST.

It's CLAM BAKE! Time at Old Heidelberg!

Feast of the Fall season! Old Heidelberg's famous Clam-Bake! Come out this week-end and give yourself a treat in the cool comfort of the Old Heidelberg garden, or within the genial confines of the Pittsford Inn! Never a dull moment from 7 o'clock 'til closing.

Special Accommodations For Parties and Banquets

Pittsford Inn
East Ave. and Monroe Meet

Dancing Music Entertainment

AND PLENTY TO EAT!

THE WAY TO A MAN'S HEART

BY IRENE MUNTZ

It's funny how birthdays all pile up at one time. It seems as though every one you know was born in May or October — or August. If August happens to be your month for birthdays and you have some entertaining to do in connection with any of them you probably want to make your refreshments as delicious but as easy as possible.

Of course, it wouldn't be a birthday without ice cream and cake and you'll find this Angel Parfait so creamy and delicious that it really might be food for the gods. Then, too, since it is flavored with vanilla you may dress the recipe up if you like, $\frac{1}{2}$ cup chopped nuts, $\frac{1}{2}$ cup chopped maraschino cherries or $\frac{1}{2}$ c peach pulp might be added to the recipe before freezing.

Or, if you prefer, top the frozen parfait with sliced sweetened fruit or your favorite fudge, butterscotch or peppermint sauce to make a sundae. Diced cantaloupes are delicious used in this way.

ANGEL PARFAIT
1 c sugar
1 c water
2 egg whites
1 c whipping cream
1 t vanilla
Combine sugar and water and

cook until it spins a thread. Pour over the stiffly beaten egg whites and beat until cool. Fold in the cream which has been whipped to the consistency of a soft custard and add vanilla. Pour into trays of a gas or electric refrigerator and freeze without stirring with the cold control at the coldest point.

Chocolate probably is the most universally popular kind of cake, so for our August birthday we offer a chocolate cake with a touch of spice to give it a tang that sets it apart as a very special dessert. This is not an economical cake but you'll find it will serve a good sized party since it makes two large layers.

SPICED CHOCOLATE CAKE
Temperature: 375 Degrees F.
Time: 25-30 Minutes

$\frac{3}{4}$ c shortening
 $\frac{1}{2}$ c sugar
4 eggs
 $\frac{1}{2}$ t cinnamon
 $\frac{1}{2}$ t cloves
 $\frac{1}{2}$ t baking powder
 $\frac{1}{2}$ c cake flour
 $\frac{1}{2}$ c milk
1 t vanilla

Cream shortening, add sugar gradually and beat until light and fluffy. Add the well beaten eggs. Sift flour, measure and sift with dry ingredients. Add vanilla to milk. Add flour alternately with the wet ingredients. Pour into two well oiled layer cake pans and bake in a preheated oven.

This cake is delicious with either a butter icing or this sea-foam frosting. A white butter icing or a chocolate one in which the liquid used to moisten it is coffee might be used. The brown sugar used in the Seafoam Frosting blends with and brings out the flavors in the cake proper so

that it is an especially nice topping for it.

SEAFOAM FROSTING
1 c light brown sugar
 $\frac{1}{2}$ c granulated sugar
 $\frac{1}{2}$ c water
1 egg white
Combine sugars and water and

boil to 240 degrees F or until the syrup spins a long thread. Pour over the stiffly beaten egg white and beat until partially cool. Add vanilla, pile in swirls on the cold cake.

IDEAL FOR FRAMING!
RICH FULL COLOR PHOTOS
16 PAGES COMICS
also Interesting News Section

A Special Edition containing all features—now on sale at Rochester Dealers

SUNDAY NEWS
NEW YORK'S PICTURE NEWSPAPER

CHAMPION'S BACK TO SCHOOL SALE
OF EXTRA HARDWEARING WOOL TROUSERS FOR STUDENTS

- Permanent Sewn-In Crease (Mothers! Saves Pressing)
- Belt Made of Same Material
- Sturdy Worsted Fabrics
- New Styled Herringbones And Chalk Stripes
- Sizes 29 to 36 Waist

\$2.95
Values To \$5.00

COMPANION FEATURE
3 PLY PURE WORSTED

PULLOVER SWEATERS
In Plain School Colors or With Two Chest Stripes In Contrasting Colors.

\$2.69
Sizes 36-46
All Colors Including White And Black

Champion
KNITWEAR CO. 71 ST. PAUL ST.
 $\frac{1}{2}$ Hr. Free Parking for Customers—Bill's and Strand Parking Sta.

DAW'S CUT-RATE DRUG STORE

1. OPPOSITE Temple Theatre
56 Clinton Ave. So.

2. CORNER ARCADE
31 Main St. East

3. DOOR FROM STILLSON
353 Main St. East

4. CORNER DEWEY
464 Ridge Road W.

5. NEAR THE BULL'S HEAD
880 Main St. West

35c FREEZONE FOR CORNS **16c**

Lge. SPEARMINT TOOTH PASTE **6c**

25c PYREX NURSING BOTTLES **13c**

WITH THIS COUPON

RUBBING ALCOHOL

3c

DAW'S

WITH THIS COUPON

WOODBURY SHAMPOOS

16c

DAW'S

WITH THIS COUPON

SACCHARIN

9c

DAW'S

WITH THIS COUPON

CLEANSING TISSUES

12c

DAW'S

WITH THIS COUPON

PHILLIPS FACE CREAMS

16c

DAW'S

Get Your FREE Perfume This Week-End

This 75c Bottle of **Dolores Arlyne**

PERFUME GIVEN!

With each 65c or over purchase of Dolores Arlyne cosmetics.

FREE Introductory Offer
To Acquaint You With

Dolores Arlyne

New Pure-Blend **COSMETICS**

New, triple-smooth, pure blend cosmetics, exclusive at DAW'S Drug Stores. Scientific preparations that blend flatteringly with your own complexion and give your skin a radiance, usually attained only thru most expensive cosmetics.

Cleansing Cream 65c
Contour Cream 85c
Face Powder 85c
Acne Lotion 85c
Lipstick 85c
Rouge 50c

Daw's FREE Parking

WITH THIS COUPON

Large Size **OXYDOL CHIPS**

16c

DAW'S

Smart-Now **KLEENEX Multicolor Pack**

100 OVERSIZE TISSUES

25c 49c

Lose Ugly FAT
And You'll Feel and Look Years Younger

No matter how hard you have tried to reduce, you owe it to yourself to try Korjenna the famous fat reducer because we have seen such splendid results, it's so effective, so harmless and SAFE.

This remarkable reducing treatment is so easy, simply take one tablet after each meal. NO STRICT DIET. But what you want but eat moderately, no tireless exercises, no endless waiting for results. Within a short time you will see that ugly fat disappear. Burdensome fat around your Waistline, Hips, Bust, Arms, that's the fat that Korjenna "takes off". As this fat gradually melts away you will remain youthful, trimline, a decidedly newer attractiveness.

Tablets of Korjenna are positively Guaranteed SAFE — they're not expensive. We urge you to try this marvelous reducing treatment and in 2 weeks you will be amazed how that excessive fat has melted away at your Waistline and Hips. You'll be surprised and delighted at the complete change in your appearance, or your money will be refunded. DON'T WAIT, ask us about this Safe Reducing Treatment for better health, for better appearance.

LUCKY STRIKES

"A Light Smoke"

For Glorious Lustrous Hair

drene Shampoo

SPECIAL: For Dry Hair
REGULAR: For Normal or Oily Hair

Large 79c
medium 49c

KURLASH

EYELASH CURLER

Curls lashes without heat or cosmetics

The American Gas Industry Presents

THE CERTIFIED PERFORMANCE gas range

at our

OLD STOVE ROUND-UP

Never before a range like this! Every automatic feature known to science to make cooking easier, faster, better has been built into this range.

Buy now and save! Your old stove is worth \$10 on any range under \$100 and \$20 on any range over \$100.

ROCHESTER GAS & ELECTRIC CORP.

The Chateau
CORNER OF MONROE & WILSON ST.

MODERATE PRICES
At All Times
Why Go Elsewhere
MUSIC AND FLOOR SHOWS NIGHTLY
No Cover or Minimum
Try Our \$1.00 Dinners

Every Sunday Special Dinners \$1.00
Cocktails 25c

Always COOL Shows 8:30, 11:30, 1:30

A Swell Place For That Party or Banquet

"Thrift Special"

Modess

Box Of 12 Napkins

2 boxes for 39c

Stock up now on Modess. It's softer, safer, and more economical. Two months supply at this special low price!

Rose Fever
Hay Fever
Sinus, Asthma
or
Summer Cold

Sneezing, sniffing, weeping, gasping STOPS INSTANTLY. Gives quick relief with first dose. Sold at DAW'S with a money-back guarantee. MARON'S HAY FEVER and ASTHMA CAPSULES, a new internal treatment. Reg. \$1.50 size special at **98c**

SCHICK Electric Shaver

Now Only **\$12.50**

The lowest price at which SCHICK has ever been sold!

BOOK MATCHES
Box of 50 pads 6c

TOILET TISSUE
Exceptionally fine quality, 1000 sheets roll.
6 rolls for **25c**

BABY BROWNIE
GENUINE EASTMAN CAMERA
Reg. 63c
\$1.00

DETECTO JR. SCALES
Guaranteed for 3 yrs. colors to match bath-room.
\$1.89

PAPER NAPKINS
White, embossed napkins. Box of 80.
6c 2 for 11c

WAX PAPER
Extra heavy... cutter-edge box.
30 ft. 4c

RAZOR BLADES
Double-edge blades, made by B&W.
Pack of 5 4c

RUBBER GLOVES
To save your hands. Fine quality.
35c value 16c pr.

VACATION SALE!

GEM Single Edge **BLADES**

Discover the economy of shaving with long-lasting, genuine Gem Blades! Stock up at this Vacation Sale!

Now **25c**

LIMITED TIME ONLY!

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

VOL. 1 NO. 41

ROCHESTER, N. Y., SEPTEMBER 1, 1938

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Add to Sheriff Al Skinner's minor concerns the strolling mendicants who alight suddenly in the county, as marauding grasshoppers, and demand succor in the shape of hot coffee, potatoes, bread and bacon.

The other afternoon, M. M. Letts and his wife and four children, the youngest, a boy of thirteen, came to a wheezing halt in the tiny park in Parma, in Ridge road, and the boy asked plaintively: "When do we eat, Pa?" None could answer because there was no food in the old jalopy (model 1922) nor Cray Remington money, either.

The boy walked all the way to Rochester, Ridge and Dewey, and asked aid of business men who would listen and pater and the remaining children visited farm homes. Mother built a tiny (Continued on Page 4)

SUBWAY TRESPASSERS RISK DEATH

'Over-Efficiency' Cause of Transfer of Precinct Head

Captain Burns Shifted to Bronson Avenue Station in Police Shakeup

Transfer of Captain Harold J. Burns from the Franklin Street station to the outlying Bronson Avenue precinct, characterized in some quarters as a surprise move, apparently had been under consideration for some time.

Politics had nothing to do with the moving of Burns to Bronson Avenue or the transfer of Captain Charles Roth from Bronson Avenue to Franklin Street. Captain Burns is regarded as a high-class officer, so high-class, perhaps, that he rubbed some of the taxpayers of No. 2 precinct the wrong way.

At Bronson Avenue where Burns is to take charge today—his twenty-fifth anniversary as a member of the Police Department—he will be in a quieter district, a spot where his ideas are less likely to clash with those

Rochester on Parade ★ ★ ★ By W. L. James



MAGAZINE IMPROVED

The September issue of Better Homes and Gardens reveals this popular magazine as greatly improved. The larger page-size enables the editors to present a magazine that is newer, more interesting and more beautiful. A. B. Huff, 8 Harvard Street, Monroe 3857-R, is Rochester agent for Better Homes and Gardens.

Miss Cornelia Piccarro, 114 Massett Street, call at The Sun office for a guest ticket to Loew's Rochester Theater.

They're Talking About:

Traffic hazards, safe driving and such. But the example set by the driver of a Jenkins and Macy Company coal truck the other day in Alexander Street was more effective than hours of talk and thousands of printed words. Two tiny girls were wavering between parked cars near East Avenue, seeking a chance to cross the street. They had narrowly missed being struck a second before the coal truck rolled along. The truck driver stopped his machine and held up traffic until the little girls had crossed safely. These children, too young to know anything about safety rules, quite possibly owe their lives to a man who wasn't too busy to spare a minute in helping others.

The brand of strategy to be used by Republicans in the campaign just getting under way. And the general opinion seems to be that this will be an individualistic campaign rather than one conforming to a set pattern.

Rabbit Maranville's estimate of the Red Wings. When the former manager of the Montreal Royals was here the other day he told a friend that his pick of the Wings, in this order, is Marty Marion, Bob Bowman and Red Juelich.

The debate between Congressman George B. Kelly and Joseph J. O'Brien, Republican designee, who is seeking Kelly's seat in the House of Representatives. They are to meet in a verbal duel before the City Club early in November and this meeting already looms as the high spot in a campaign that is expected to produce plenty of oratorical fireworks.

Mr. and Mrs. Henry Lampert of Crossman Terrace, have returned from Georgian Bay, where they were the guests for a week of Dr. Charles Dean Young of Canterbury Road, at his summer home.

Miss Betty Massaro, 184 Merrimac Street, call at The Sun office for a guest ticket to Loew's Rochester Theater.

High Voltage Wires Constitute Hazard For Intruders

City Starts Intensive Campaign to Make Subway Safe and Sanitary

Death lurks in Rochester's Subway—not for passengers, but for trespassers. And the municipality is preparing to take drastic steps to keep trespassers off the Subway right of way, including use of law which prescribes fine or imprisonment for those who make a playground of the bed of the old Erie Canal.

"The city will not be left holding the bag if trespassers on the Subway right of way are hurt," declared Commissioner of Commerce Harold S. W. MacFarlin, whose department is entrusted with responsibility for this piece of city property.

DANGER SPOT
"The Subway is fenced and posted," MacFarlin continued, "and anyone who happens to be injured there would have no redress."

Children are the principal offenders in this business of trespass, but occasionally a tired or inebriated adult has been found asleep along the right of way.

A feeder cable carrying 4,200 volts and three open trolley wires carrying 550 volts each—five times the voltage of domestic lines—are only a few of the hazards.

SANITATION PROBLEM
Subway employees recently discovered two boys using the 4,200 volt line as the support for a home-made trapeze. A favorite pastime of youngsters is throwing ropes over the wires and placing rocks and tin cans on the tracks. Authorities are fearful that these practices will lead to injury or death, especially the rope-throwing, because a wet rope or one with a steel core probably would mean a fatal shock for the rope-thrower.

Sanitation is another problem confronting those responsible for the upkeep and safety of the Subway. Aside from the money spent on weed cutting, the city has expended approximately \$1,000 on cleaning refuse tossed on the right of way. Industrial waste, oil and empty cans are some of the things encountered, but the nastiest mess comprises garbage. Householders whose lots abut the eastern end of the right of way are classed as the

worst offenders in using the Subway for garbage disposal. The weed cutting gang uncovered one spot where a path had been worn down the bank and it is estimated that this particular pile of garbage had been seen a year in the making.

SPECIAL SERVICE

But all is not grief in connection with Subway operation. The new cars, capable of making 55 miles per hour, are attracting more passengers and it is expected that the passenger business will show a marked increase next week as a result of special service planned in connection with the Exposition.

Exposition-bound passengers will disembark at the Edgerton (Continued on Page 3)



STURDY, BECOMING FRAMES FOR BOYS AND GIRLS

Every boy and girl should have an eye-sight examination before returning to school. "Skippy" Glasses are especially designed for children and feature these new developments—(1) double braced bridge for hard usage, (2) two-arc endpieces gives added security to lenses, (3) comfortable nose pads in fit youthful faces... See the new "Skippy" style at your nearest convenience.

SUMMIT OPTICAL CO.
237 MAIN ST. E. STONE 2374
J. J. Donaghy, Optician
M. C. Veit, Optometrist
Authorized Soft-Lite Licensee

Manufacturer's Loss Is Your Gain!



The Biggest Mattress Value Ever Offered!

We Purchased Manufacturer's Entire Stock!

Innerspring Mattresses

Reg. \$24.50 Fully Guaranteed

\$13.75
50c WEEKLY

- Beautiful Heavy Ticking In Blue, Green or Tan
- Guaranteed Nachman Unit, Famous The Country Over
- Button Tufted, Sisal Padded, With Handles and Ventilators
- Taped Edge For Additional Strength and Beauty

OPEN FRIDAY UNTIL 9 P. M.

Howe & Rogers

89 CLINTON AVE. SO.

MESSAGE TO MOTHERS!

Rochester Jobbing House wants you to see for yourself how our vast stocks, and drastically lower prices make your dollars go ever so much farther, outfitting your boy for school!

Biggest DOWNTOWN Outfitters for Boys from 6 to 20!



Stone 2289 \$2.79 Boys' RAINCOATS Cut to \$1.95

Rochester Jobbing House
159-161 JOSEPH AVE. Cor. NASSAU ST.



Delayed Shipment Brings You This Sensational Value For ONE DAY FRIDAY ONLY

Reg. \$1.69 ... 18 Pc. **HOSTESS SET**

Set Consists Of:

- 6 Tumblers, (10 ounce) 6 Muddlers
- 4 Relish Dishes 1 Cheese Board
- 1 Veneer Walnut Finish Tray

BRING IN THIS COUPON AND SAVE 69c

Present this Coupon to Edwards China Dept. on the Second Floor and get this beautiful 18 Pc. Hostess Set for only \$1. One Day Only While Quantity Lasts! No Phone or C.O.D. Orders.

1

China Dept.

Edwards

Second Floor

COUPON SPECIAL 1000 New Fall String Knit SWEATERS

37c
Values To \$1.00

- Crew Neck
- Short Puff Sleeves
- 6 Smart Styles
- Coral—Henna—Rust
- Powder—Aqua—Wine
- Sizes 34 to 40

Back To School SPECIAL ON SPORTS

Genuine Leather Soles! Crepe or Rubber Soles!

\$1.99

Newest Styles For Fall!



Stephens
210-214 MAIN ST. E.

Mrs. S. Schwartz, 684 Park Avenue, call at The Sun office for a guest ticket to Loew's Rochester Theater.
Miss F. Lebowitz, 16 Fairbridge Street, call at The Sun office for a guest ticket to Loew's Rochester Theater.
Mrs. Raymond Hall, 79 Winnebago Road, call at The Sun office for a guest ticket to Loew's Rochester Theater.
Miss Joe De Prima, 29 Pearl Street, call at The Sun office for a guest ticket to Loew's Rochester Theater.

LINCOLN'S
FREE! HURRY!
Time Limited!

A BEAUTIFUL PORTRAIT OF YOUR CHILD
No Cost Or Obligation On Your Part

FREE!

We want to make hundreds of new friends in Rochester and that is why we make this sensational offer. There are no catches... we have no tricks up our sleeve. If you have a child between the ages of 1 and 10... bring them in and we will make a beautiful semi-cabinet portrait absolutely free.

No Appointment Necessary

THIS COUPON ENTITLES HOLDER TO ONE PORTRAIT FREE

Offer good only for children between ages of 1 and 10. Coupon good until September 30, 1938. Only one coupon valid for each child.

Come Anytime

PHOTO STUDIO
Main Floor

LINCOLN'S

ONLY BUSINESS SCHOOL

In Western New York With These
EXCLUSIVE FEATURES

Face Higher Accountability.
Exclusive representative of Ford automobile dealers accounting system.
Business men as regular members of the faculty.
Largest business school business library.
Model office with modern equipment for office practice department.
Official use of Rochester Academy of Medicine library facilities and of the Pathological facilities of St. Mary's Hospital for RMI Medical Secretarial Course.
Complete social, athletic and student activities program.
Cafeteria and recreation room connected with the school.
Cooperative extension course at Genesee Normal School summer session.
Charter member of National Association of Accredited Commercial Schools. (25 years) Charter member of New York State Business Education Association.

School offices open daily for registration every evening until 9 P. M. until September 6

DAY SCHOOL COURSES
Begin Tuesday **Sept. 6**

ROCHESTER BUSINESS INSTITUTE

172 CLINTON AVE. S. • MAIN 3869



Colors, Soft and Subtle, Head Fall Fashion Parade

BY JONATHAN JONES
Soylent for E. W. Edwards and Son
Color is drum major in the Fall fashion parade. But color with a difference... color that is soft and subtle, color that



No longer is it deemed daring to sport as many as three or even four colors in a single costume.

For instance, this year, you'll team your black winter coat with a teal blue dress, ex-hilarate the whole with Chianti wine accessories... and, if you're a bit of an experimentalist, add a dash of grape green. Not only will you thereby head fashion's call to colors but "color" your life as well.

Psychologists have long studied the influence of color on our lives... and with the proper color choice for any given mood your spirits should soar to new heights. But don't take our word for it... let yourself go on a color orgy... it's good for the morale, good fun, and extremely good taste in a season when subtle hues make fashion news!

County Grand Jury Panel To Be Chosen Sept. 12

Although Monroe County has no Thomas E. Dewey or blue ribbon juries, 21 men and three women, including Mrs. Vilas M. Swan, wife of an attorney, will be chosen September 12 for the grand jury.

A panel of 72 trial jurors was summoned to report to the Supreme Court on the same date.

blends easily and never jars. Colors influenced, no doubt, by the colorful pageantry of the forthcoming New York World's Fair and the pomp and splendor of the Versailles Exposition celebrating the 390th anniversary of the birth of Louis XIV. A recent Paris cable reads: "Color... bluish purple wools, light burgundy velvets, violet tweeds... soft greens and blues, black combined with reds and pinks." America's foremost fashion magazine bears out this news in a resume of the Paris openings... devoting page after page to color with a capital C.

GIRLS
OVER 18 YEARS OLD
AN UNUSUAL OPPORTUNITY

Travel! Good Income! Pleasant Work! Show Rembrandt Cravats. Selling like hot cakes. Many territories open out of town. Salary and bonus. Investigate this offer.

PHONE OR WRITE
Rembrandt Cravats
519 Case Bldg. Main 2165

By Way Of Mention

Dr. and Mrs. Meyer Jacobstein of Westminster Road, have taken an apartment in Colby Street.

Gilbert Hoard, son of Mr. and Mrs. Eric B. Hoard of Vassar Street, returned Friday from Camp Ahmeé, Algonquin Park, where he passed a month.

Mrs. Robert Douglas of East Avenue, entertained at dinner and bridge in her home on Friday.

Miss Frances Dillman of Arnold Park, returned last week from a motor trip through Vermont.

Mr. and Mrs. W. C. Brimmer, formerly of Park Avenue, have

taken an apartment in Oxford Street for the winter.

Mr. and Mrs. Franklin W. Wells of Harding Road, and their daughter, Miss Barbara Ellen Wells, left Friday by motor for Racquet Lake, in the Adirondacks for a stay of several days.

Mr. and Mrs. Charles M. Thomas of East Avenue returned by motor last week from Ogunquit, Me. where they spent the summer.

Mrs. Harry A. Sadden of Dewey Avenue, and Miss Lucy M. Bayley of Meigs Street, left Friday by motor for Toronto.

Mr. and Mrs. Harry A. Joiner of Buckingham Street, and their

daughter, Mrs. Hugh M. McKay, and her children, Helen and Douglas, of New Rochelle, motored to Niagara Falls last week where they spent a few days.

Mrs. Elwood Kemp of New York, who was the guest of Mr. and Mrs. Kenneth Liky of Penfield Road, returned Monday to her home.

Miss Meda E. Welcher of Oxford Street, and her nephew, Gilbert Hoard, of Vassar Street left by motor Sunday for Saranac Inn, in the Adirondacks, where they will join Dr. and Mrs. Lewis H. Gilbert of Hawthorne Street, who are passing several weeks there.

THE SCHOOL OF COMMERCE

The First Business School in Rochester

To have its major courses registered by the State Department of Education.
To offer a Professional Medical Secretarial Course.
To employ a full-time placement director.
To furnish its students all textbooks free.
To give its students the first set of supplies each year free.
To accept high school graduates only in all day school classes.
To limit its enrollment in advance and advertise the number.
To install modern sound-projection equipment.

The Only Business School in Rochester

That give a registered Medical Secretarial Course.
That give the complete Himmelsblau System of Accounting (The Northwestern University System).
That teaches both Gregg and Phono-Syllabic shorthand.

Ask for day school or night school catalog.

School Open Evenings

362 East Avenue

Main 5530



CANNON'S

AND LAUER'S
BRING YOU
BLANKET
BUY OF
THE YEAR

\$4.98

SOLID COLOR 100% WOOL BLANKETS

The most beautiful, all wool, satin bound blanket we have ever offered for the money. Each blanket individually packed... Green, mahogany, orchid, blue, jade, cedar, deep blue, rose and dabbone... Size 72x84". Just say "Charge it." by telephone.

TELEPHONE MAIN 3268



MAPLE CRICKET CHAIR

\$5.95

It comes in your choice of color in chitz. It is a sturdy chair and so pleasing to look at that you'll want to build your entire bedroom color scheme around it. This lovely Lauer cricket chair is comfort giving and will stand hard wear. A special from Lauer's maple department. For telephone or mail orders, please specify color.

USE LAUER'S BUDGET PLAN

FROM LAUER'S BUDGET MODEL ROOMS THIS

WATERFALL BEDROOM SUITE COMPLETE

Including • Fine Innerspring Mattress
• Simmons Platform Top Coil Spring
And The Following — ALL FOR

\$119

• Three piece bedroom suite • Waterfall night stand • Bench • Chenille bedspread • Innerspring mattress • Coil spring • Two decorative wall plaques • Boudoir lamp • Chenille rug • Pair of pillows.

SUITE EXACTLY AS PICTURED — \$10 DOWN!
CHOICE OF DRESSER OR VANITY



Those LAUER LOW PRICE TICKETS

STILL MEANS SAVINGS TO YOU
AND THAT SAVINGS IS ON FINE FURNITURE

LAUER'S
PRICES ONCE REDUCED
NEVER RAISED!

Thousands of new pieces of furniture have arrived since Lauer's started our August Sale. We are proud of our new fall lines. You'll love the beauty of Lauer's collection. However, remember this: Once Lauer's reduces in price a piece of furniture, it's tagged until it is sold. That is why you always find so many "Special" buys on Lauer's show floor.

STORE OPEN FRIDAY NIGHT!

3 Outstanding Values From The House Of

MAPLE

MAPLE DRESSER (42 INCH SIZE) AND
TWO TWIN BEDS - \$29.50

We have decided to give maple buyers a real treat so we have reduced this dresser and two matching beds in price just for that purpose. Remember, this a real buy. It's from a regular Lauer open stock bedroom suite.

5 PIECE CONSIDER H. WILLETT SOLID MAPLE
Drop Leaf Table-4 Chairs \$29.50

The lustrous, evenly applied finish and splendid color of this fine maple suite would never lead you to believe that Lauer's can sell it for so low a price. This is fine maple

3 PIECE HEYWOOD WAKEFIELD—OLD COLONY
LIVING ROOM SUITE - \$59

All the comfort of a fine living room suite is yours in this suite yet it has the quaintness and charm of old New England in its lines. Most suitable for the smaller Rochester living room, office or sunroom.



Now-At **SIEBERTS**

The New **ANDES**
Combination Range

A NEW DESIGN OF BEAUTY
TO MATCH ANDES
OUTSTANDING PERFORMANCE

★ ★ ★

Here is a stove incorporating every feature you've ever longed for in a range... new streamlined design... large oversized oven... unusually large firebox... Robertshaw "Thermal Eye" heat control... new Andes "Speed-Simmer" porcelain burners. The easiest stove in the world to operate. Cooks, heats and bakes with coal, wood or gas. No trick dampers or baffle plates. Your oven is ready for baking 10 to 15 minutes after you start the stove.

ANDES IS THE YARDSTICK OF COMBINATION RANGE VALUE

No matter what stove you contemplate buying... you owe it to yourself to compare with the Andes. Compare for...
• Design • Beauty • Efficiency
• Quality Features • All Around Service

AVAILABLE IN A WIDE CHOICE OF COLORS

SINCE 1858

SIEBERTS

ST. PAUL and ANDREWS ST.

FREE PARKING OPEN EVENINGS 'TIL 9

Andes Costs No More Than An Ordinary Range

Waste Dirties Division St.

Division Street, which lies between St. Paul Street and Clinton Avenue on the north side of Main Street, is a disgrace to the city.

It is unquestionably an alley, in spite of the dignity of its appellation, and the loading and unloading of merchandise at the back doors of business houses makes inevitable a certain amount of confusion and even rubbish, but Mr. and Mrs. Citizen are justified in resenting the wholesale dumping of papers and boxes which characterizes the street.

Refuse from the stores could be kept in covered containers. To the men and boys who come with wagons and push carts to sort over the contents of the cartons of rubbish, this might seem a deprivation, but it is doubtful if the return to them is sufficient to warrant the dirty street.

The wind-distributed papers do not limit themselves to the alley, but seem to delight in alighting around corners into the highways and by-ways of busy traffic.

Norma H. Miller, 93 Main Street West, called The Sun office for a guest ticket to Low's Rochester Theatre. Edward C. Ackerman, 1175 Genesee Street, waiting for you at The Sun office, a guest ticket to Low's Rochester Theatre.

Mrs. Augusta Braun, 1387 Norton Street, call at The Sun office for a guest ticket to Low's Rochester Theatre.

EXTRA SPECIAL

FOR LIMITED TIME ONLY

Personal Bond Stationery

Your name and address printed in blue on both envelopes and sheets

100 Envelopes 3 1/2 x 6 1/2 \$1.00

Sheets 6 1/2 x 13

Send \$1.00 with name and address to

COLLEGIATE STATIONERY

126 Norton St. Roch., N. Y.

Attempt To Make Overtrick Brings Disaster to Bidder

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

Attempting to make overtricks, a duplicate may be a very fine thing, but when it endangers your contract, which should normally be made, it becomes a foolish thing to do, and generally gets the bottom it deserves.

Today's hand offers an example of careless play, plus a desire to take all the tricks, when a small slam had been bid.

NORTH
S 4 4
H 7 2
D 10 9 7 5 4
C A 10 8

WEST
S Q 5 3
H J 8 6
D C Q J 8 8 2
C 10 9 8 2

SOUTH
S A K J 10 7
H A K Q
D A Q 2
C K 7

EAST
S 8 2
H 10 9 8 4 3
D K 5 4
C 5 4 3

West opened the queen of clubs which was taken in dummy's hand with the ace. South, upon looking over the hand, saw two finessing possibilities, one in the spade suit and one in the diamond suit. Naturally the diamond suit, being the longer, was the proper suit to set up.

THOUGHTLESS PLAY

Therefore, declarer thoughtlessly led the four of diamonds, finessing the queen, which, of course, held. She next laid down the ace of diamonds, but the king didn't drop as she hoped, it would. Of course, her contract went up in smoke.

She excused herself to her partner by remarking that there was no other way to play the diamond suit, as, if she led the jack first and finessed, she would be blocking the suit, and that she simply had to take the chance that the king was a doubleton.

Now let us look the hand over and see where she was wrong.

In order to fulfill her contract, she must take twelve tricks. There are two sure club tricks, three hearts, two spades, and therefore it becomes necessary to take five tricks in the diamond suit.

UNNECESSARY FINESSE

There is but one entry in the dummy and that is the ace of clubs. It is necessary to use that entry immediately if the diamond finesse is to be taken. If the first trick is won in the dummy with the club ace, and the diamond finesse loses, only five tricks can be taken in the suit anyway. And if the finesse is successful, but East holds three to the king, the suit becomes blocked.

There is absolutely no point, therefore, to finessing diamonds. All that is necessary is to see if that five tricks are taken in the suit. This assures the contract.

PROPER PROCEDURE

The first trick must be won in declarer's hand with the king of clubs. This preserves the needed ace of clubs as an entry in the dummy to run the diamond suit. Next the ace of diamonds should be played, followed by the queen. East may either win this trick or hold up until another diamond is led. It makes no difference. The diamonds are now set up and declarer has the ace of clubs in dummy as an entry to run them.

This is an extremely simple hand, but it is an excellent example of the bad plays so-called good players often make. Take a little time in planning your play and if your contract is safe don't jeopardize it by trying for overtricks, especially in slam contracts.

Threat of Death For Trespassers

(Continued from Page 1)

Park Station, about a thousand feet from the Exposition entrance, and they will be able to make the trip from downtown in a trifle less than five minutes, which, by the way, is speedier than driving one's own car.

Zonta To Fete New Members

Rochester Zonta Club will meet September 6th at the Rochester Ad. Club for a business session and welcoming new members. Miss Ida Randle, president will preside. New members are Mrs. Lucy J. Smith, Miss Marietta Lechleiter, Mrs. Irene Rankin, Mrs. Louise B. Westmiller and Miss Veronica Maher.

Fredonia-Dunkirk Zontians have invited the local club to attend the inter-city meeting September 16-17 at the Shorewood Country Club on Lake Erie.

Miss Adeline Bush, vice president, has appointed the following for the September committee: Misses Jane Hagamitter, Miss Elizabeth Forster, Miss Elizabeth Hammet, and Misses Martha Jeffreys, Marjorie Hamilton and Cecelia Hands.

Mrs. Thomas D. Buck of Palmarston Road, and her daughters, Rose Mary and Ann, left last week for Beverly, Mass., where they are the guests of Mrs. Buck's parents.

Mrs. Eleanor H. Haverstick of Barrington Street, and her daughter, Miss Anne Haverstick, have taken a cottage at Putneyville for a few weeks.

Mrs. Lillian Baker, 309 Sellinger Street, call at The Sun office for a guest ticket to Low's Rochester Theatre.

ROCHESTER'S THRIFT CENTRE

Edwards

STONE 2300

Here's How we Help You SAVE in August SALES For The HOME

2 Piece English "Loom Weave" LIVING ROOM SUITE

The living room suite of living room suites in Edwards sale of sales. Fit-in-anywhere English Club sofa and matching chair. Exposed frames of solid mahogany... hair and moss filling... super-sagless web construction... custom workmanship... in short all the "quality" features you expect of Edwards fine furniture, at a greatly reduced price (if you hurry!). Color choice.

\$98

Purchase Separately:
Davenport \$66
Chair \$32



PAY \$9.80
DOWN
Bal. Monthly



4th, 5th, 6th, 7th
FLOOR
OPEN
9 P. M.
FRIDAY

2
MORE DAYS

AUGUST SALE
Cloth Coats
\$50

Only 2 more days to take advantage of Edwards August Sale price... the lowest in years for such high quality, high fashion coats. Featuring the flattering, new slim silhouette in the season's foremost fabrics. Lavishly trimmed with luxury furs. Beautifully lined. Black and the thrilling "Rural Picture" colors so much in Vogue. Sizes 9 to 17; 10 to 20; 38 to 46; 51 to 45.

EDWARDS, Third Floor

to SAVE
in EDWARDS
AUGUST SALES

- * FURNITURE
- * FLOOR COVERINGS
- * BEDDING
- * FUR-TRIMMED COATS
- * FUR COATS
- * BLANKETS
- * SHEETS AND CASES



Marmink (dyed Russian Marmot) in a Slim-line Swagger. Light and Dark Shadings, like Eastern Mink.

Krimmer Dyed Lamb Slim-line Swagger... Very Chic With its Light and Dark Strappings.

AUGUST SALE
FUR COATS
\$100

If you're in the market for a new fur coat... this is definitely your year. For fur prices have hit a new low in Edwards August Sale. So much so that you actually save from 25% to 40% over last year's low August Sale prices. And you get such fine, fashion-right furs as mink dyed Russian marmot, black half Persian lamb, black moired caracul, mendoza beaver (dyed cony) and many others too numerous to mention.

EDWARDS, Third Floor

"Healthrest" Innerspring MATTRESS



August Sale Price **11.85**

Save 8.75 on this marvelous "sleep inducer" covered in sturdy ACA stripe ticking. Silent-type coil spring unit. Soft white cotton felt padding. Flat smooth tufts. Taped edges. All standard sizes.

EDWARDS, Seventh Floor

Pay 10% Down, Balance Monthly



Reg. 67.50

Size 9x12

SAVE
17.65

ROYAL WILTON RUGS

Last call at this low price! In two days' time you'll have to pay 67.50 for these outstanding rugs whose very name is synonymous with long wear. Glorious Persian designs and modern texture effects from which to choose!

EDWARDS, Fourth Floor

49.85

SAVE \$10 TO \$20

on a

CERTIFIED PERFORMANCE

GAS RANGE



Don't miss this chance to trade in your old stove and get one of these amazing new "matchless" Gas Ranges.

\$10 allowance for your old stove on any range under \$100. \$20 on any range over \$100.

ROCHESTER GAS & ELECTRIC CORP.
89 East Ave. Main 3960

The Rochester Sun

Published every Thursday afternoon by The Rochester Sun Corporation, 3 St. Paul Street, Rochester, N. Y.
G. Curtis Gerling, president; Frank Bradshaw Kelly, vice-president; William A. Pfaff, secretary; William G. Bromley, treasurer; Eugene Davis, advertising director; John Burns, managing editor; Olga N. Crowell, women's editor.

SEWED
Half
SOLES
75c

Leather or Composition
WAITING
OR
PICK-UP
SERVICE
STONE
2300

Shoes
Made Longer
or Wider
25c

Edwards

Balco Softball Team Captures State Title

Balcos, state softball champions after their defeat of the Daws nine, are going to Chicago where they hope to annex the national championship.

The boys will have something to shoot at in the way of marks when they arrive in the Windy City. Kodak Park won 13 and lost 2 there, but the Balcos hope to better the mark.

Gilman Williams, son of Mr. and Mrs. Herbert G. Williams of Mr. and Mrs. Herbert G. Williams of Darlington Street, left Tuesday for Troy, where he will spend a year as teacher of art in Troy's new high school.

Mrs. George A. Hotchkiss of Meigs Street, and Mrs. Frank Ritter of South Goodman Street, returned last week from a motor trip to Callender Ont. and Toronto.

HAVE YOU HEARD?

"PIES THAT TAKE THE CAKE"

That's what you will find when you visit the FRANCES KITCHENS, 1454 Ave. Your desserts need no longer be a problem if you take the advice of the many smart young men and women who keep at Frances Kitchens, 1454 Ave. Your motor trip to Callender Ont. and Toronto.

Kitchen Control



Housewives, busy in the kitchen, can stay there and change either radio station or volume through using the Philco Mystery Control.

Remington:

(Continued from Page 1)

fire in Parma Park and boiled water in an expectant pot. She hoped, fervently that some one of the family would appear with vegetables and, perhaps meat to add to the simmering water.

A small merchant at Ridge and Dewey telephoned the sheriff and queried if he wouldn't visit Parma and see to it, at least, that the youngsters were fed. "We'll be right out there," was the answer.

The foregoing is important because it represents a condition rather than an incident. It isn't the sheriff's job to succor tin-can tourists, "looking for work," nor can the natives, most of whom are busied balancing themselves on their own budgetary slack wires, afford to do so.

Complain, the agriculturists: "These automobile tramps won't work, not for the wage we can afford to pay."

Just another section of the population, added to the pension and governmental job seeking ones, who're looking for something for nothing.

In Webster, residents enjoy fresh corn-on-the-cob on Christmas or for even Easter breakfast, if they desire. How in July, when the ears are at their tenderness, they pluck them from the stalks, do them up in compact bundles, stroll over to the cold storage plant, rent a compartment for, say, \$5 or \$10 a season, and store them away, as Joseph did, for days of scarcity. One gentleman, S. E. Humphrey, also uses a compartment for a fresh fish larder.

Mr. Humphrey, too makes modernity work for him in other ways. He's an expert angler and loves to spend afternoons and evenings on New York's many lakes. If he thinks the lake trout should be biting in Seneca he attaches a trailer to his car and he and the Mrs. spend the day there and, perhaps, the night and another day and enjoy all the comforts of home during their sojourn.

And from there, if fancy dictates, they may dash up to the St. Lawrence for bass and make it a week-end party in the trailer, of course, is a refrigerator, cooking stove and heater, dining table and sleeping apartment, along with drawers and niches for the storage of angling paraphernalia which the fisherman loves to dote over in idle moments. The trailer is, in truth, a fishing house on wheels and is used for no other purpose.

Miss Bartlett Marion, 185 Lewis Street, call at The Sun office for a guest ticket to Loew's Rochester Theater.

Miss Conetta Marano, 49 Ontario Street, call at The Sun office for a guest ticket to Loew's Rochester Theater.

Mrs. K. Kusch, 10 Avenue C, call at The Sun office for a guest ticket to Loew's Rochester Theater.

AUXILIARY TO MEET

Edgar F. Kohler Auxiliary, Army and Navy Union, will give a card party tomorrow evening at City Hall Annex. Refreshments will be served and prizes awarded. Elizabeth Schmotzer is chairman.

CLARK'S WEEK END SPECIALS

For A Perfect Holiday Feast Try Our

CERTIFIED COOKED HAMS 31c
Whole or Shank Half Surplus Fat Removed READY TO SERVE

Choice Roasting or Frying Chicken **23c**

Walker's Delicious CHICKEN PIES, 2 for 25c (GRAVY FREE)

Cherry Stone CLAMS, doz. **12c**

Wyoming Valley Creamery BUTTER 26 1/2c

Special Prices for Hotels, Restaurants & Clubs

CLARK'S MARKETS

600 Jefferson Ave. FREE PARKING At Both Stores

906 N. Goodman St. Cal. 4870

MAIN NEAR CLINTON

Go first to **Neisner's** 5c to \$1.00 Stores

LOW PRICES

SCHOOL SHOES for BOYS-GIRLS

SMART-PATENT-LEATHER SLIPPERS-FOR-MISSES

Good-LONG-WEAR-OXFORDS

FOR - BOYS' - GIRLS'

87c

Sizes 8 1/2 to 2

BOY'S - BLACK - BLUCHER OXFORDS

WING - TOES - EXTENDED SOLES—SALE

\$1.29

Good Long Wear Soles

Sizes 1 to 6

GROWING - GIRLS' SPORT - OXFORDS

KILTY - OR - MOCCASIN STYLE

\$1.29

BLACKS BROWNS

Sizes 3 to 8

School - OXFORDS

BOY'S - GIRL'S CHILDREN

BROWN BLACK UPPERS COMPOSITION LONG WEAR SOLES

69c

Sizes 8 1/2 to 11 1 1/2 to 2



HAVE you TASTED THE DIFFERENCE?

When you try the Genesee beer or ale now on sale, brewed from our "Floor system" malt, judge it critically. Test it for smoothness, mellowness, body, flavor. Compare it with other brews. We know you'll find it different... we're confident you'll agree with "everyone" that different means better, so much so you'll always say "Genesee for me!"

DRAUGHT • BOTTLES • STEINIES CANS • ON SALE EVERYWHERE

The Genesee Brewing Company Inc. Phone Main 1865—Rochester, N. Y.

DECLARE A LABORLESS LABOR DAY...

With a Taste-Tempting, Full Course

DINNER AT OLD HEIDELBERG

Come out Sunday or Monday... dine in the garden or in the famous Old Heidelberg room. You'll enjoy the food, the music and the entertainment!

PITTSFORD INN

Where East Ave. & Monroe Meet

AT BRAUN'S ONLY!

BEST ALLOWANCE IN TOWN for Your OLD RADIO

On Brand New...

PHILCO - RCA - ZENITH

Bring This AD To Our Store And Get Your **1** RADIO TUBES at **2** PRICE

ANY MAKE—ANY TYPE!

Open Evenings **BRAUN'S** Open Evenings

900 PORTLAND—STONE 122

The Chateau

Bill Burns And His

CANARY CIRCUS

The Most Sensational Novelty Act Of All Time

Plus The Ruth Hurley Girls and other STARS

Every Sunday Special Dinners \$1.00 Cocktails 25c

Always COOL Shows 8:30, 11:30, 1:30

GENESEE

All Malt BEER

... OUR OWN "FLOOR-MADE" MALT MAKES THE DIFFERENCE

WHAM

Stromberg Carlson STATION 1150 KC

Highlights—

FRIDAY, SEPTEMBER 2

1:00 P. M. General Mills Hour Betty and Bob — Arnold, Grimms Daughter — Valiant Lady — Betty Crocker — all four are popular shows

1:30 P. M. Club Matinee

1:30 P. M. Don Winslow of the Navy Follow this popular new show, starting as soon as you read this.

7:00 P. M. If I Had the Chance What would you do if you had the chance. Listen to the secret ambitions of some famous people

8:00 P. M. Royal Crown Revue With Tim, Irene and Uncle Harry

8:30 P. M. March of Time

SATURDAY, SEPTEMBER 3

7:00 A. M. Your Esso Reporter Start the day off right

3:00 P. M. Club Matinee

8:45 P. M. Harry McTigue—Sports

7:30 P. M. Rochester vs. Buffalo With Harry McTigue broadcasting the play-by-play description

8:00 P. M. WLS Barn Dance With Uncle Ezra and a great cast. Millions enjoy this popular Saturday evening feature

SUNDAY, SEPTEMBER 4

11:00 A. M. Ashbury-First Methodist Church

1:00 P. M. Magic Key of RCA

2:00 P. M. Rochester at Montreal Again, Harry McTigue in the play-by-play reportorial role

5:00 P. M. WLV Summer Concert

7:00 P. M. Charlie McCarthy and Edgar Bergen

8:00 P. M. Win Your Lady

8:30 P. M. Walter Winchell

8:45 P. M. Irene Rich

9:00 P. M. Grant Park Concert

9:30 P. M. Cheerio

MONDAY, SEPTEMBER 5

12:05 P. M. Your Esso Reporter

2:00 P. M. Rochester at Montreal When the team's away, fans like to follow it with Harry McTigue

5:30 P. M. Your Family and Mine A story of the Wilbur Family of High Falls. Pretty, romantic Judy has embarked on a stage career, against the wishes of her mother and father. Pick up the story from here

5:45 P. M. Lovell Thomas

7:15 P. M. Vikings West This new serial by Gil Brewer of the Viking Age in America is rapidly gaining momentum

7:30 P. M. Those We Love (Ponds)

8:30 P. M. Eddie Duchin and his Orchestra Coming to you as a presentation of Paul Mall through the red network of the National Broadcasting Company.

9:30 P. M. True and False

TUESDAY, SEPTEMBER 6

12:45 P. M. Armchair Quartet

2:30 P. M. United States Army Band

5:00 P. M. Social Chronicle With Wanda Smith, society editor

6:00 P. M. Easy Aces And after you have succumbed to the easy comedy of this team, keep your radio tuned in for another quarter hour of dramatic entertainment. — "Mr. Keen, Tracer of Lost Persons"

7:30 P. M. Rochester at Montreal

WEDNESDAY, SEPTEMBER 7

1:00 P. M. General Mills Hour

4:30 P. M. Don Winslow of the Navy Boys, get in on this new Kellogg show. It was written especially for you

6:30 P. M. Your Esso Reporter With news fresh from the humming wires of the world-famous United Press

6:45 P. M. Harry McTigue—Sports

7:00 P. M. One Man's Family A great, human family goes on the air

7:30 P. M. Rochester at Toronto

THURSDAY, SEPTEMBER 8

2:00 P. M. NBC Light Opera Selections

7:00 P. M. Tomorrow's Headlines A new program — be sure to tune in

7:30 P. M. State Troopers' Drama

8:00 P. M. Good News of 1939 It's good news, when a fine program like this is back on the air

9:00 P. M. Kraft Music Hall

12:00 M. Tom Grierson at the Organ

W. H. Pollock, Ex-Deputy Buried in Brockport

A county officer who performed deeds rivaling those of screen heroes, William H. Pollock, deputy sheriff for 34 years before he retired in 1925, was laid to rest in Brockport yesterday. He died Monday.

Pollock, who 50 years ago was chief of police in Brockport, gained a reputation of fearlessness in the capture of Bill Tway-

man, slayer of Deputy Sime Birmingham. Among his other exploits were aiding in the solution of the Smith murder case in Churchville and tracking down an arson ring in the vicinity of Brockport.

Mrs. Marjory B. Pratt of East Avenue, and her son, George, left Saturday by motor for Lake Placid and Montreal.

Will Visit Jamestown

James Skinner, grand president, Rochester lodge Sons of St. George, will make an official visit to Jamestown tomorrow. He will be accompanied by a delegation from the club.

Thursday, September 8, officers will initiate a class of candidates and on October 15, members who have served 25 years will be recipients of service buttons.

Broadway Wash Day



Night club ladies of the ensemble must keep their filmy costumes clean and what better way than feeding to a Bendix laundry, as shown here?

Conservation League Active

The City-Country Relations Committee, composed of fourteen members of the Genesee Conservation League, the Monroe County Farm Bureau and the Grange, announced this week a six-point program to better relations between sportsman and farmer.

On the list are: a safety campaign, aimed to educate hunters; distribution of placards stressing consideration for landowners; identification of "co-operation sportsmen with cardboard discs to be affixed to their hunting licenses and signifying their willingness to respect the rights of the landowner; enlargement of the League's law enforcement committee from three to seven members; the education of sportsmen to ask permission before they enter upon the premises of landowners; provision by farmers of strips of grain in their fields to feed pheasants in winter.

Mead B. Rappleye is chairman of the committee which meets early this month in the League's Scottsville Road clubhouse to give finishing touches to the program.

Labor Parade Tonight First Since World War

Rochester capitalists may or may not watch, but there are a few thousands of so who will line Main Street East tonight at 7 when in the neighborhood of 10,000 members of trade unions will stage the first labor parade since the World War.

The march, sponsored by the Card and Label League, will terminate at Convention Hall, where speeches will be in order. Officials scheduled to be on the platform include Mayor Lester B. Kelly, Henry D. O'Connell, president Central Trades and Labor Council; Charles Sinnegan, secretary of the State Card and Label League, and Thomas E. Maguire, parade chairman.

Harry Turk, 109 Shepard Street, call at the Sun office for a guest ticket to Low's Rochester Theatre.

Mrs. Jean Courson, 14 Burr Street, call at the Sun office for a guest ticket to Low's Rochester Theatre.

Kleinke during the first half of this campaign.

Naturally, Kleinke wants to advance to the majors. He had a couple of trials with the Cardinals, but baseball law prevents the Cards from again recalling him, so if he goes up it will be as a pitcher for a club other than St. Louis.

Apparently it required some time for Kleinke to get the idea that he could be his own best salesman. Pitching is the line he has to offer and major league scouts have a curious custom of judging a player on what they see him do, not on past performances. But since Kleinke figured it out, that he would have to pitch himself to a big league job, he has been at it heart and soul. His long string of successive victories and the workmanlike quality of his pitching stamp him as one of the outstanding pitchers in the Shaugnessy circuit and it seems that his long quest for a spot in the big time is about to reach a successful culmination and that's how it was with.

SPORTS

By JOHN BURNS

This is inventory time for the front office side of baseball and the executives who sign the bi-monthly salary checks are taking stock of their assets and their prospects for next season. The assets are pretty well known, but prospects, especially as regards players tagged for trials, are distinctly a gamble.

Then, too, there is the draft bugaboo, something that annually haunts owners of minor league clubs at this time of year. Once upon a time strong-minded bosses of minor clubs, men such as Jack Dunn and George Stallons, fought the draft tooth and nail. But those days are gone, apparently forever, and the draft—or selection, if you prefer the official name for the process—has come to be universally accepted.

Only one player may be drafted from a minor league club, but there's always the fear that the draft lightning may strike a player for whom prospective buyers are angling. Once upon a time—in the era before Judge Landis—there were drivers and cunning ways of covering up players. The "covered" player usually was peddled in a "wash" sale and eventually sent back to the club to which he had belonged all the time.

Landis, however, has taken drastic steps to prevent covering up players and the Cardinal brass hats, even if they had any intention of protecting athletes subject to draft, probably would not do such a thing. They still are smarting under the stings inflicted by Landis' whip when the Judge made free agents of a flock of players controlled by the Cardinal chain.

Next week will bring several small leagues to a seasonal close and the Rochester club, which has a paternal and financial interest in various clubs scattered through the deep bush already has exercised its right of selection. With few exceptions, the youngsters selected will not get within several hundred miles of Red Wings Stadium—at least not next season—but there is one name on the list that should intrigue followers of the Red Wings.

Billy Southward, Jr., is the boy we mean. Young Billy who has been kicking around in the lower strata of the Cardinal baseball empire for several seasons, has been playing an outfield position this year for Tommy West's Kinston club in the Coastal Plains League and the lad recently became the property of the Rochester club.

Young Bill, taller and heavier than his dad, who piloted the Wings to a succession of championships a few years back, is a swell kid, but up to now he hasn't shown the baseball ability which made Billy Senior a

BARGAIN! 1934 2-Door

**FORD
SEDAN
\$165**

Selling All Over
Town for \$200

In excellent condition throughout. Original owner.

71 SO. MAIN ST.
PITTSFORD, N. Y.

DON'T BUY OLIXIR JUST BECAUSE IT'S LOWER PRICED!

There are many cheap gasolines being sold in Rochester! Yes, you can buy some priced even lower than Olixir. But — and remember this — Olixir is the only nationally known regular run gasoline selling for 2c per gallon less than the standard price. So price alone does not make a bargain. It's the quality back of Olixir's low price that make it Rochester's outstanding gasoline value. Try it in your car and you'll see why we've sold nearly twice as many gallons this year as last.

5% Extra Discount

With every purchase of Olixir we give dividend coupons worth 5% of your purchase at any Independent Station. Here is an additional 1c a gallon saving!

INDEPENDENT GAS AND OIL CO

Jefferson Ave. | 585 Lyell Ave. | Clinton Ave. S. | 300 Arnett Blvd.
(Cor. Bronson) | Opp. Burrows | (Cor. Alexander) | (next to Library)

12 1/2

C
Gal.

(Plus Tax)

AUGUST SALE ENDS SAT. NITE

\$5 DOWN DELIVERS
Balance On Easy
Terms!



Each Piece Sold
Separately If Desired

Featuring Lovely
12 Piece Complete
**LIVING
ROOM**
**YOU
SAVE \$89**

FREE

Reg. 19.95 5-Pc. Solid Oak

BREAKFAST SET

FREE

MAJESTIC Furniture Co.
204 COURT ST.



YOU DON'T NEED CASH FOR TIRES AT UNIT PARTS

YOUR CREDIT IS GOOD

USE YOUR OLD TIRES AS DOWN PAYMENT

SET YOUR OWN — TERMS — LONG TERMS CASH

30 DAY ACCOUNT

**SAVE
ON THESE DIAMOND
TIRES**
\$6.15
As Low As

5.25x18	\$8.35
5.50x17	\$9.05
6.00x16	\$10.20

8000 Additional Credit Charge

UNIT PARTS

ROCHESTER CORP.

1185-1223 MAIN ST. EAST CULVER 250



THE WAY TO A MAN'S HEART

BY IRENE MUNTZ

A snack in time saves getting a whole meal — and doing a lot of dishes, too — especially on a long week-end, when a hearty dinner has already been stowed away. A well-stocked refrigerator and cupboard shelf will offer all the ingredients necessary for a satisfying supper. Then each person may assemble the food he likes the best and have lots of fun doing it, too.

Different kinds of cheese, canned seafood, canned soups, cold meat — perhaps leftover from dinner, bread, butter, mayonnaise, salad ingredients, and fruit will offer the basis for snacks to suit the most particular family. If everybody gets together and decides on one particular combination, here is a delicious sandwich that is quickly assembled and satisfying.

Broiled Luncheon Sandwich
Preheat broiler pan 5 minutes and on it place one slice of bread for each sandwich to be made. When nicely browned, turn bread and on the untoasted side place a thin slice of sweet onion (if liked) cover this with thick slices of tomato and top with strips of bacon. Return to broiler until bacon is

crisp and the tomato nicely grilled.
This type of sandwich is subject to all kinds of variations. A thin slice of cheese might go on top of the tomato. Ham might replace the bacon. Other meat, too, might be used, but if so the bread should be buttered, the meat placed on next and the tomato over this.

Another easy snack is the savory cheese sandwich. Served along with lettuce and French dressing or even celery and radishes it makes a delicious and well-balanced meal.
Savory Cheese Sandwich
Place slices of American cheese between slices of white bread and toast on both sides until golden brown. Melt 2 T butter in a frying pan. Add 1 onion, finely chopped and one

green pepper, diced. When the onion is yellow, add 1 can tomato soup and 1 finely chopped pimiento. Heat and pour toasted cheese sandwiches.
Of course, other fillings than cheese might be used in the sandwiches. Cold ham or tongue is especially delicious.

A similar type of sandwich with different ingredients to give it a distinction all its own is the Tuna Supreme. If you haven't already tried this combination of mushroom soup with seafood, try sure your family will place this on their list of regulars when you do.
TUNA SUPREME
1 can mushroom soup
1 green pepper, diced
1 can chopped pimiento
2 hard cooked eggs
1 can tuna
Heat soup with the green pepper, pimiento and sliced hard-

cooked eggs. Drain and flake tuna and combine with just enough mayonnaise to moisten. Spread between slices of toast. Place a lot of butter on heated plates and place sandwiches on them. (The butter prevents toast from sticking to the plates when the hot mixture poured over it causes steam.) Pour the soup mixture over the sandwiches and serve at once.

So have a long, lazy week-end and let the family help with the cooking.
Miss Millie Bristol of Alliance Avenue, will entertain at a birthday luncheon in honor of Mrs. William G. Stuber on Friday at Miss Pierrepont's in Avon.

True Story Drama Hour On WSAY Tomorrow

"I Couldn't Live Without Her", adapted from True Story Magazine, will be broadcast over WSAY tomorrow at 9:30 p. m. under the direction of Harold Kolb. Cast includes:

Editor, Mort Nusbaum; Jim, David Van Winkle; Ann, Marian Karasiek; Doctor, Wilbur Bruce; Adrian, Evelyn Chevillat; Father, George Spelvin; Stevens, Phil Knapp; Rogers, Richard Craig; Jane, Violet Cramer; and, Newsboy, Jack Koven.

Mr. and Mrs. H. N. Kenyon, returned last week from a motor trip to Pennsylvania.

Madisons Softball Kings of No. 21 Playground

Madisons of No. 21 playground softball league won the championship by defeating the Independent Merchants in a

double header, 16 to 9 and 12 to 5. The league banquet will be held a week from Saturday. All players are invited to attend.
The team was managed by Herman Kloppe and captained by Angelo Frascino.

TUNE IN — WSAY — FRIDAY NIGHT, 9:30

"Rochester's Friendly Station"
WSAY Players — Presenting
"I COULDN'T LIVE WITHOUT HER"
A thrilling story of real human interest.

Taken From
TRUE STORY
MAGAZINE

Full Pint
Witch HAZEL
6¢

Use This Coupon

Palmolive SOAP

2 for 5¢

(Limit of 2)

DAW'S

Use This Coupon

Reg. 50c Pound
CHOCOLATE Malted MILK

19¢

(Limit of 2)

DAW'S

Use This Coupon

Reg. 50c Pound
Phillips MAGNESIA TOOTH PASTE

8¢

(Limit of 1)

DAW'S

TENNIS BALLS
Pennsylvania, reg. 30¢ each, in vacuum tin of 3.
89¢

ALARM CLOCKS
Dependable, accurate.
Reg. 77¢
77¢

SHOWER SPRAY
Fits all standard faucets. Fresh rose.
75¢
39¢

PENCIL SHARPENER
Automatic, for home school or office use.
75¢
49¢

GALLON THERMIC JUGS
Cork insulated vacuum jugs with carrying handle. Keeps things hot 24-hours, cold 36-hours. Practically unbreakable.
89¢

A FLEA POWDER WORTH BARKING FOR
Kills these 100% faster. None revive to reinfest. Also kills lice and dog ticks. Price 47 Cents.
PULVEX

HURRY, HURRY. GET YOUR FREE QUEST

35c CAN FREE with every purchase KOTEX RESERVE BOX

48¢

LIMITED OFFER
PAY 48¢ FOR KOTEX 30 NAPKINS GET QUEST FREE!
83¢ Value for 48¢

FREE Deliveries
Use your telephone for DAW'S deep-cut prices! FREE delivery on purchases of \$1.00 or more, to any section of Rochester!

DAW'S set a new HIGH for value-giving this week-end... with new low prices throughout these big drugstores! Get your share during this three-day Sale... for it will be a long time before such savings are again available, even at these super-cut-rate stores that GUARANTEE you the lowest prices in all Rochester!

EXTRA DEEP-CUT PRICES ON EVERYTHING YOU BUY AT THESE REAL CUT-RATE DRUG STORES

SCHOOL NEEDS AT DEEP CUT PRICES

All standard Rochester school supplies at deep-cut prices... another DAW'S service to save you money!

BABY BOTTLES 2c	50c OVALTINE 33c	50c JERIS 59c	150c KOLORBAK 88c
60c PETERMAN'S 33c	60c RESINOL 36c	15c DOG FOOD 6c	50c WAX PAPER 4c
50c AQUA VELVA 39c	35c PREP 19c	60c ALCAROID 43c	35c ATWOOD'S 19c
70c SLOAN'S 58c	25c BEECHAM'S 18c	60c SYR'P OF FIGS 29c	35c Welch's Grape 19c
15c Mercurchrome 4c	60c SODIUM 33c	25c CLOTHES 13c	

GILLETTE

1-Piece RAZOR and 5 Gillette Blue Blades

69¢

Lose Ugly FAT
And You'll Feel and Look Years Younger
No matter how hard you have tried to reduce, you won't be pleased to try Kojan. The famous fat reducer from us we have seen such splendid results. It's so effective, so harmless and SAFE. The remarkable reduction treatment is so very simply taken one tablet after each meal. NO STARCH DIET. Eat what you want but eat moderately, no strenuous exercise, no endless waiting for results. Within a short time you will see that soft fat disappear. Kojan is the fat around your waistline, hips, thighs, arms, that's the fat that Kojan "takes off". As this fat gradually melts a way you will regain youthful trimness, a decidedly attractive appearance. Tablets of Kojan are positively GUARANTEED SATISFACTORY and effective. We urge you to try this marvelous reducing treatment and in 2 weeks you will be amazed how the excessive fat has melted away at your waistline and hips. You'll be surprised and delighted at the complete change in your appearance, as your money will be refunded. DON'T WAIT, ask us about this Safe Reducing Treatment for better health, for better appearance.

SACCHARIN at Deep-Cut Prices

	Bottle of 100	Bottle of 250	Bottle of 1000
1/4 Grain	11c	23c	69c
1/2 Grain	13c	27c	79c
1 Grain	17c	33c	98c
Powder	Full Ounce Package	23c	

SAVE! SAVE!! SAVE!!!

DAW'S CUT-RATE DRUG STORES

1. OPPOSITE Temple Theatre **56 Clinton AVE. SO.**

2. CORNER AUBURN **31 Main ST. EAST**

3. 1 DOOR FROM STILLSON **353 Main ST. EAST**

4. CORNER DEWET **464 Ridge ROAD W.**

5. AT THE BULL'S HEAD **880 Main ST. WEST**

Right Reserved to Limit Quantities

COUPON

HAY FEVER SUFFERERS

Use This Coupon!

Sneezing, watting, itching, watering, itching, STOP! IN INSTANTLY! Gives quick relief with first dose. Sold at DAW'S with a money back guarantee. MASON'S HAY FEVER and ASTHMA CAPSULES, a new internal treatment.

Regular \$1.50
79¢

DAW'S

PURE BORAX Pound Reg. 9¢
20c

FLIT SPRAY Quart Reg. 26¢
60c

HILL'S COLD TABLETS Reg. 14¢
30c

HOPPER'S Restorative Cream Reg. 28¢
60c

GERBER'S BABY FOODS Reg. 2 for 11¢
10c

ABSORBENT COTTON Reg. 16¢
50c

SEIDLITZ POWDERS Reg. 8¢
25c

FITCH SHAMPOO 75¢

SCALP MASSAGE 50¢

BOTH FOR ONLY 49¢

Probak Jr. BLADES

Use This Coupon

Reg. 10c (Pack of 4)

3¢

(Limit of 2)

DAW'S

Use This Coupon

REGULAR 10c

2-inch x 10 yards

Gauze BANDAGE

2 Rolls for **11¢**

(Limit of 2)

DAW'S

Use This Coupon

Reg. 35c

Woodbury's SHAVING CREAM

11¢

(Limit of 2)

DAW'S

25c SIZE

Cuticura SOAP

14¢

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

VOL. 1 NO. 42

ROCHESTER, N. Y., SEPTEMBER 8, 1938

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Rochesteriana: Miss Callie Colvin, head of League of Fellowship, who works fifteen hours daily, and more, for others for spiritual remuneration, has moved her office and home from State Street to 80 Allen Street. She is the woman, you may remember, who drives a truck and who, at dawn, is delivering free bread, canned goods and clothing to the needy. Wonder and Bond bakeries and Ontario Biscuit Co. contribute food to Miss Colvin.

Paul McCarthy, Hotel Seneca cigar counter, saying it with wedding ring this month... In Germany music by Mendelssohn is barred because, you know... It's Congressman James W. Wadsworth and and Frank E. Gainett who's being talked seriously for Republican presidential candidate. Besides, Cray Remington how could Frank square his anti-beer attitude with G. O. P. Frank Peck with new radio sponsor on WSAW. James J. add, new member of municipal assessment board, also used to be newspaperman himself. And nothing, not a thing, since day youthful Rochesterians marched away to Civil War front, has stirred ire of hitherto placid citizens as so termed scientific (increase) in realty assessments. What will municipal election (Continued on page 3)

Hospital Improving Facilities

Operating Rooms At General Remodeled

Extensive remodeling work was started this week on the east suite of operating rooms at Rochester General Hospital. The work will require at least a month and at its completion the hospital will have four thoroughly up-to-date operating rooms equipped with the best of modern facilities.

Skylights are to be removed and acoustic ceilings are to be substituted for windows in the north walls and a ventilating and winter air-conditioning system will be installed.

Blackfriars Seek More Members

Members of the Rochester Chapter of The Blackfriars' Guild will open their membership campaign with a dinner meeting today at 6:15 p. m. at Culter Arms in University Avenue. Rev. Dr. Urban Nagle, director general of The Blackfriars, will be the principal speaker.

The Blackfriars have practically completed their program for this season. They plan to present four plays in parish auditoriums and the presentations will include "Murder in the Cathedral," "Stage Door" and "Aaron Slick from Punkin Creek."

Fire Diver Bares All In Popular Science Tale

Plunging 80 feet through space in a death-defying somersault, into flaming gasoline, is all in a day's work for thrill artists, one of whom reveals his story, "Secrets of a Fire Diver," in Popular Science for October. Other scientific and entertaining facts are contained in such subjects as "Midgets Make Miniature Movies," "History in Bones," and "Managing the World's Greatest Harbor." In addition, there's a complete second magazine, the "Home Workshop," with hundreds of suggestions for making life in your house fuller and happier.

Mr. and Mrs. Swayne Goodenough of Menton - Pittsford Farm, entertained at supper on Sunday in their home in honor of Mr. and Mrs. Hugh M. McKay of New Rochelle.

Rochester on Parade *** By W. L. James

THE HEAT'S ON



THE SAGE OF MAIN STREET:



Upholsterer Follows Phone Trail

Park Avenue, which is undergoing what might be called face-lifting through the medium of a resurfacing job, is the site of an unusual business adventure, or rather, series of such adventures.

Many years ago the Rochester Telephone Company erected its Park exchange at Park Avenue and Vassar Street. The exterior of this building made it seem like a residence—it was constructed that way because neighboring property owners objected to a commercial building and it served the telephone company for a long time.

As the demand for telephones outstripped the facilities of the Park Exchange, a new and larger exchange was built elsewhere and the building abandoned for telephone purposes.

Paul Di Pasquale took over the former Park exchange and moved his upholstery business there. Now, Mr. Di Pasquale has packed up his tapestries, velvets and silks and moved into a new building originally erected to house a telephone exchange. This time he picked on the structure at Park Avenue and South Goodman, where the Bell Company had its Chase exchange in the long ago.

Mrs. John Tucker Fowl of Bermuda, arrived in Rochester yesterday. She is the guest of her mother, Mrs. Allen M. Kitchen of Sibley Place.

Mr. and Mrs. John A. Morton and their son, Edgar, of Sagamore Drive, returned on Tuesday from a motor trip to Cape Cod and Boston.

Clarence F. Hildner, 15 Leopold Street, call at The Sun for guest ticket to see Franchot Tone in "Three Loves Has Nancy," Low's Rochester Theater. Call at The Sun for guest ticket.

Tattle Tales

By The Tattler

BACK IN WAR TIMES when all these eras and many more go scotching across the country and find yourself flat-footed when it came to making any one of these big-league squads, because of age, appearance or physical make-up. It's like being a bridesmaid, but never a bride.

So we are delighted to find that at an age when the teen girls begin to call you Mr. instead of your first name that you really can get right out there and swing it under the new classification. The fact that you have taken on twenty pounds, become a bit jowly, are inclined to waltz tempo and have a wife and kid helps instead of hinders.

You become one of the day's big moments rather simply you have to be over thirty, over thirty-five is better. You fire the mald so the w. has to stay home, you spruce up a bit with a boutonniere and a clean shirt and are seen about the better bars and night clubs. You dance with other fellows' wives and the gals about the place. You smoke lots of cigarettes (a long holder helps) and drink whiskey-sodas (the full bottle on the table lends eclat.) You make the rounds and you look bored.

You indulge in chit-chat and the latest bon-mots. You select a small table, get as close to it as your growing waist-line permits, cock your elbows and blow smoke rings indifferently while the youngsters in the floor show break their neck for a hand. You act more nonchalant than a carton of Murads. It works.

It's certainly a relief to a lot of us on the slipping side of thirty to find ourselves right in park. We thought we were nearly through and out of a clear sky we suddenly have our own way. We're Glamour Boys!

The staff is devoting this to preparing its new building for an open house celebration, and, in addition, assisting neighborhood club rallies and other projects sponsored by the club. Neighborhood clubs will hold their rallies the last week of this month, and the first week of October.

The bureau's exhibit at the fair include meal planning and table service, chair caning, hooked rugs, peasant stitchery, dressmaking and millinery, and household projects. A map above the display shows the location of bureau neighborhood clubs.

Mrs. Burton D. Bagley returned today from Sodus Point, where she passed the summer. Mrs. Bagley has taken an apartment at 451 East Avenue for the winter.

Mrs. Frances Fingert, 215 Parkway, see Janet Carter in "Three Loves Has Nancy," Low's Rochester Theater. Call at The Sun for guest ticket.

Taxpayers Apathetic About Hall

Meter Display At Expo Outdraws View of Hall

Taxpayers apparently are losing interest in the outcome of the proposal to erect a new City Hall. This lack of interest is evident in the behavior of visitors to the city's exhibit at the Exposition.

One of the units of the city exhibit is a picture of the proposed new City Hall and nearby is a water meter which gives a practical demonstration of the expense occasioned by such a thing as a worn or bent washer.

The impressive picture of the City Hall is attracting little attention, but Mr. and Mrs. Householder are spending plenty of time watching the water meter, apparently glad to learn how insignificant things added penalties to their water bills.

Meantime, the Citizens' Tax League has petitioned the City Council for a referendum on the City Hall on Primary Day, September 20.

The County Election Board has made an informal ruling against a referendum on Primary Day and the action of the Tax League may mean that the case is to be carried to court.

Turn Verein Opens New Gymnasium

New gymnasium and a new season were being celebrated by the Rochester Turn Verein at 1550 Clinton Avenue North.

Lewis Steles returns as physical instructor and Anthony Bliesman will again be swimming instructor. Classes will be under the supervision of Theodor H. Freese, chairman; Joseph Nuckstadt, secretary; Dr. Elmer Shedd, treasurer; Lawrence Conner, George Mann, Fritz Conrad, Sebert Barrett, Thomas Fuller, Mrs. Margaret Hess and Mrs. Edith Peters.

Cassebeer Landscapes Displayed for Public

Landscapes subjects, many of which have vanished from the city and county, are included among the lithograph exhibition opened this week in the Beaver Building galleries at Mechanics Institute.

The exhibits, all the work of Walter H. Cassebeer, will be on display daily from 10 a. m. until 5 p. m. and will continue until September 23.

County Home Relief Shows \$230,492 Deficit

Home relief cost Monroe County \$230,492.24, more than appropriated and refunded by the state, figures compiled by County Manager Clarence A. Smith and revealed by the Board of Supervisors, indicated. The figures, totaling 1938 costs up to August 25, 1938 budget called for \$154,000 for home relief and forecast a state refund of \$148,000.

D. U. V. CARD PARTY

Clara Barton Tent, Daughters of Union Veterans, will sponsor a public card party September 16 at the home of Mrs. Louis Phillips, 767 Goodman Street. Mrs. Anna Hoyt is club president.

Clarence J. Dangler, 9 Arklow Street, see "Three Loves Has Nancy" at Low's Theater. Call at The Sun for guest ticket.

No. 26 Battle Line Growing Thinner As Warfare Wanes

Board of Education Adopts Attitude of Watchful Waiting in Dispute

A thinning battle line of "striking" parents today indicated that the impetus caused by the Board of Education's action in closing School No. 26 is subsiding.

James E. Kittrell, president of the Board of Education, told The Sun that the Board is awaiting developments. The next meeting of the Board of Education is almost a week ahead and Mr. Kittrell indicated that no decision would be made before that meeting.

Surface indications lead to the belief that the closing of No. 26 as a grammar school is final and definite. Board officials regard it as something of a routine matter, a step taken for the betterment of the city's school system.

Experience, both here and elsewhere, has taught educators to expect something of an uproar any time officials decide to close a school. In the case of

They're Talking About:

Words to be used by the spellbinders who comprise the Republican Speakers' Bureau. Not only utterances, but inferences, too, will be carefully sifted before the spellbinders are turned loose.

The calm and confident demeanor of Congressman George B. Kelly as election time draws closer. Rochester's Democratic representative in the House is causing the opposition considerable worry even before he swings into his campaign.

The identity of the successor to the late Cardinal Hayes. But few recall that tradition has it that the archbishop of New York must be a New Yorker. If this tradition is followed it would eliminate Archbishop Mooney, who has been mentioned for the

exalted position formerly filled by Cardinal Hayes.

The difference in the quality of vegetables offered by roadside stands. Proprietors of many of these stands are merely jobbers, but there are others who raise their own produce. There's a farmer-owned and operated stand in Latta Road that offers the finest corn hereabouts.

Miss Beatrice Conkley of St. Louis, is the guest of Mr. and Mrs. Arthur J. Morton of Westminster Road, entertained informally at luncheon on Monday in her home.

Mrs. Charles H. Carson of Westminster Road, entertained informally at luncheon on Monday in her home.

Carrie H. Cooper, 34 Clement Street, see Robert Montgomery in "Three Loves Has Nancy," Low's Rochester Theater. Call at The Sun for guest ticket.



STURDY, BECOMING FRAMES FOR BOYS AND GIRLS

Every boy and girl should have an eye-examination before returning to school. "Skippy" Glasses are especially designed for children and feature these new developments: (1) double-arc frames for hard usage, (2) two-piece temples giving added security to lenses, (3) comfortable nose pads in fit youthful faces... See the new "Skippy" styles at your nearest convenience.

SUMMIT OPTICAL CO.
237 MAIN ST. E. STONE 2374
J. J. Donoghue, Optician
M. C. Veit, Optometrist
Authorized Soft-Lite Licensee

**ROCHESTER'S LARGEST
AND MOST COMPLETE
WORK CLOTHES
DEPARTMENT**

FEATURING GUARANTEED
DOUBLE-WEAVE
OVERALLS, SHOP COATS,
COVERALLS, WORK SHIRTS,
DUNGAREES, BREECHES,
BIG YANK WORK SHIRTS

**SAVINGS
TO
20%**

ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVENUE

AUTO INSURANCE
AT A NEW, SENSATIONALLY LOW COST

PHONE US
for Complete
DETAILS
No Obligation

COMPLETELY PROTECTS
YOU AGAINST

\$6.00
PER
YEAR
MIN.

Nothing More To Pay

CHARLES F. BUELTE, Inc.
INSURANCE OF ALL KINDS

Office
MAIN 680

512 Genesee Valley Trust Bldg.

Home
MONROE 940

Bureau Plans 'Open House'

Opening the last week in September of its new headquarters, at 150 Plymouth Avenue North, and the various exhibits at the Monroe County Fair and Rochester Exposition, were occupying the time of Rochester Home Bureau members this week.

The staff is devoting this to preparing its new building for an open house celebration, and, in addition, assisting neighborhood club rallies and other projects sponsored by the club. Neighborhood clubs will hold their rallies the last week of this month, and the first week of October.

The bureau's exhibit at the fair include meal planning and table service, chair caning, hooked rugs, peasant stitchery, dressmaking and millinery, and household projects. A map above the display shows the location of bureau neighborhood clubs.

Mrs. Burton D. Bagley returned today from Sodus Point, where she passed the summer. Mrs. Bagley has taken an apartment at 451 East Avenue for the winter.

Mrs. Frances Fingert, 215 Parkway, see Janet Carter in "Three Loves Has Nancy," Low's Rochester Theater. Call at The Sun for guest ticket.

HIPPODROME BINGO
MONDAY EVE. 8:30 P.M.
—and Every Monday—
"Hippodrome Bingo is Different"
DOOR PRIZES EVERY NIGHT
ROCHESTER GERMAN CLUB HALL
Gregory St. (Between South & Clinton Ave.)

**1200 Pair New Fall Shades
PERFECT QUALITY**

**Pure Silk
HOSIERY**

Regular Value 49c

- Crepe Suede
- Sheer 3 Thread
- Ringless
- Triple Heel and Toe
- All sizes
- Jacquard
- Lace Tops

3 Pair \$1
35c Single Pair

**built-up
Leather HEELS**

\$1.99

Exciting! So Very Smart!
In Black or Brown! SUEDE
—Alligator or Calf Trim.
High and Low Built-up
Heels.

Stephens
210-214 MAIN ST. E.

fix

THAT GRATE
OR CRACKED
FIREPOT

Now...

BEFORE
COLD WEATHER
SETS IN

We Have in Stock

**FURNACE
and STOVE
REPAIR PARTS**

For just about every fur-
nace or stove sold in Roch-
ester in the last 50 years!

FREE ESTIMATES

Main 238

SIEBERTS

Motorist Advocates Permanent Plates

What this state needs more than
Thomas Marshall's plea for a "good
five cent cigar" is permanent regis-
tration for voters and a permanent
license plate number.

Permanent registration would
eliminate the average voter's in-
clination to stay home rather than
answer the same questions, year
after year. The system is being used
in Fairport, now, I believe, then
why can't it be used throughout the
entire state? True, it would lessen
the work of poll workers, but the
fewer jobs, the less excuse for in-
creasing taxes.

The same red tape necessities a
yearly visit for purchasing license
plates, and the same number is rare-
ly assigned motorists. Easier iden-
tification would be possible under a
permanent auto registration. More-
over, why can't the Motor Vehicle
bureau devise a plan for a three-
year license plate, as in the case of
the present operators' permits?

I also am in favor of the semi-
serious remark of the attorney de-
fending the White Plains motorist
for taping the "New York World's
Fair 1939" on his license plate, who
argued that we soon may expect
to trips and such. I'd be willing to
advice such products, provided the
cost of the license were reduced.

MOTORIST

ORGAN MUSIC IN TRAILERS
Trailers don't have to de-
pend entirely on their radios
for music any more — portable,
folding organs are on the
market, made especially for the
traveling home.

NECKTIES RETURN

Do you remember the day of
the black velvet neckband?
They are being seen again in
the best of society, making the
perfect background for a single
exquisite jewel.

Old Coins; New Ones, Too, Make Smart Accessories

BY JONATHAN JONES

stylist for E. W. Edwards and Son

Heaven only knows how or
where it started, but coin
jewelry has fast become the
rage of Paris and all points
North, South, East and West.
It's chic to jingle your pocket



money in chateaus, brace-
lets, necklaces etc.
Women in all walks of life
have turned collector's over

night...so to speak. College
girls are counting their pennies
(many for the first time) and
"soss" make news in Main
Street offices and at Junior
League meetings.

One of Rochester's smart
young matrons, far famed for
her ingenuity, had the bright
idea of converting her hus-
band's worthless hoard of for-
eign coppers into MONEY
WITH INTEREST. She spent an
entire Sunday afternoon sort-
ing, grouping and tagging...
this pile for a bracelet...that
heap for a necklace.

She trusted her treasure to
her pet jeweler with high hopes
of the outcome. The results even
exceeded expectations. In that
Mrs. X's pocket money jewelry
is her husband's pride and joy,
and the envy of all her friends.

If, however, you haven't a
coin collection handy, or lack
the proper ingenuity, you'll find
the jewelry departments of Ro-
chester specialty shops and de-
partment stores literally filled
to overflowing with these fas-
cinating bangles with a new
angle.

Flexible metal chains hug
with coins modern and coins
antique...everything from
wooden nickels to rare museum
pieces. Pocket money jewel-
ry priced for every purse from
Judy O'Grady's to that of the
Colonel's Lady.

Zonta Schedules A Clambake

Rochester Zontians and their
Friends will hold the final out-
of-the-city meeting Tuesday,
September 13, climaxed by a
clambake to be held at the
Point Pleasant Hotel.

Mrs. Martha Jeffreys is gen-
eral chairman, assisted by Mrs.
Laura Truesdell, Mrs. Maude
Snapp, Miss Gertrude Rippen,
Miss Helen Rekers, Miss Evelyn
Harding and Miss Margaret
Bridgeman.

The Misses Mary Spittal and
Elizabeth Forster are in charge
of reservations, assisted by Mrs.
Cecelia Hands, Miss Flora Arm-
buster, Miss Margaret Nolin
and Mrs. Ruth Lewis Adams.

Lower Cost Homes Get Break In Assessments

Echoes of the crowds of irate
homeowners that stormed City
Hall to protest this assessment
in that, were reflected in a
glance at the city's new assess-
ment program which indicated
that lower cost homes would
benefit in reduced taxes.

Those homes assessed at \$16,-
000, or over, will benefit less
from the new program, it was
revealed. Comparative figures
have yet to be compiled. Land
and house values are assessed
on a basis of actual values, and
are taken into consideration.

School Buses Should Serve All Pupils, Says Kelly

Safe transportation for all
school children was urged by
Representative George B. Kelly
in a letter to the Board of Edu-
cation. The communication was
an outgrowth of the board's re-
cent decision to discontinue bus
transportation to non-public
school pupils.

The decision was reached
after the Court of Appeals in-
validated the Kelly-McCreery
law, which Kelly sponsored. He
pointed out that the invalida-
tion doesn't apply to Rochester.

James O. Gent, 328 Dewey Avenue,
call at The Sun for guest ticket to see
"Three Loves Has Nancy" at Loew's Ro-
chester Theatre.

Miss Florence Guggenheim, 1211 Park
Avenue, call at The Sun for guest tick-
et to see Janet Gaynor in "Three
Loves Has Nancy" at Loew's Rochester
Theatre.

Harold Melver, 232 Oxford Street,
call at The Sun for guest ticket to see
Franchot Tone in "Three Loves Has
Nancy" at Loew's Rochester Theatre.

PIERCE CARD PARTY
Pierce Sisterhood, Dames of
Malta, will conduct a card party
tomorrow at 8:30 p. m. at the
Bond Bakery, 392 North Street.

Miss Evelyn Ulrich, 415 Broadway
Terrace, see Janet Gaynor in "Three
Loves Has Nancy" at Loew's Rochester
Theatre. Call at The Sun for guest
ticket.

Dorothy A. Ives, 25 Leroy Street, call
at The Sun for guest ticket to see
Robert Montgomery in "Three Loves
Has Nancy" at Loew's Rochester Theatre.

SALE!
Beginning Mon. Sept. 12 at 8:30 A. M.

**SEW and SAVE
THIS FALL**

Our Policy:—
Full refund on any
merchandise that
proves unsatisfac-
tory within 30 days
from purchase.

10,000 YARDS NEWEST
FALL FABRICS

Every Yard

Worth

89c To \$1.98

49c
A
Yard

Crush-Resisting
Martindale
VELVET
\$1.69
Regularly \$2.35

Included are new fall shades
of novelties, pepper and salt,
matelasse, Romane, Crepe,
Alpaca, Smoothies and other
new weaves and mixtures.

1000 YARDS ALL WOOL
SUITINGS
COATINGS \$1.00
Dress Goods yd.

Regular 69c
**CELENESE
TAFFETA**
29c
yard

M. G. Silk Store

350 Main St. E.
(Cor. Stillson)

383 Joseph Ave.
(Opp. Herman)

Open 8:30 A. M.
to 9 P. M.

Discontinuing Our Line of
**MEN'S ALL WOOL
TROUSERS**
Values To \$4.95
SALE PRICE \$2.29
None sold
To
Dealers
Complete assortment of
styles and checks in smart
stylings.
With This Coupon Only!

SPECIAL LOT!
Men's and Young Men's
SWEATERS
Values To \$3.00
SIZES 34 to 46
\$1.59
Zippers... Pull-Overs
Zippers... In assorted col-
ors.
With This Coupon Only!

— THE RIDING NOOK —

Rochester's most complete line of riding apparel and accessories
for men and women.

THE SPORT SHOP
126 CLINTON AVE. SO.

Free Parking Across
The Street (Next To Loew's Theatre) Open Evenings
Until 8 P. M.

**SAVE ON MILLER'S
SPECIAL**

GUARANTEED HIGH QUALITY
LONG BURNING ANTHRACITE

COAL \$10.65
Stove, Egg or Nut ... Ton

Pea \$8.75 Bkwt. \$7.75 Rice \$6.75
Prepaid Or Cash
Only
shuffled
off

Prompt, Clean Deliveries—Modern Trucks—Courteous Drivers

ARDEAN R. MILLER

Quality and Finest Service Since 1912
500 WEST AVENUE **GEN. 20**

The American Gas Industry Presents

**THE CERTIFIED
PERFORMANCE
gas range**

at our

OLD STOVE ROUND-UP



Never before a range like this!
Every automatic feature
known to science to make cook-
ing easier, faster, better has
been built into this range.

Buy now and save! Your old
stove is worth \$10 on any
range under \$100 and \$20 on
any range over \$100.

ROCHESTER GAS & ELECTRIC CORP.

THEATER GUIDE

LOEW'S ROCHESTER — Now Play-
ing "Maine Anecdotes" starring Rut-
ma Wheeler and Tyrone Power; Friday,
"Three Loves Has Nancy" starring Jan-
et Gaynor, Franchot Tone and Robert
Montgomery; and "The Gladiator" with
Joe E. Brown.

PALACE — Now Playing: "Caretaker" starring Ginger Rogers and Fred Astaire
and "Keep Smiling" with Jane Wi-
gmore; Friday, "The Night" starring
Dorothy Lamour, George Raft and
Henry Fonda; and "Safety in
Numbers" with The Jones Family.

CENTURY — Now Playing: "Furia a
Crown" starring Olivia De Havilland
and John Payne; and "Army Girl" with
Madge Ryan, Preston Foster and
James Gleason.

TEMPLE — Now Playing: "The Main
Event" starring Robert Paige and Ja-
cqueline Wells; and "Come On, Leather-
necks" with Richard Cromwell, Mar-
tha Hall and Edward Brophy; Episode
No. 2 of "Dick Tracy Returns"; Friday,
"Ruthless Avenue Kid" starring Bruce
Cabot, Beverly Roberts and Tommy
Ryan; and "Rose of the Rio Grande" with
Melvyn and John Carroll; Episode
No. 3 "Dick Tracy Returns."

LITTLE — Now Playing: "Letter of
Introduction" starring Audrey Hepburn,
Adolphe Menjou, Charlie McCarthy and
Eddie Bracken; and "Bulldog Drummond
in Africa" with John Howard and
Heather Angel.

REGENCY — Now Playing: "Alexand-
ria" starring Tyrone Power and Don Ameche;
Friday, "Caretaker" starring Ginger Ro-
gers and Fred Astaire; and "Keep Smiling" with Jane Wi-
gmore.

MADISON & MONROE — Now Play-
ing: "Woman Against Woman" starring
Herbert Marshall and Virginia Bruce;
and "Reckless Living" with Robert
Hochstadt, Wilcox and Ned Grey;
Friday and Saturday, "A Yank at
Oxford" starring Richard Dix and Patricia
Ellis; and "Raiders of the Lost Ark" with
Harrison Ford and Kevin Costner.

WEST END — Now Playing: "Hold
That Line" starring Maureen O'Sullivan
and Dennis O'Keefe; and "Beloved
Day" with Bonita Granville and Do-
lores Costello; Friday and Saturday,
"Love With a Paris" starring French
Lederer and Frances Drake; and "My-
stery House" with Dick Purcell and
Ann Sheridan; Sunday through Tues-
day, "Three Comrades" with Robert
Taylor and Maureen Sullivan; and
"Nurse from Brooklyn" with Sally
Eller and Paul Kelly; Wednesday and
Thursday, September 14-15, "Woman
Against Woman" starring Herbert
Marshall and Virginia Bruce; Friday
and Saturday, "Raiders of the Lost Ark" with
Harrison Ford and Kevin Costner.

RIVERA — Now Playing: "Passport
Husband" starring Stuart Erwin and
"Rage of Paris" with Danielle Darrieux
and Douglas Fairbanks, Jr.; Friday and
Saturday, "Gateway" starring Don
Ameche; and "Danger on the Air" with
Donald Woods and Nan Grey; Sunday
through Tuesday, "The Crowd Hours" starring
Robert Taylor and Maureen Sullivan;
and "Romance of the Limboes" with Jean Parker and Eric
Linden; Wednesday and Thursday,
September 14-15, "Blind Alley" starring
Richard Dix and Frances Mercer; and
"Men Are Such Fools" with Priscilla
Lane and Wayne Morris.

Sportsmen Adopt Code of Ethics

The Sportsman's "code of
ethics" will soon become as fa-
mous a guide as Emily Post's
treatise, with the fruition of
plans discussed by members of
the City-Country Relations
Committee this week.

The "code," broadly speaking,
is a compendium of rules for
sportsmen to observe when ven-
turing on private property in
their excursions abroad.

Ways and means of publiciz-
ing their program to better re-
lations between sportsman and
landowner, of which the rules
are a part, and educating the
landowner in its scope are at
present the chief concerns of
the committee.

The group is composed of
fourteen members of the Ge-
neese Conservation League, the
Orange and the Monroes Coun-
ty Farm Bureau, Mead B.
Rappleye, League member, is
chairman.

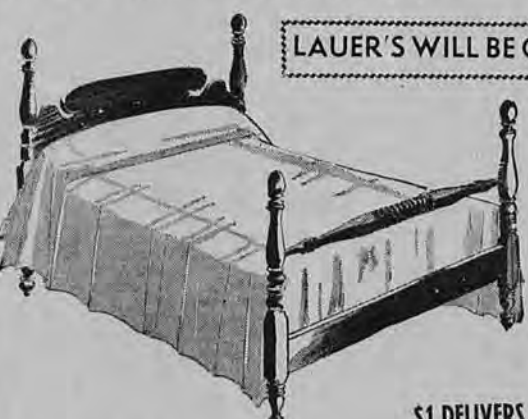
You Can Sleep—It's So Comfortable Deep Lounge Chair And Ottoman

Red — Blue — Green or Figured

\$19.75

When the day's work is over, come
home to this extra deep, extra soft,
super-comfortable lounge chair and
ottoman. This chair will fit per-
fectly the largest person. A soft,
pillow-attached spring-filled back
allows perfect posture. The interior
construction of the springs and fill-
ing eliminates the hollows and sup-
ports every muscle, allowing com-
plete relaxation. The ottoman
bridges the chair making a firm,
but soft cushion for the knees and
legs. This is the last time Lauer's
offer this chair at this low price!

**LEARN AS YOUR NEIGHBOR HAS
THAT LAUER'S IS THE STORE
FOR FURNITURE VALUES . . .**



\$1 DELIVERS

POSTER BED COMPLETE

Here is a heavy, well turned, smoothly sand-
ed, rubbed-finish walnut poster bed on sale
complete with Simmons coil spring and cot-
ton Lennox mattress . . . All sizes in stock.

\$19.75

50 STATE ST **LAUER'S** 50 STATE ST

LAUER'S WILL BE OPEN FRIDAY NITE!

**MAPLE DRESSER
AND 2 TWIN BEDS
\$29.50**

The dresser is large size
plate glass. We have never
before offered so large a
piece for less than \$22. But
now you can buy the dress-
er, mirror and two maple
poster beds complete for
this exceptionally low Lauer
Sale Price.

**SIMMONS STUDIO
\$27.50**

Luxuriously soft full size or
twin beds may be quickly
made from this Simmons
studio couch. Your choice
of striped or plain fabrics.



**Genuine Matched Walnut
MODERN KNEEHOLE DESK**

Not the usual gunwood desk,
but a genuine matched walnut
at this very low Lauer Sale Price.
Students will like the compact
efficiency. Also excellent for to-
day's living room.

\$12.50



\$1 DELIVERS

Whites Blues Tans Greys Fancies

SAVE MONEY \$10⁶⁵
BLACK MAGIC
COAL EGG—STOVE—NUT
PEA COAL . . . \$8.75
ORDER NOW PHONE GEN 586
PAYNE & DUNHAM

Weather Forecast
Cool Days
Cooler Nights

CHAMPION
JUST A REMINDER
THAT WE SPECIALIZE
IN SELLING WARM
SWEATERS
and
JACKETS

And other Fall sportswear. Being
manufactured we are able to sell
for less.

100% Wool
Pullover
\$2.69
All Colors

55.00—55.95
And Ladies
Ganters
100% Wool
Coat
Sweaters
\$2.95

SALE!
MEN'S
SUEDE
Jackets
\$4.98
And Up!

Champion
KNITWEAR CO. 71 ST. PAUL ST.
Min. Free Parking—Customers—Dine at Street Station

YOU DON'T NEED CASH
QUICK CREDIT Easy Pay PLAN

TIRES
AS LOW AS
\$6.15

DIAMOND DUPLEX
5.25x18 . . . \$8.35
5.50x17 . . . \$9.05
5.00x16 . . . \$10.20
Slight Additional Credit Charge

AS LOW AS
49¢ A WEEK

UNIT PARTS CORPORATION
1165-1223 MAIN ST. E.
CULVER 250

We also budget
Auto Radios,
Accessories and
Repairs

Making Plans For Dog Week

The week of September 18-24 has been designated for observance of National Dog Week. National Dog Week was conceived and its observance begun in 1928 by a group of impartial sportsmen headed by Captain Will Judy of Chicago, who felt the need of more sensible relationship between man and his great animal friend, the dog.

The purpose of National Dog Week is incorporated in the following seven objects: 1. A good home for every dog; 2. To eliminate stray dogs from the streets; 3. To disseminate the actual truth about rabies; 4. To educate dog owners in their obligations both to their dogs and to the public in general; 5. To teach kindness and consideration by children and adults toward dogs and animals; 6. To emphasize the use of the dog as a home protector, faithful companion and useful servant of mankind; 7. To secure fair and just laws for dog owners, but also to respect the rights of those who do not own dogs.

The committee for Rochester and vicinity, appointed by the National Committee, is headed by Miss Mary Foubister and includes Thomas W. Neid, Dr. George E. Hicks, Henry T. Copenhagen, Howard M. Purple, Herbert B. Cash and Hugh Harper.

The Rochester Dog Protective Association will give its 18th annual outdoor show at Edgerton Park on Saturday, Sept. 17th. The featured attractions will be a parade and pet show for children and a lacrosse game between the Grease Bears and the Webster Shells.

The Association is planning to entertain several hundred handicapped and orphaned children of all religious faiths as their guests at the show. Many cars will be needed for this purpose and if anyone would like to help make this a big day for a few more kiddies, they are requested to call Hugh Harper at Monroe 927.

The Rochester Dog Protective Association is planning to apply the proceeds of this show toward a fund to build a modernly equipped small clinic, sufficiently large to handle the humane work and to have a place with satisfactory working space for the veterinarians who so cheerfully donate their services all year.

APPLES AND YAMS
Even though yams are sweet, they like the company of tart, green apples. Place them side by side, yams cooked and apples raw, then sprinkle with sugar and dots of butter. Unusual and delicious.

Bill Cox, football coach at the University of Rochester, is a man of even temper. Bill proved it last week-end, when he should have been the maddest man in town, only he wasn't. Cox has become a home owner and his new house, located in a section of Brighton that has attracted several other members of the coaching staff at the University, was spic and span and ready for Bill and his family last Saturday. But the Cox family didn't move in on the appointed day.

It seems that the moving men became confused concerning their orders. So Cox was left waiting at the front door. He might have remained in that state of watchful waiting over Sunday and Labor Day if Roman Speegle, a fellow coach and neighbor, had not taken pity on him. Speegle found room for the homeless Coxes until the movers got around to delivering the furnishings needed to make the football mentor's new home habitable.

Pretty soon Cox will be busy with football at the River Campus and Bill will not have time to think about missing furniture and such. In fact, all his waking hours will be filled with thoughts concerning the development of his squad.

GINGER BREAD CAKE
Try a gingerbread short cake sometime if you care to be different. Fruit or berries and plenty of whipped cream or ice cream a really delicious dessert.

VENETIAN BLIND SLATS
Venetian blind slats in bathroom hamper in something new on the market. The cross-piece slats slant downward just like the slats of a window blind, but are stationary so the air circulates through nut dust does not get into the hamper.

The Chateau
MODERATE PRICES
At All Times
Why Go Elsewhere
MUSIC AND FLOOR SHOWS NIGHTLY
No Cover or Minimum
Try Our \$1.00 Dinners
Every Sunday Special Dinners \$1.00 Cocktails 25c
Always COOL Shows 8:30, 11:30, 1:30

SPORTS

By JOHN BURNS

Play-offs are the chief concern of the Red Wings during this, the final week of the regular season of the International League. The Reds are mathematically entrenched in the first division, although they would feel better about it if they weren't so far back of second place and not quite so close to the fourth spot.

It's possible that next Sunday's doubleheader with the Bisons at the Norton Street ball yard will decide the ultimate position of the Bladesmen, who started their final road trip of the campaign with a staggering string of defeats. Sunday's twin bill with the Bisons will wind up the league schedule.

Play-off games will start on Tuesday, September 13. If the Wings are able to generate enough steam to oust the Syracuse Chiefs from second place they will start their post-season combats here against Buffalo. If the Rochesterers remain in third place, they will open against the Bears at Newark.

Happenings this week-end at Toronto will determine whether the Reds have a chance to move into second place and pocket the \$2,000 prize money attached to that position. If the runner-up spot becomes unattainable, it's likely that Skipper Blades will toss his young and untired pitchers against the Leafs in order to give his overworked veterans a chance to rest before the play-offs get under way next week.

No Rochester club has been able to win the play-offs since Shag Shaughnessy persuaded the International League to adopt this system six years ago, and this year will mark the fourth time the Red Wings have qualified for the post-season games. On two occasions the Wings were runners-up.

In the eleven-year span during which the Cardinals have operated the Rochester club, the Wings have been out of the first division only three times and this season's returns show a marked increase in the popularity of the club. Attendance figures for home games show an increase of more than 35,000 over last season, while road attendance is about 10,000 below 1937. The drop in road attendance can be accounted for by the fact that last season the Reds helped the Jersey City Giants open Mayor Frank Hague's new stadium before a crowd that set a minor league attendance mark.

Many preparatory schools and colleges now require a more comprehensive mental and emotional background of applicants than the schools can give, and this department offers that service. Because most of the Child Study department work is done directly through the schools, few Rochesterians appreciate how extensive its work is and how important.

Consider some phases of its efforts: children who are having learning difficulties are diagnosed and classified for remedial treatment, personality and social maladjustments are studied and treated, unusual ability in art, music and mechanics are discovered through special tests, special classes are organized for not only the mentally handicapped, but also for those who, because of physical handicaps of one kind or another, require special instruction, home tutoring is arranged for those exempt from school attendance.

By calling the Board of Education appointments may be made by any Rochester parents or by the child alone, for a careful and private study of problems concerning them. This service is free to Rochesterians, and only a small fee is charged for those outside the city.

Chromium Chairs Add Life to Dining Rooms
The modern dinette and kitchen in brought up to date with chromium chairs. These chairs are simply styled with tubular chromium frames and some of them show upholstery in two colors — red on the back, for instance, and tan on the seat.

VENETIAN BLIND SLATS
Venetian blind slats in bathroom hamper in something new on the market. The cross-piece slats slant downward just like the slats of a window blind, but are stationary so the air circulates through nut dust does not get into the hamper.

The Chateau
MODERATE PRICES
At All Times
Why Go Elsewhere
MUSIC AND FLOOR SHOWS NIGHTLY
No Cover or Minimum
Try Our \$1.00 Dinners
Every Sunday Special Dinners \$1.00 Cocktails 25c
Always COOL Shows 8:30, 11:30, 1:30

Farmers Get Nimrods' Aid

Improvement of relations between city sportsmen and farmer is the goal of a campaign launched by the Genesee Conservation League.

Cooperating with the Orange and the Farm Bureau, the league has formed a city-county relations committee to advance and debate methods of curbing the few careless hunters whose heedless practices have made farmers suspicious of the many well-intentioned sportsmen. Mead B. Rappelye is chairman of the group, formed from among members of the three organizations.

Fred P. Kimball, league president, announced that his organization's law enforcement committee will be increased from three to seven members as part of the campaign. This group will provide farmers with a committee to which they can report violators of the rules of sportsmanship.

More Pheasants For Fall Season

Monroe County will become a "happy hunting ground" for sportsmen this fall, plans revealed recently by the Genesee Conservation League indicate.

To 400 adult pheasants already distributed in sections of the county hitherto virtually barren of birds, will be added within a few weeks 1,000 chicks now being raised at Mendon Ponds, Fred P. Kimball, league president, announced.

Henry P. Sutton, who presided at the League's July open forum meeting, will again be in charge when the next meeting is held, Wednesday, August 17, in the Scottsville Road clubhouse.

IRON POLISHES TABLES

Wrap several thicknesses of flannel around your iron and use it to polish or wax table tops and plain surfaces. The weight of the iron brings out a fine luster.

Noted Theatrical Director Makes Home in Rochester

Quietly and unobtrusively Rochester has added to its population another colorful and charming personality. Here she is known as Mrs. Edward List, actress and director.

Born and raised in New York, she had only and average interest in the theater until Eva La Gallienne's Civic Repertory Theater came to the fore. That had definite appeal for her and for three years she was actively associated in it with Miss La Gallienne, Josephine Hutchinson and Egon Brecher.

Brecher, who has since deserted the legitimate to direct in Hollywood, encouraged Mrs. List to make a study, not only of acting, but of directing as well, with the result that after several years of acting with road shows and the Chautauqua Roadshow, she gave up the footlights for the director's chair.

During her work in directing road shows, she became convinced that there was too much of a tendency to "type" players. This was a definite handicap to good actors who recognized the need to round out their experience with different types of work. New actors who became typed for comedy roles were not permitted to prove that they were as good or perhaps better in dramatic parts.

PREFERS STAGE

The work is done quietly and with no publicity, which makes it possible for players with established reputations to take advantage of the opportunity. Moving to Rochester has limited Mrs. List's association with her project, but she is still a director and every three weeks finds her in New York.

U. R. Co-Eds Wait Talk On "How To Be Successful"

A co-ed's dream, how to be a success in college, will be explained under the title of "How To Be a Success in College—And Extra Curricular Course About You," when Marjorie Hillis, known chiefly for her "Live Alone and Like It," will speak at B. Forman Company, September 13.

Students of the Women's College, University of Rochester, are not only expected to hear the talk with rapid attention, but to quiz Miss Hillis on her other books, "Orchids On Your Budget" and her newest tome, "Work Ends at Nightfall."

Seaman Finds a Pearl

BOMBAY—A pearl recently discovered by an Australian seaman near Darwin may become a white elephant for its owner, according to P. W. Bradford, manager of the American Express Travel Service, who says that it is reported to be the size of a pigeon's egg.

While it is perfect in shape and color, it is too large to be used in a ring and makes no suitable join to a necklace or earring. The pearl weighs 120 grains and no local expert has been found to set a value on it.

MEASURING BUTTER

When a recipe calls for a quantity of melted butter take care to measure the butter after melting, not before.

Rochester's Largest Liquor Store
"FLASH NEWS"
Wholesaler's Loss Is Your Gain
OPPORTUNITY! Wholesaler's loss is our customers' gain. Another big purchase made by BERGHASH LIQUOR STORE. Imported and domestic Wines, Scotchies, Brandies, Whiskies and Gins to be sold to you at rock-bottom prices. Supply limited. BUY NOW!

Gold Feathers Gin 90 Proof LONDON DRY \$1.59 Value Made by Oldtime Distillers Buy By The Case 12 Qt. \$14 \$1.19 Full Qt.	BOOTH'S GIN 90 Proof America's Finest Made \$1.59 Value Distilled by Park & Tilford Distilleries Buy By The Case 12 Bottles \$14 \$1.19 Large 25.6 oz. bottle	Seagram's Gin 94 Proof Superior \$1.59 Value Distilled From 100% Neutral Grain Spirits Buy By The Case 12 Bottles \$14 \$1.19 Large 25.6 oz. bottle
40-Year-Old Imported Spanish BRANDY Before or after your meal . . . a sip of this smooth brandy. Case 12 Btls. \$39.50 \$5.25 Value \$3.50 25 Oz. Bottle		OUR BIGGEST SELLER! CREAM-O GRAIN Bourbon Whiskey Smooth and Mellow for Straight Drinking or Mixing. Full Qt. \$1.39 CASE 12 QTS. \$15
10 YEARS OLD Imported SCOTCH WHISKEY Priced less than you pay for 8 yr. old Scotch Imported by Schenley. \$2.74 25.6 Oz. Bottle Case 12 Bottles, \$30.50		5 YEARS OLD AMERICAN BOTTLED IN BOND STRAIGHT RYE WHISKEY 90 Proof, Made by Schenley Distillery \$1.39 VALUE Full \$2.55 CASE 12 QTS., \$29.50 Quart
RENAULT WINES Regular Price \$1.98 Alcohol 20% Vol. Full Gallon \$1.59		This Week Only! Quantity Limited! MOORE and MOORE Blended Baltimore Rye Whiskey 90 Proof Smooth Mellow A New Low Price Only 2 Bottles to a Customer \$1.99 Full Quarts
PUERTO RICAN RUM 1936 Gold Award \$1.59 25.6 Oz. Bottle	GOLD CROSS SLO GIN Reg. Price \$1.98 \$1.39 25.6 Oz. Bottle	PEACH BRANDY \$2.25 Value \$1.49 Fifth
CALIFORNIA BRANDY \$2.00 Value \$1.29 Fifth		

Free Parking Opp. Store — Free Delivery — Main 786
BERGHASH WINE AND LIQUOR STORE
124 CLINTON AVE., SOUTH
Next Door To Loew's Theater — Open Daily to 12 P. M.

Mr. Merchant

This ad will be read in more than 72,000 homes right here in Rochester — and those homes include every one of your customers — plus thousands of other able-to-buy Rochesterians!

TELL THEM ALL YOUR STORY AT ONE LOW COST.
USE THE COLUMNS OF

The Rochester Sun
Rochester's Economical Advertising Medium



BY IRENE MUNTZ

September brings with it the end of the canning season, but it is a busy time for the making of relishes, pickles, chili sauce and catsup. When you've packed the children off to school some cool day, roll up your sleeves, get out the preserving kettle and by careful planning you'll be surprised how much you can accomplish.

First, start the pickles as they have to soak 24 hours in brine so that they will be crisp. Then tomorrow you'll be able to get at them the first thing. Next, start your relish and while it is processing you may prepare the ingredients for the chili sauce.

When the relish comes out of the oven the chili sauce will go in and you are free to go on with any other house work or cooking you may have to do until it is time to bottle the chili sauce.

The special advantage of cooking your chili sauce in this way is that it cooks down gently in the oven, will not stick to the pan, as it is difficult to keep it from doing when you cook it on top of the stove and it will keep its bright color. Tying the spices in a bag, too, flavors the mixture well without darkening it appreciably.

INDIA RELISH
1 1/2 qts. chopped tomatoes
1 c. chopped celery
1 c. green peppers
1 1/2 c. chopped onions
1 1/2 c. chopped cabbage
3 c. vinegar
1 c. salt
1 c. brown sugar
1 c. mustard seed
1 c. salt
1 c. vinegar

Wash, tomatoes, Blanch and peel. Chop all the vegetables coarsely. Mix and add the ingredients together and cook 10 minutes. Place in hot sterilized jars and process 1 hour in a 275° F oven. Remove jars, tighten covers and seal.

CHILI SAUCE
20 medium tomatoes
10 medium onions
1 1/2 whole all spices
1 T stick cinnamon
4 red peppers
1 c. large bunch celery
1 qt. vinegar
1 qt. salt
1 T nutmeg
2 T salt
2 c. sugar

Scald, peel, and chop tomatoes, add the other vegetables chopped and bring mixture to the boiling point. Turn into a large flat pan and place in 350° F oven. Cook 1 1/2 hours. Tie spices in a bag and add with the first mixture. Cook until thick and clear. Pour into hot sterilized jars and seal.

MIXED SWEET PICKLES
1 qt. small onions
1 qt. cauliflower
1 qt. celery, sliced
1 qt. very small pickles
2 qts. cider vinegar
2 qts. water
8 c. sugar
8 c. mixed spices

Make a strong salt solution, using 2 c. salt to 4 c. water, and let the onions, cauliflower, celery, and pickles stand in it for 24 hours. Drain and dry. Mix the vinegar, water, sugar, and spices and boil 5 minutes. Add the drained pickles. Let simmer 15 minutes. Bottle and seal.

Cider vinegar is best for making pickles. Diluting the vinegar too much, inferior grades of vinegar or boiling the pickles too long will cause pickles to become too soft. They will shrink if the brine or the vinegar is too strong.

PARISIAN DINNER
Costs 83 Cents

After an experience extending over many years among the tables d'hote of Paris, the correspondent of The Observer of London has come to an unequivocal conclusion: The cheapest restaurants in Paris are usually the best and the cooking would be hard to beat—if one knows where to go. He writes:

"I took a party of six to one of the other night. There was only one room, opening directly onto the street, and part of it was occupied by the 'zink' as the French workman calls the pewter covered bar. We had no tablecloths on the marble-topped tables, and the very uneven floor was strewn with sawdust.

"The landlady was the cook, and her daughter the only waitress. Here, for an inclusive price of the equivalent of three shillings and four pence (about 82 cents) a head (including tip) we had a dinner of soup, oysters, fish, chicken, vegetables, salad, sweets, cheese and fruit, washed down with Alace wine, Cotes du Rhone, and a bottle of excellent Volnay, and followed by coffee and liqueurs."

LINGERIE PINS BACK
Now that the peek-a-boo blouse is back in favor, jewelers are showing lingerie pins in the form of dainty clips—some of them even having tiny perfume compartments.

Maud A. Acheson, 311 Boardman Street, call at The Sun for a guest ticket to see "Three Loves Has Nancy" at Loew's Rochester Theatre.

Demand for New Radio Sets Keeps Stromberg-Carlson Running at Full Capacity

The Stromberg-Carlson Telephone Mfg. Co., having stepped up production and employment in its radio division during early August, is continuing to operate at full capacity with some departments on night shifts in order to supply the huge demand for its recently introduced 1939 line of radios and radio-phonographs. Thousands of units that have passed through the test lines are being shipped to fill orders in the major metropolitan areas where the new models have already been presented.

First public showings of the 1939 Stromberg-Carlson in Rochester are being given this week by local radio and appliance dealers who are devoting special window and floor displays to the 24 new 1939 models.

Lee McCann, radio sales manager of the local radio manufacturing concern, attributed the increased production to more intensified national distribution, a stimulated public interest in radio, and a line of radios eclipsing anything previously offered at prices lower than ever before.

In commenting on the great interest being shown in radio, he said there is more than a seasonal upturn occasioned by people looking forward to football broadcasts and return to the air of popular broadcast programs. Radio interest is heightened, he declared, by the greater attention people are paying to the political situation both here and abroad.

Radio reports of this year's Congressional elections are being followed with more interest than is usually aroused by a presidential election. War in Europe and Asia and impending conflicts, while bad for general business, cause increased listening to news reports, helping the radio business.

Many people, he continued, are replacing their obsolete sets with up-to-date receivers. They are buying radios that will get foreign programs and other short wave entertainment; that take advantage of High-Fidelity broadcasting; that are tuned by push-button; that have better tone; and that have the style of "authentic design" cabinets in good taste.

The new Stromberg-Carlson include a type of radio to suit almost any conceivable need, at prices that reach an all time low. There are period cabinets, consoles in walnut, mahogany and maple, original cover-cabinet radios, table models, radio-phonographs, armchair radios and others serving varied furniture applications.

Engineering advances found on the new models are exclusive Stromberg-Carlson features such as the Acoustical Labyrinth for removing distortion, Electric Flash Tuning for instantaneous push-button tuning, Carphonic Leather Speakers for smoother reproduction, and

the Fortified Chassis for protecting working parts.

The Labyrinth, the line's most important exclusive feature was first introduced in 1934, but only in radios selling for more than \$495. Since then, its cost has gradually been reduced 75%, so that now, it is found in Stromberg-Carlson's selling at less than \$125.

The Labyrinth makes reproduction in perfect Natural Tone entirely independent of the size and shape of the cabinet. Without the Labyrinth, Stromberg-Carlson's designers would not have been able to make practical their new corner cabinet radios—a wanted cabinet style that is entirely original in radio.

Also found in radios for the first time are Stromberg-Carlson's in period cabinets which are exact reproductions of the work of the world's masters in furniture creation. There are authentic copies of Duncan Phyfe and Chippendale Com-modes, and an Early American maple drop leaf table. With their "drawers" (really doors) closed, one would never guess they contained a radio.

Original styling is noticeable on all the models. And, a half-round chairside table contains both radio and phonograph. It has plenty of room for record albums. In such excellent taste, and offering so much utility, it is bound to be one of the year's most popular models.

An attractive table radio at \$39.95, \$10 less than any previous Stromberg-Carlson ever offered, is a reflection of lower prices on all models.

Helpful Hints On Slenderizing

Don't be fooled by the loose silhouette because it's almost invariably caught in at the middle. It demands a flat diaphragm, thin waistline, and slender hips from which the dress may fall gracefully.

And if you want to wear one of the new "corset" dresses, a slim diaphragm is an essential. Here is one of the exercises given in the Helena Rubinstein Salon in New York to get that slender look at the middle:

(1) Lie flat on your back with legs raised at an angle of 40 degrees from the floor, knees straight.

(2) Place hands at the sides of the thighs and slide them up along thighs until you reach your ankles, and meanwhile raise head and shoulder from the floor, so that weight of body rests on the small of the back.

(3) Hold this position for a count of ten, and then relax. Repeat five times.

Claude G. Eddy, 636 Clinton Avenue South, Loew's Rochester Theatre is showing "Three Loves Has Nancy" at The Sun for free guest ticket.

Ceramic Show A Riot of Color

Art pottery in new and unusual colors and shapes was one of the most interesting exhibits at the recent housewares in New York. This exhibit was especially remarkable as an illustration of the wide range now possible with American ceramic colors, bringing moderately priced vases, bowls, candlesticks and other pottery of this type up to a higher standard of color distinction.

There was a rich brown, for instance, called "Copper Clay," a blue green that is out of the ordinary, flame color with occasional deep shadows, mottled blue, Dutch blue, canary yellow and others equally interesting.

Miss Mary Rush, 193 Cypress Street, was Franchot Tene in "Three Loves Has Nancy" at The Sun for a guest ticket.

Warning For Check Cashers

Banks, stores, and other business firms in New York State which cash checks for the public have been cautioned by manager of the Rochester field office of the Social Security Board, against depending upon Social Security account number cards for identification purposes.

Account number cards issued by the Social Security Board are for identification purposes under the Federal old-age insurance program and the various State unemployment insurance laws, and hold no particular significance for other identification purposes, or with respect to the financial responsibility of the individual.

Miss Alice Reid 27 Wilbur Street, was "Three Loves Has Nancy" at The Sun for a guest ticket.

State's Super-Highway To Cost \$300,000 Mile

"Shuffling Off To Buffalo" on the state's super highway has reached the lines-on-a-map stage, but it'll be well along in 1939 before the little matter of cash—\$300,000 a mile—gets under way. At that time the State Highway Department is expected to ask the necessary sum from the Legislature.

Nine miles south of Rochester, at the intersection of Scottsville and Morgan roads, is the nearest route will come here, according to present plans. Primarily, the route is designed to skip all cities and larger villages. Four or six lanes have been proposed, with provision for 12 lanes in the future, as, and if, construction starts.

KEEPS CHEESE FRESH

Any kind of cheese can be kept fresh if it is wrapped in a cloth which has been wrung out of vinegar. Put in the refrigerator, it will keep for days without drying out.

COCKTAIL FLAVOR

For a different and interesting flavor in your tomato cocktail try grating some cucumber in to it.

USEFUL LEAVES

Don't throw away the outside leaves of your head of lettuce. They may be shredded and used in salads, or they may be put in the soup kettle with other vegetables.

CHEESE WITH TURNIPS

If your family doesn't care for yellow turnips, try adding grated cheese to them after they are mashed, bake them in the oven until cheese is melted.

New! 2 MAGAZINES IN ONE
A 25c Value
For Only **15c**
NOW ON SALE AT ALL DEALERS
Oct. Issue **POPULAR SCIENCE** MONTHLY

TODAY, TOMORROW & SATURDAY
DAW'S
CUT-RATE DRUG STORES
1. OPPOSITE Temple Theatre **56 Clinton AVE. SO.**
2. CORNER AUBURN **31 Main ST. EAST**
3. DOOR FROM STILLER **353 Main ST. EAST**
4. CORNER NEWY **464 Ridge ROAD W.**
5. AT THE BULL'S HEAD **880 Main ST. WEST**

SAVE 20% on School Supplies

40c Size CASTORIA	PITCHER'S 4c	50c DeWITT'S Kidney Pills	28c
15c Pound EPSOM SALTS	9c	4-Oz. Bottle Oil of WINTERGREEN	33c
60c Size KREML	HAIR TONIC 29c	15c STORK Castile Soap	7c
35c Pint Peterman's	DISCOVERY 18c	20c ASTRINGOSOL Mouth Wash	6c
15c Size FOUR-WAY	COLD TABLETS 9c	60c BARBO COMPOUND For The Hair	36c
35c Size Peterson's	OINTMENT 16c	25c PETERMAN'S Roach Powder	16c
Bottle of 100 SODAMINT	TAB-LETS 7c	25c TUBE ZINC Ointment	9c
30c Size MOSCO	CORN SALVE 16c	DURHAM DUPLIX BLANKS, pack of 5	33c
50c Size WOODBURY	After Shave Lotion 24c	10c STYPTIC PENCIL (In Container)	3c

COUPON
RINSO 2 for **11c** (Limit of 2)
COUPON
SPEARMINT 6c (Limit of 2)
COUPON
PHILLIP'S 9c (Limit of 1)

LOSE UGLY FAT
And You'll Feel And Look Years Younger
This remarkable reducing treatment is so easy, simply take one tablet after each meal, NO STRICT DIET. Eat what you want but eat moderately. No tireless exercises, no endless waiting for results. Within a short time you will see that ugly fat disappear. Bundeome fat around your Waistline, Hips, Bust, Arms, that's the fat that Korjona "takes off". As this fat gradually melts away you will regain youthful trimness, a decidedly new slender attractiveness. Tablets of Korjona are positively Guaranteed SAFE—they're not expensive. We urge you to try this marvelous reducing treatment and in 2 weeks you will be amazed how that excessive fat has melted away at your Waistline and Hips. You'll be surprised and delighted at the complete change in your appearance, or your money will be refunded. DON'T WAIT ask us about this Safe Reducing Treatment for better health, for better appearance.

This New Beauty Secret Works from the Inside!
Clear radiant skin, lustrous hair, sparkling eyes, fine teeth, youthful vigor and vitality—you want them all! Only a beauty-treatment that works from the inside can give you this kind of charm. Here's the secret—an ample supply of Vitamins A, B, C, D, E and G, plus certain essential minerals. Modern diets are often lacking in these all-important vitamins and minerals. Result: sallow complexion, stringy hair, lack-luster eyes, brittle nails, nervous irregularity, frequent colds, and in general a let-down no-pop condition. Science has discovered a wonderful new way to supply these beauty giving, vitality giving, health giving essentials.

VITAMINS "M"
Vitamins A B C D E and G Plus Essential Minerals
These pleasant-to-take capsules provide an abundant source of the important vitamins and minerals that may be lacking in your diet. Get this convenient, economical combination package today. Start now to give your system these recommended vitamins and minerals! Start now to look well, feel well, be well! Sticky soluble gelatin capsules—approximately a one month's supply.

A FLEA POWDER WORTH BARKING FOR
• Kills Fleas 100% Faster
• Fleas revive to reinfect
• Also kills lice and dog ticks
• Price 31 Cents
New QUICK-KILL
PULVEX
"A Mild Smoke"
Reg. 50c Size
DR. WEST'S 33c
Tooth Brush

NEW WEBSTER DICTIONARY
Just the thing for students! Illustrated, self-promoting. New 1938 edition. **98c**

COUPON
SWEETHEART SOAP 4 for **15c** (Limit of 4)
COUPON
VANILLA FLAVOR — 5 Oz. Bottle Regular 25c Size—**8c** (Limit of 2)
COUPON
TOILET TISSUE 3 for **11c** (Limit of 3)

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thursday Afternoon. If You Do Not Receive Your Copy By 6 P. M., Phone Stone 6001 and One Will Be Delivered.

VOL. 1 No. 43

ROCHESTER, N. Y., SEPTEMBER 15, 1938

72,000 COPIES DELIVERED

CITY TIRING OF 'ANGEL' ROLE

Fading Exposition Burden on Treasury of Municipality

Suggestion Advanced That City Take Over Control and Operation of Show

rats OP
ack of
y On
dum

Tired of being an "angel" for the steadily fading Rochester Exposition, there are indications that the city government is in a mood to accept suggestions leading toward a drastic change in the presentation and control of this thirty-year-old undertaking.

Edgerton Park, despite its occasional use for other purposes, is maintained principally as a site for the Exposition and this maintenance, plus the city's investment in the property, is estimated to cost the municipality more than \$150,000 annually. Here are some of the services rendered the Exposition by the city:

Furnish grounds free. (Continued on Page 2)

Stromberg-Carlson RADIO SECTION of the ROCHESTER SUN

Vol. 1 No. 1

Rochester, N. Y.

Sept. 8 1938

Sensational New 1939 Stromberg-Carlson Carlsons Priced From \$39.95 Up!

Authentic Furniture Designs, Ear-Level Projection, Electric Button Tuning Featured On New Models

Introducing corner cabinet radios and authentic period designs entirely new to radio, Stromberg-Carlson dealers are presenting the 1939 line of 24 models priced lower than ever before, as exemplified by a table radio at only \$39.95. Outstanding features of the line are the exclusive Stromberg-Carlson Labyrinth which makes possible "Ear-Level Projection"; The Carpinchoe Leather Speaker, patented invention that brings smoother reproduction; The Fortified Chassis that protects all working parts from damage; Electric Flash Tuning, an improved method of push-button tuning; and Push-button Remote Control.

Authentic Period Designs

A boon to every homemaker with an eye to keeping her furniture ensemble in complete accord is the variety of new Stromberg-Carlson authentic designs. Exquisite cabinets adapted from museum pieces by the master furniture designers of all time afford a wide choice from which to select a radio that is harmonious with any style of home furnishing. No longer is it necessary to have a conventional console that is apt to "clash" with many interior decoration schemes. There are cabinets adapted from famous Early American, Duncan Phyfe, Chippendale, Heppelwhite and English 18th Century pieces among these new decorator's radios. One of these is a Duncan Phyfe table in mahogany, an exact replica of a sewing cabinet shown in "Furniture Masterpieces of Duncan Phyfe" by Cornelius.

Corner Cabinet Radio

For the first time in history, the much-desired corner cabinet radio is available. Stromberg-Carlson is the only line of radios to include this wanted style for only with the patented Labyrinth is it possible to overcome the acoustic problems of corner cabinet radios. From a decorative viewpoint a room corner is a logical place for a radio's position. It makes possible an interesting furniture arrangement, yet takes up little of the room which is needed for tables, chairs and other furnishings.

Not only do the new Stromberg-Carlson corner consoles offer decorative advantages, but they bring added tonal benefits. They direct high tones toward listeners in all parts of the room so their brilliance is not lost, while the two walls concentrate bass tones for the best musical balance.

Best of all, corner cabinet radios sell for less than you'd expect to pay for conventionally designed non-labyrinth sets.

The Acoustical Labyrinth and Ear-Level Projection

Most talked about feature of the new Stromberg-Carlson is the Labyrinth that makes possible not only absolute Natural Tone but "EAR-LEVEL PROJECTION". Until the Labyrinth eliminated cavity resonance "boom", loud speakers had to be placed down near the bottom of the console.

This kept the loud speaker down near the floor where rugs and upholstered chairs absorbed high notes and spoiled the live brilliance of music and the clear articulation of speech. Now with the Labyrinth speaker system sound is projected at "EAR-LEVEL" and tonal values are not marred by absorption.

The Labyrinth is found on 13 models including some whose cost has been reduced to less than 25% of the lowest price Labyrinth models when this patented and exclusive Stromberg-Carlson device was first introduced in 1934.

Tonal defect of the ordinary consoles that started research culminating in the Labyrinth invention was the "empty barrel effect" produced by the cavity in the back of the cabinet. Such "boom" interferes with pure tones from the front of the speaker. In the orthodox console, low notes are not reproduced in proper balance and loud passages cause "speaker rattle". Because the Labyrinth eliminates all these difficulties it is hailed as the greatest tonal advance since the advent of radio itself.

Carpinchoe Leather Speaker

The Carpinchoe Leather Speaker, another Stromberg-Carlson patent, is an exclusive tonal feature. Carpinchoe Leather taken from the hide of a South American rodent is so pliant, so flexible, so unaffected by moisture that it makes the ideal loud speaker edge—suspension material. It allows the speaker cone to vibrate more uniformly and freely than any other method yet devised, resulting in smoother reproduction.

Fortified Chassis

The "Fortified Chassis" found only on Stromberg-Carlson is the only notable structural advance in chassis de-



No. 340-V Stromberg-Carlson Corner Console in Maple Adapted From A Beautiful Pennsylvania Corner Cabinet Shown in Wallace Nutting's "Furniture Treasury."

signs in many years. It adds to the long, trouble-free life of the new Stromberg-Carlson. It has a protecting frame-work and reinforced base which safeguards all working parts. Everything is held so securely in place that you can turn the chassis upside down without disturbing the balance of the radio's many delicate parts.

Electric Flash Tuning And Remote Control

With Electric Flash Tuning you just touch a button,—instantly you have your favorite station accurately tuned. It is standard equipment on twenty of the new models furnished for tuning six pre-selected stations on some; eight on others. All of the Stromberg-Carlson push button models employ either an electro or thermo stabilizer that keeps the radio tuned to the same degree of accuracy for any number of hours from the time it is turned on. Some of the new Stromberg-Carlson have motor driven Automatic Tuning. With this method, as you push a button it not only selects your favorite station but turns the radio on—all in one operation. On these models the radio may be controlled from a re-

mote point by means of a push button remote control box. It is also possible with these sets to operate the volume control from a remote point.

All Stromberg-Carlson push-button receivers employ a Cathode Ray Tuning Indicator to show accurately the point of best reception for short-wave stations and those domestic ones not set up for automatic tuning.

Phonograph Equipment

Many of the 1939 Stromberg-Carlson include phonograph equipment that plays ten and twelve inch records singly or automatically. Most other models in the line have a built-in phonograph jack that makes it a simple matter to connect with a record player to convert the set into a radio-phonograph.

Introduced with the new models is the Stromberg-Carlson No. 11 Record Player which converts a standard radio into a radio-phonograph that plays ten or twelve inch records singly. It is merely necessary to connect with the AC circuit and plug into the phonograph jack.

sit
Moose

Women of
host to State
ire, of Sara-
oon and eve-
ne local unit
day, Septem-
in session will
discussion on
sent and a
in honor of
ed for the

been sent
hin a radius
Rochester to
as and it is
them will at-
sessions a
served and
d to bring
s and other

Rochester's Most Outstanding
VALUE!
Your Choice of Any
DRESS
In Our Budget Section



\$1.77
SIZES
14
To
52

Styles You'll See in Dresses
Selling at \$2.95 and \$3.95

- NEWEST FALL STYLES
Including Dirndls and Jumpers
- NEWEST FALL FABRICS
Striped Crepes—Print Challis—
Taffetas—Solid Crepes
- NEWEST FALL COLORS
Wine—Teal—Black—Green
Rust

Stephens
210-214 MAIN ST. E.

**ACTION SPECIALS
For FRIDAY and SATURDAY**

2000
Rayon UNDIES 14c
Many Styles—All Sizes
29c VALUES

PERFECT—RINGLESS
HOSIERY 34c
Pure Silk—3-Thread Crepe
49c VALUE

NEW FALL
SUEDE BAGS 34c
Smart Styles—Fitted
VALUES TO \$1.00

STRING KNIT
SWEATERS 38c
Fall Shades—Several Styles
VALUES TO \$1.00

Stephens
210-214 MAIN ST. E.

There is nothing finer than a Stromberg-Carlson

Howe & Rogers
89 CLINTON AVE. SO.

Men's Wool Jackets
\$3.95 and up
Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minute Free Parking At 3 Stations, Blls, Strand & Sparks

"Hippodrome Bingo is Different"
DOOR PRIZES EVERY NIGHT
ROCHESTER GERMAN CLUB HALL
Gregory St. (Between South & Clinton Ave.)

PAGE

By

Mrs. tamed chestnut guest of La Mrs. Vick I from Europ Mrs. East by n where days. Mr. Strat for N panle Susa sum Mr. of R turn were motl Coor seve H chel of l and Buc



The Way to a Man's Heart

BY IRENE MUNTZ

September brings with it the end of the canning season, but it is a busy time for the making of relishes, pickles, chili sauce and catsup. When you've packed the children off to school some cool day, roll up your sleeves, get out the pre-planning you'll be surprised how much you can accomplish.

First, start the pickles as they have to soak 24 hours in brine so that they will be crisp. Then tomorrow you'll be able to get at them the first thing. Next, start your relish and while it is processing you may prepare the ingredients for the chili sauce.

When the relish comes out of the oven the chili sauce will go in and you are free to go on with any other house work or cooking you may have to do until it is time to bottle the chili sauce.

The special advantage of cooking your chili sauce in this way is that it cooks down gently in the oven, will not stick to the pan, as it is difficult to keep it from doing when you cook it on top of the stove and it will keep its bright color. Tying the spices in a bag, too, flavors the mixture well without darkening it appreciably.

INDIA RELISH
1 1/2 qts. chopped
ripe tomatoes
1 c. chopped
green peppers
1 1/2 c. chopped
onions
1 1/2 c. chopped
cabbage
1 c. chopped
celery
3 t. cloves
1 1/2 t. mustard seed
1 t. salt
1 1/2 c. brown sugar
2 c. vinegar

Wash, tomatoes. Blanch and peel. Chop all the vegetables coarsely. Mix and add the ingredients together and cook 10 minutes. Place in hot sterile jars and process 1 hour in a 275° F oven. Remove jars, tighten covers and seal.

CHILI SAUCE
20 medium
tomatoes
12 medium onions
1 T. whole all
spices
1 T. stick
cinnamon
4 red peppers
1 large bunch
celery
1 qt. vinegar
1 T. whole cloves
1 T. nutmeg
2 T. salt
3 c. sugar

Scald, peel and chop tomatoes, add the other vegetables chopped and bring mixture to the boiling point. Turn into a large flat pan and place in 350° F oven. Cook it 1 1/2 hours. Tie spices in a bag and add with the nutmeg, salt, and sugar to the first mixture. Cook until thick and clear. Pour into hot sterilized jars and seal.

MIXED SWEET PICKLES
1 qt. small onions
1 qt. small cauliflower
1 qt. celery, diced
1 qt. very small
pickles
2 qts. cider
1 qt. vinegar
8 c. sugar
1 c. mixed spices

Make a strong salt solution, using 2 c. salt to 4 c. water, and let the onions, cauliflower, celery, and pickles stand in it for 24 hours. Drain and dry. Mix the vinegar, water, sugar and spices and boil 5 minutes. Add the drained pickles. Let simmer 15 minutes. Bottle and seal.

Cider vinegar is best for making pickles. Diluting the vinegar too much, inferior grades of vinegar or boiling the pickles too long will cause pickles to become too soft. They will shrink if the brine or the vinegar is too strong.

Parisian Dinner Costs 83 Cents

After an experience extending over many years among the tables d'hote of Paris, the correspondent of The Observer of London has come to an unequivocal conclusion: The cheapest restaurants in Paris are usually the best and the cooking would be hard to beat—if one knows where to go. He writes:

"I took a party of six to one the other night. There was only one room, opening directly onto the street, and part of it was occupied by the 'zink,' as the French workman calls the pewter covered bar. We had no tablecloths on the marble-topped tables, and the very uneven floor was strewn with sawdust.

"The landlady was the cook, and her daughter the only waitress. Here, for an inclusive price of the equivalent of three shillings and four pence (about 83 cents) a head (including tip) we had a dinner of soup, oysters, fish, chicken, vegetables, salad, sweets, cheese and fruit, washed down with Alsace wine, Cotes du Rhone, and a bottle of excellent Volnay, and followed by coffee and liqueurs."

LINGERIE PINS BACK

Now that the peek-a-boo blouse is back in favor, jewelers are showing lingerie pins in the form of dainty clips—some of them even having tiny perfume compartments.

Maud A. Acheson, 112 Boardman Street, call at The Sun for a guest ticket to see "Three Loves Has Nancy" at Loew's Rochester Theater.

Demand for New Radio Sets Keeps Stromberg-Carlson Running at Full Capacity

The Stromberg-Carlson Telephone Mfg. Co., having stepped up production and employment in its radio division during early August, is continuing to operate at full capacity with some departments on night shifts in order to supply the huge demand for its recently introduced 1939 line of radios and radio-phonographs. Thousands of units that have passed through the test lines are being shipped to fill orders in the major metropolitan areas where the new models have already been presented.

First public showings of the 1939 Stromberg-Carlson in Rochester are being given this week by local radio and appliance dealers who are devoting special window and floor displays to the 24 new 1939 models.

Lee McCann, radio sales manager of the local radio manufacturing concern, attributed the increased production to more intensified national distribution, a stimulated public interest in radio, and a line of radios eclipsing anything previously offered at prices lower than ever before.

In commenting on the great interest being shown in radio, he said there is more than a seasonal upturn occasioned by people looking forward to football broadcasts and return to the air of popular broadcast programs. Radio interest is heightened, he declared, by the greater attention people are paying to the political situation both here and abroad.

Radio reports of this year's Congressional elections are being followed with more interest than is usually aroused by a presidential election. War in Europe and Asia and impending conflicts, while bad for general business, cause increased listening to news reports, helping the radio business.

Many people, he continued, are replacing their obsolete sets with up-to-date receivers. They are buying radios that will get foreign programs and other short wave entertainment; that take advantage of High-Fidelity broadcasting; that are tuned by push-button, that have better tone; and that have the style of "authentic design" cabinets in good taste.

The new Stromberg-Carlson include a type of radio to suit almost any conceivable need, at prices that reach an all time low. There are period cabinets, consoles in walnut, mahogany and maple, original corner-cabinet radios, table models, radio phonographs, armchair radios and others serving varied furniture applications.

Engineering advances found on the new models are exclusive Stromberg-Carlson features such as the Acoustical Labyrinth for removing distortion, Electric Flash Tuning for instantaneous push-button tuning, Carpinchoe Leather Speakers for smoother reproduction, and

Ceramic Show A Riot of Color

Art pottery in new and unusual colors and shapes was one of the most interesting exhibits at the recent housewares in New York. This exhibit was especially remarkable as an illustration of the wide range now possible with American ceramic colors, bringing moderately priced vases, bowls, candlesticks and other pottery of this type up to a higher standard of color distinction.

There was a rich brown, for instance, called "Crown"

Warning For Check Cashers

Banks, stores, and other business firms in New York State which cash checks for the public have been cautioned by manager of the Rochester field office of the Social Security Board, against depending upon Social Security account number cards for identification purposes.

Account number cards issued by the Social Security Board are for identification purposes under the Federal old-age insurance program.

KEEPS CHEESE FRESH

Any kind of cheese can be kept fresh if it is wrapped in a cloth which has been wrung out of vinegar. Put in the refrigerator, it will keep for days without drying out.

COCKTAIL FLAVOR

For a different and interesting flavor in your tomato cocktail try grating some cucumber in to it.

USEFUL LEAVES

Don't throw away the outside leaves of your head of lettuce. They may be shredded and used in salads, or they may be put in the soup kettle with other vegetables.

CHEESE WITH TURNIPS

If your family doesn't care for yellow turnips, try adding grated cheese to them after they are mashed, bake them in the oven until cheese is melted.

Broadcasting the New LINE OF RADIOS

No. 350-M \$175.00

No. 340-V \$119.50

No. 337-L \$99.95

No. 350-R \$215.00

No. 336-P \$135.00

No. 350-P \$360.00

No. 337-H \$89.50

No. 320-T \$99.50

No. 340-H \$115.00

No. 345-M \$150.00

No. 340-M \$127.50

No. 350-V \$199.50

LINCOLN

MAIN ST. E. cor. ST. PAUL

Friday and Saturday

Room Lot Sale WALL PAPER

10 Rolls Paper
18 Yds. of Border

Usually \$1.98
And More

98¢

Enough to do the average 12x12 room. Scores patterns for living rooms, bedrooms, kitchens and hall in new, desirable tapestries, florals and two-tone effect. This group has sold for much more than \$1.95. Now 98¢.

PAINT SPECIAL

EZY FLOW ONE COAT

ENAMEL \$1.00

Usually \$1.75

Gives a lasting porcelain-like mirror finish to your wall and woodwork—and it washes easily.

3 Hour

ENAMEL 59¢

Pint

Floor

VARNISH \$1.09

Usually \$1.75 Half Gallon

These pleasant-to-take capsules provide an abundant source of the important vitamins and minerals that may be lacking in your diet! Get this convenient, economical combination package today. Start now to give your system these recommended vitamins and minerals! Start now to look well, feel well, be well! Sixty soluble gelatin capsules—approximately a one month's supply.

reg. 50c Size
DR. WEST'S
Waterproof
Bristle
TOOTH BRUSH 33¢

DAW'S COUPON
TOILET TISSUE 3 11¢
HY-TEX SOFT
1,000 Sheet Rolls
DAW'S (Limit 3)

Right Reserved To Limit Quantities

FUL LEAVES
w away the outside
ur head of lettuce.
s shredded and used
they may be put in
le with other vege-

WITH TURNIPS
family doesn't care
turnips, try adding
se to them after
ashed, bake them in
il cheese is melted.

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

VOL. 1 No. 43

ROCHESTER, N. Y., SEPTEMBER 15, 1938

72,000 COPIES DELIVERED

CITY TIRING OF 'ANGEL' ROLE

New Stromberg-Carlson OF RADIOS FOR 1939

Radio models and prices:

- No. 340-F \$135.00
- No. 340-P \$175.00
- No. 335-L \$79.95
- No. 341-R \$145.00
- No. 341-P \$265.00
- No. 325-S \$99.50
- No. 325-J \$49.95
- No. 325-N \$99.50
- No. 320-H \$39.95
- No. 360-M \$265.00
- No. 345-F \$165.00
- No. 370-M \$325.00

OWNED AND OPERATED BY STROMBERG-CARLSON

ocrats
OP
le'
Lack of
ity On
ndum

Fading Exposition Burden on Treasury of Municipality

Suggestion Advanced That City Take
Over Control and Operation of Show

retting for the
y in Rochester
attitude on the
tion. Democratic
that the GOP
dum only when
ng would kill a
epublicans want

mocrats declare
ns are giving
to lip service
at prattling con-
unks of the GOP
ally that plank
the party in
rendum on im-
rojects.

so their oppon-
ing hot and cold
um business. De-
o the killing of
project—a De-
— which was
to the proposed
which they de-
wanted by the
nce no referen-

is expected be-
a new sports
Democrats, say,
GOP is fearful
to such an un-
t prove embar-
he voters had a
in the project.

ave been sent
within a radius
of Rochester to
tives and it is
of them will at-
the sessions a
be served and
sked to bring
lads and other

Tired of being an "angel" for the steadily fading Rochester Exposition, there are indications that the city government is in a mood to accept suggestions leading toward a drastic change in the presentation and control of this thirty-year-old undertaking.

Edgerton Park, despite its occasional use for other purposes, is maintained principally as a site for the Exposition and this maintenance, plus the city's investment in the property, is estimated to cost the municipality more than \$150,000 annually. Here are some of the services rendered the Exposition by the city:

Furnish grounds free.
(Continued on Page 2)

Rochester's Most Outstanding
VALUE!

Your Choice of Any
DRESS

In Our Budget Section

\$1.77
SIZES
14
To
52



Styles You'll See in Dresses
Selling at \$2.95 and \$3.95

- NEWEST FALL STYLES
Including Dirndls and Jumpers
- NEWEST FALL FABRICS
Striped Crepes—Print Challis—
Taffetas—Solid Crepes
- NEWEST FALL COLORS
Wine—Teal—Black—Green
Rust

Stephens
210-214 MAIN ST. E.

ACTION SPECIALS
For FRIDAY and SATURDAY

2000
Rayon UNDIES 14c
Many Styles—All Sizes
29c VALUES

PERFECT—RINGLESS
HOSIERY 34c
Pure Silk—2-Thread Crepe
49c VALUE

NEW FALL
SUEDE BAGS 34c
Smart Styles—Fitted
VALUES TO \$1.00

STRING KNIT
SWEATERS 38c
Fall Shades—Several Styles
VALUES TO \$1.00

Stephens
210-214 MAIN ST. E.

Howe & Rogers
89 CLINTON AVE. SO.

Men's Wool Jackets
\$1.99 and up
Special \$4.95
Champion
KNITWEAR CO. 71 ST. PAUL ST.
20 Minute Free Parking At 3 Stations, Bills, Strand & Sparks

"Hippodrome Bingo is Different"
DOOR PRIZES EVERY NIGHT
ROCHESTER GERMAN CLUB HALL
Gregory St. (Between South & Clinton Ave.)



The Way to a Man's Heart

BY IRENE MUNTZ

September brings with it the end of the canning season, but it is a busy time for the making of relishes, pickles, chili sauce and catsup. When you've packed the children off to school some cool day, roll up your sleeves, get out the preserving kettle and by careful planning you'll be surprised how much you can accomplish.

First, start the pickles as they have to soak 24 hours in brine so that they will be crisp. Then tomorrow you'll be able to get at them the first thing. Next, start your relish and while it is processing you may prepare the ingredients for the chili sauce.

When the relish comes out of the oven the chili sauce will go in and you are free to go on with any other house work or cooking you may have to do until it is time to bottle the chili sauce.

The special advantage of cooking your chili sauce in this way is that it cooks down gently in the oven, will not stick to the pan, as it is difficult to keep it from doing when you cook it on top of the stove and it will keep its bright color. Tying the spices in a bag, too, flavors the mixture well without darkening it appreciably.

INDIA RELISH

- 1 1/2 qts. chopped tomatoes
- 1 c. chopped celery
- 1 c. green peppers
- 1/2 c. green onions
- 1/2 c. brown sugar
- 2 c. vinegar

Wash, tomatoes, Blanch and peel. Chop all the vegetables coarsely. Mix and add the ingredients together and cook 10 minutes. Place in hot sterilized jars and process 1 hour in a 275° F oven. Remove jars, tighten covers and seal.

CHILI SAUCE

- 80 medium tomatoes
- 10 medium onions
- 1 T. whole allspice
- 1 T. salt
- 1 T. sugar
- 1 c. vinegar
- 1 c. brown sugar
- 2 c. vinegar

Scald, peel and chop tomatoes, add the other vegetables chopped and bring mixture to the boiling point. Turn into a large flat pan and place in 350° F oven. Cook it 1 1/2 hours. Tie spices in a bag and add with the nutmeg, salt, and sugar to the first mixture. Cook until thick and clear. Pour into hot sterilized jars and seal.

MIXED SWEET PICKLES

- 1 qt. small onions
- 2 qts. cider vinegar
- 1 qt. water
- 1 qt. very small cucumbers
- 1 c. salt
- 1 c. sugar
- 1 c. mixed spices

Make a strong salt solution, using 2 c salt to 4 c water, and let the onions caulkflower, celer, and pickles stand in it for 24 hours. Drain and dry. Mix the vinegar, water, sugar and spices and boil 5 minutes. Add the drained pickles. Let simmer 15 minutes. Bottle and seal.

Cider vinegar is best for making pickles. Diluting the vinegar too much, inferior grades of vinegar or boiling the pickles too long will cause pickles to become too soft. They will shrink if the brine or the vinegar is too strong.

Parisian Dinner Costs 83 Cents

After an experience extending over many years among the tables d'hote of Paris, the correspondent of The Observer of London has come to an unequivocal conclusion: The cheapest restaurants in Paris are usually the best and the cooking would be hard to beat—if one knows where to go. He writes:

"I took a party of six to one of the other night. There was only one room, opening directly onto the street, and part of it was occupied by the 'rink' as the French workman calls the pewter covered bar. We had no tablecloths on the marble-topped tables, and the very uneven floor was strewn with sawdust.

"The landlady was the cook, and her daughter the only waitress. Here, for an inclusive price of the equivalent of three shillings and four pence (about 83 cents) a head (including tip) we had a dinner of soup, oysters, fish, chicken, vegetables, salad, sweets, cheese and fruit, washed down with Alsace wine, Cotes du Rhone, and a bottle of excellent Volnay, and followed by coffee and liqueurs."

LINGERIE PINS BACK

Now that the peek-a-boo blouse is back in favor, jewelers are showing lingerie pins in the form of dainty clips—some of them even having tiny perfume compartments.

Mrs. A. Schenck, 111 Boardman Street, call at The Sun for a great tickle to see "Three Loves Has Nancy" at Low's Rochester Theater.

Demand for New Radio Sets Keeps Stromberg-Carlson Running at Full Capacity

The Stromberg-Carlson Telephone Mfg. Co., having stepped up production and employment in its radio division during early August, is continuing to operate at full capacity with some departments on night shifts in order to supply the huge demand for its recently introduced 1939 line of radios and radio-phonographs. Thousands of units that have passed through the test lines are being shipped to fill orders in the major metropolitan areas where the new models have already been presented.

First public showings of the 1939 Stromberg-Carlson in Rochester are being given this week by local radio and appliance dealers who are devoting special window and floor displays to the 24 new 1939 models.

Lee McCann, radio sales manager of the local radio manufacturing concern, attributed the increased production to more intensified national distribution, a stimulated public interest in radio, and a line of radios eclipsing anything previously offered at prices lower than ever before.

In commenting on the great interest being shown in radio, he said there is more than a seasonal upturn occasioned by people looking forward to football broadcasts and return to the air of popular broadcast programs. Radio interest is heightened, he declared, by the greater attention people are paying to the political situation both here and abroad.

Radio reports of this year's Congressional elections are being followed with more interest than in usual years. War in Europe and Asia and impending conflicts, while bad for general business, cause increased listening to news reports, helping the radio business.

Many people, he continued, are replacing their obsolete sets with up-to-date receivers. They are buying radios that will get foreign programs and other short wave entertainment; that take advantage of High-Fidelity broadcasting; that are tuned by push-button, that have better tone; and that have the style of "authentic design" cabinets in good taste.

The new Stromberg-Carlson include a type of radio to suit almost any conceivable need, at prices that reach an all time low. There are period cabinets, consoles in walnut, mahogany and maple, original corner-cabinet radios, table models, radio-phonographs, armchair radios and others serving varied turntable applications.

Engineering advances found on the new models are exclusive Stromberg-Carlson features such as the Acoustical Labyrinth for removing distortion, Electric Flash Tuning for instantaneous push-button tuning, Carpinchoe Leather Speakers for smoother reproduction, and

The Fortified Chassis for protection

The Labyrinth, the live's most important exclusive feature was first introduced in 1934, but only in radios selling for more than \$495. Since then, its cost has gradually been reduced 75%, so that now, it is found in Stromberg-Carlson's selling at less than \$125.

The Labyrinth ducting in perfect entirely independent and shape of the out the Labyrinth. Carlson's design have been able to their new corner—a wanted cabl is entirely original.

Also found in first time are 81 cones in period are exact reproductions of the work of the world's famous furniture designers: Phyfe and Chipmunk, and an Empire drop leaf table "drawers" (really one would never get tired of a radio).

Original styling on all the models, round chairs, both radio and pl has plenty of room, in such as and offering so much most popular mode.

An attractive table \$39.95, \$10 less than Stromberg-Carlson is a reflection of low all models.

Helpful Hint On Slender

Don't be fooled by silhouette because invariably caught middle. It demands a ragen, thin waistline, der hips from which may fall gracefully.

And if you want to of the new "corset" slim diaphragm is as Here is one of the given in the Helena Salon in New York to slender look at the n

(1) Lie flat on y with legs raised at a 40 degrees from the fl straight.

(2) Place hands at of the thighs and slide along thighs until ye your ankles, and r raise head and shoul the floor, so that weigh rests on the small of t

(3) Hold this positio count of ten, and the Repeat five times.

Claude G. Eddy, 656 Clinton South, Low's Rochester 3 playing "Three Loves Has Nancy" at The Sun for free guest use

Ceramic Show A Riot of Color

Art pottery in new and unusual colors and shapes was one of the most interesting exhibits at the recent housewares in New York. This exhibit was especially remarkable as an illustration of the wide range now possible with American ceramic colors, bringing moderately priced vases, bowls, candlesticks and other pottery of this type up to a higher standard of color distinction.

There was a rich brown, for instance, called "Copper Glass" than \$125.

Warning For Check Cashers

Banks, stores, and other business firms in New York State which cash checks for the public have been cautioned by manager of the Rochester field office of the Social Security Board, against depending upon Social Security account number cards for identification purposes.

Account number cards issued by the Social Security Board are for identification purposes under the Federal old-age insurance program and the

State's Super-Highway To Cost \$300,000,000

"Shuffling Off To Buffalo" on the state's super highway has reached the lines-on-a-map stage, but it'll be well along in 1939 before the little matter of cash—\$300,000,000 a mile—gets under way. At that time the State Highway Department is expected to ask the necessary sum from the Legislature.

Nine miles south of

KEEPS CHEESE FRESH

Any kind of cheese can be kept fresh if it is wrapped in a cloth which has been wrung out of vinegar. Put in the refrigerator, it will keep for days without drying out.

USEFUL LEAVES

Don't throw away the outside leaves of your head of lettuce. They may be shredded and used in salads, or they may be put in the soup kettle with other vegetables.

COCKTAIL FLAVOR

For a different and interesting flavor in your tomato cocktail try grating some cucumber in to it.

CHEESE WITH TURNIPS

If your family doesn't care for yellow turnips, try adding grated cheese to them after they are mashed, bake them in the oven until cheese is melted.

STROMBERG-CARLSON-The Only Radio With The Labyrinth

HERE'S THE TROUBLE IN AN ORDINARY CONSOLE—Unwanted sounds set up by the back of the loud speaker run riot in the empty cabinet space to cause distortion. Resonant tones boom out too loud due to the "empty barrel effect" produced by the cavity in the back of the cabinet. These sounds interfere with pure tones from the front of the loud speaker. Low notes are not reproduced in proper balance, and loud passages may cause "speaker rattle" distortions.

THE THEORETICAL ANSWER—A long tube lined with sound absorbing material placed at the back of the speaker would absorb most of the unwanted sounds and conduct the rest harmlessly outside the cabinet without the boom of the air path barrel effect. By increasing the air path from front to back of the loud speaker low notes would be reproduced in proper balance and "speaker rattle" eliminated.

THE THEORY MADE PRACTICAL—A long tube out the back of your radio would be out of the question. So Stromberg-Carlson engineers folded it up into an Acoustical Labyrinth, which fits nicely into the loud speaker space in the cabinet. The same advantages that would be effected by the long tube are thus made available in a beautiful console.

THE PATENTED ACOUSTICAL LABYRINTH—The view at right shows just how the Labyrinth in used in view of the new Stromberg-Carlson. You can see that one of the new Labyrinth long tube wrapped up the Labyrinth is the necessary long tube without folded over and placed within the cabinet. It absorbs the "boom" and distortion present in ordinary radios without and increases the accuracy of the loud speaker reproduction of a Labyrinth. The Acoustical Labyrinth was in a new fidelity. The Acoustical Laboratories have brought in the Stromberg-Carlson Acoustical Laboratories and perfected over a period of years. Patents have been granted in both the United States and Canada.

THE LABYRINTH MAKES POSSIBLE NATURAL TONE IN THE NEW STYLE-CORNER CABINET RADIO.

Why didn't someone bring out corner cabinet radios before? Actually acoustic engineers advocated corner location for the radio long ago, but always the location for the confined sounds from the back of the speaker spoiled the tone. With the Labyrinth in the cabinet, the sound waves from the back of the speaker are absorbed which sends sound in a corner cabinet radio not only is now possible. A corner cabinet radio not only takes less space, it directs its high tones toward listeners in all parts of the room to prevent "dead spots" and the two walls concentrate the low tones for the best musical balance. This is an example of how the Labyrinth makes possible cabinet size and shapes new to radio. It frees the cabinet designer from former acoustical problems.

EAR-LEVEL PROJECTION IS A LABYRINTH RESULT—Until the Labyrinth eliminated cavity resonance "boom", loud speakers had to be placed near the open bottom of a console. This kept the loud speaker down near the floor where rugs and upholstered chairs absorbed high notes and spoiled the live brilliance of music and the clear articulation of speech. Now, with a Labyrinth speaker system sound is projected at "Ear Level".

STROMBERG-CARLSON NUMBER 5 PERFECTED ANTENNA KIT

For maximum sensitivity and effective noise reduction on all standard and short wave reception, the Stromberg-Carlson Broadcast Antenna Kit is recommended. No. 5 Perfected Antenna Kit is recommended. Automatically adjusts itself to tuning range in use. Eliminates man-made static. Designed to fit the requirements of all broadcast short wave radio, either high fidelity or standard. Includes Lightning Arrestor Super-sensitive, includes Lightning Arrestor and the COMPLETE transmission-line system with flexible than a "built-in" antenna more flexibility than any good complete system. All Stromberg-Carlson Radios are designed to operate with any good complete antenna system, and Stromberg-Carlson Kits are designed to improve the performance of any radio.

THESE DEALERS HAVE A COMPLETE LINE OF STROMBERG RADIOS

ALBRIGHT & GRANGER
RADIO SERVICE
1335 MAIN ST. E. CULVER 3697

ALHART'S
ELECTRICAL MEN
1147 CULVER RD. CULVER 3944

BORRELLI
Electric Appliance
493 STATE ST. MAIN 4580

HICKSON'S
STONE 93
CORNER FRANKLIN and MAIN

KENNEDY-CLARK Inc.
22 SOUTH AVE. MAIN 345

KRECKMAN'S
ELECTRICAL STORE
N. Goodman St.-Cor. Hayward CUL. 3933

Monroe Radio & Electric Corp.
"We Know Your Radio"
Largest Display of Stromberg-Carlson in the City
733 Monroe Ave. Open Evenings Monroe 5069

RAY'S
Radio Service
532 CHILI AVE. GEN. 4095

SOUND EQUIPMENT Co.
928 GENESEE ST. GENESEE 3073

WEIS & FISHER
84 CLINTON AVE. S. STONE 1082

Visit Your Favorite Stromberg-Carlson Dealer This Week
To See And Hear These Outstanding New Radios
Ask for details and free descriptive literature including new booklet, "How To Choose A Radio"

LINCOLN

MAIN ST. E. cor. ST. PAUL

Friday and Saturday
Room Lot Sale
WALL PAPER
10 Rolls Paper
18 Yds. of Border
98c
Usually \$1.98 And More
Enough to do the average 12x12 room. Scores of patterns for living rooms, bedrooms, kitchens and halls. In new, desirable tapestries, florals and two-tone effect. This group has sold for much more than \$1.95. Now 98c.

PAINT SPECIAL
EZY FLOW ONE COAT
ENAMEL \$1.09
Usually \$1.75 Half Gallon
Gives a lasting porcelain-like mirror finish to your walls and woodwork—and it washes easily.

ENAMEL 59c Pint
VARNISH \$1.09 Half Gallon
Usually \$1.75

Get this convenient, economical combination package today. Start now to give your system these recommended vitamins and gelatin capsules—approximately a one month supply.

DR. WEST'S
Waterproof Bristle
TOOTH BRUSH 33c

DAW'S
COUPON
TOILET TISSUE 3 11c
HY-TEX SOFT
1,000 Sheet Rolls
DAW'S (Limit 3)

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

VOL. 1 No. 43

ROCHESTER, N. Y., SEPTEMBER 15, 1938

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

The group of realtors, discussing possible booms, a la the fervid 20's of the current century, suddenly shifted their talk to foods, of course, eating, for no apparent reason at all.

The grocery stores today are more attractive than yesterday's, said one, but give me the restaurants of the 90's, when I was young and...

"That's the reason, because you were young," another interrupted. "Everything tastes good when one is young."

"I don't agree with you," said Albert Hettig, former major drugstore operator and now in reality, I remember distinctly Rochester's old time eating places and their menus would be

(Continued on Page 5)



STURDY, BECOMING FRAMES
FOR BOYS AND GIRLS

Every boy and girl should have an eye-sight examination before returning to school. "Skippy" Glasses are especially designed for children and feature these new developments—(1) double braced bridge for hard usage, (2) two-piece endpiece gives added security to lenses, (3) comfortable nose pads to fit youthful faces... See the new "Skippy" styles at your nearest convenience.

SUMMIT OPTICAL CO.
257 MAIN ST. E. STONE 2374
J. J. Donohue, Optician
M. C. Velt, Optometrist
Authorized Refractive Licensee

'50 TRADE — IN ALLOWANCE ON YOUR OLD STOVE OR RANGE



Reg. Price \$169.50

Only At Howe & Rogers

New NORGE CONCENTRATOR GAS RANGE

Howe & Rogers made an unusual purchase of a limited number of Norge gas ranges, made to sell at \$169.50. We will give you \$50 trade-in allowance on your old stove or gas range towards a new Norge while this supply lasts. Take advantage of this great Norge super-value. Help brighten up your kitchen. The new Norge Concentrator gas range is fully rock-wool insulated, to help cut fuel costs, equipped with Norge exclusive concentrator burners. Low-Hest oven control, roller bearing utility drawers. You've never seen a value like this! Come in at once. This offer is limited.

AND YOUR
OLD STOVE

82 Years of DEPENDABILITY

Howe & Rogers
89 CLINTON AVE. SO.

Broderick Likely Candidate

Seen As Designee
For Congressman
At Large

Republican designations for the state ticket will be made a fortnight hence at Saratoga and there is a growing belief that Thomas E. Broderick, former county GOP leader, will have a place on the slate.

Most of the talk connecting Broderick with a place on the state ticket has centered on his chance of snagging the nomination for lieutenant-governor, but those who should know declare that this is not the position Broderick would prefer if he is drafted as a candidate.

A lieutenant-governor of New York State is mostly in the background and that would not suit Broderick, his friends say.

Designation for congressman at large would be more to the liking of the Irondequoit solon and it is reported that he would accept such a designation if it should be offered to him.

P. T. A. TO MEET

Parent-Teachers Association of School No. 49 will hold its first fall meeting at the home of Mrs. William Veeder, 1920 South Ave., Wednesday, at 1:15 p. m. The executive committee will be as host.

Mr. and Mrs. George B. Sage of Gramercy Park, will entertain at dinner on Tuesday at Point Pleasant Hotel.

Raffaele Tiberto, 92 Amherst Street, see Mickey Rooney in "Boys Town" at Loew's Rochester Theater. Call at the Sun for your guest ticket.

Rochester on Parade ★ ★ ★ By W. L. James



THE SAGE OF MAIN STREET: "THE 1939 BUDGET MUST BE PRESENTED TO THE CITY COUNCIL ONE MONTH FROM TODAY AND A LOT OF US ARE WONDERING WHETHER IT WILL PROVIDE A SALARY BOOST FOR MAYOR RAPP."



Madison Evening School Sets Registration Dates

"Register early and avoid disappointment" is the advice of Principal Frank M. Jenner of Madison Evening High School, in announcing the dates for registration at the Wilson Park school, which enrolled a total of over two thousand students last year.

Registration will be conducted on Tuesday evening, September 20, and Thursday evening, September 22, and regular classes will begin on Tuesday, September 27.

Regular evening school classes will be conducted on Tuesday and Thursday evenings, but if registration warrants additional classes will be opened on Monday and Wednesday evenings.

They're Talking About:

Mayor Lester Rapp's chance of having a provision for a salary boost inserted in the 1939 budget. And wondering whether the budget will provide \$750, the Mayor's present salary; \$2,500, the sum he asked for, or \$9,500, the goal for which Mayor Rapp is now said to be shooting.

The budget for 1938 provided \$5,000 for the Mayor's salary, but GOP leaders, bound by their platform to seek the abolition of the office of Mayor, pruned the actual remuneration to \$750. In addition to his salary as Mayor, Mr. Rapp receives a salary of \$1,500 for serving as Councilman.

Floyd Beal, the young Tar



Dean to Visit Women of Moose

Rochester Chapter, Women of the Moose, will be host to State Dean Marie LeClaire, of Saranac Lake, at afternoon and evening sessions of the local unit to be held on Tuesday, September 20. The afternoon session will be devoted to a discussion on chapter development and a special initiation in honor of the dean is planned for the evening.

Zontians Attend Inter-City Meet

Rochester Zonta Club will attend the inter-city meeting of Zonta clubs Saturday and Sunday at the Shorewood Country Club, on Lake Erie. The Dun-Clark-Fredonia Zonta Club will be hostess.

Saturday afternoon there will be games, golf, and swimming, and for those who enjoy motor-ing the Chautauque hills offer many drives of natural beauty. A banquet will be held Saturday evening.

Miss Margaret Johnson is chairman of arrangements, Miss M. Virginia Swanson, reservations, and Miss Ethel Woodworth, inter-city chairman.

Democrats Hit GOP 'Prattle'

Charge Lack of
Sincerity On
Referendum

Trouble is brewing for the Republican party in Rochester because of its attitude on the referendum question. Democratic leaders charge that the GOP wants a referendum only when such a proceeding would kill a project which Republicans want killed.

In short, Democrats declare that Republicans are giving what amounts to lip service through constant prattling concerning the planks of the GOP platform, especially that plank which commits the party in power to a referendum on important public projects.

Republicans, so their opponents say, are going hot and cold on this referendum business. Democrats point to the killing of the penitentiary project—a Democratic "baby"—which was sidetracked and to the proposed new City Hall, which they declare is really wanted by the Republicans, hence no referendum.

A referendum is expected before the city gets a new sports arena and this, Democrats say, is because the GOP is fearful that objections to such an undertaking might prove embarrassing unless the voters had a chance to pass on the project.

Fading Exposition Burden on Treasury of Municipality

Suggestion Advanced That City Take
Over Control and Operation of Show

Tired of being an "angel" for the steadily fading Rochester Exposition, there are indications that the city government is in a mood to accept suggestions leading toward a drastic change in the presentation and control of this thirty-years-old undertaking.

Edgerton Park, despite its occasional use for other purposes, is maintained principally as a site for the Exposition and this maintenance, plus the city's investment in the property, is estimated to cost the municipality more than \$150,000 annually.

Here are some of the services rendered the Exposition by the city:

Furnish grounds free. (Continued on Page 2)

Rochester's Most Outstanding VALUE! Your Choice of Any DRESS In Our Budget Section



\$1.77

1500 TO CHOOSE FROM
TOMORROW

SIZES
14
To
52

Styles You'll See in Dresses
Selling at \$2.95 and \$3.95

- NEWEST FALL STYLES
Including Dirndls and Jumpers
- NEWEST FALL FABRICS
Striped Crepes—Print Challis—
Taffetas—Solid Crepes
- NEWEST FALL COLORS
Wine—Teal—Black—Green
Rust

Stephens
210-214 MAIN ST. E.

ACTION SPECIALS For FRIDAY and SATURDAY

2000
Rayon UNDIES 14c
Many Styles—All Sizes
29c VALUES

PERFECT—RINGLESS
HOSIERY 34c
Pure Silk—2-Thread Crepe
49c VALUE

NEW FALL
SUEDE BAGS 34c
Smart Styles—Fitted
VALUES TO \$1.00

STRING KNIT
SWEATERS 38c
Fall Shades—Several Styles
VALUES TO \$1.00

Stephens
210-214 MAIN ST. E.

CHAMPIONS SPORTSWEAR HEADQUARTERS

THIS WEEK'S SPECIALS!

WITH COUPON ONLY
THURSDAY, FRIDAY, SATURDAY ONLY

Regular \$1.25 SWEAT SHIRTS Size 36 to 46 56c Colors: Silver, White, Salt and Pepper	Regular 25c White SWEAT SOX ASK FOR R-S-X 18c Buy Several Pairs At This Price
--	---

FOR THE WHOLE FAMILY WARM ALL WOOL COAT OR FULLEVER STYLE

SWEATERS

Men's Button or Zip Front COAT SWEATERS Size 36 to 46 \$1.95 Others To \$5.00	Ladies Regular \$3.00 Value COAT SWEATERS Size 36 to 46 \$2.95 Extra Sizes 48 to 54—\$3.95
---	--

OVER 500 PAIRS YOUNG MEN'S HARD WEARING
TROUSERS \$2.95
Splendid all wool trousers with self belt and the crease that can't come out. Values to \$4.95.

For The Whole Family New Style
Capeskin and Suede Leather And Wool

SPORT JACKETS

Men's Leather Jackets \$4.95 and up Men's Wool Jackets \$2.95 and up	Ladies—Sizes 14 to 20 LEATHER JACKETS \$5.50 and up Hoy's Suede Jackets Special \$4.95
---	---

Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minute Free Parking at 3 Stations, Bills, Strand & Sparks

ROCHESTER'S LARGEST
AND MOST COMPLETE
PANTS
DEPARTMENT
PANTS FOR EVERY PURPOSE
SAVINGS TO 20%
ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVENUE
Phone STONE 2260

HIPPODROME BINGO

EVERY MONDAY
at **8:30 P. M.**

"Hippodrome Bingo is Different"
DOOR PRIZES EVERY NIGHT
ROCHESTER GERMAN CLUB HALL
Gregory St. (Between South & Clinton Ave.)

PAGE TWO

By

Mrs. tamed, chester guest of of Lake Mrs. Vick Par from a Europe. Mrs. East Av by mot where days. Mrs. Stratha for New panied Susan summer. Mr. of Rut turned were ti mother Coomb several Hugi ehelle, of Mr and Buckh

SPECI

B

I

E

S

T

R

O

N

E

S

T

R

O

N

E

S

T

R

O

N

E

S

T

R

O

N

E

S

T

R

O

N

E

S

T

R

O

N

E

S

T

R

O

N

E

S

T

R

O

N

E

S

T

R

O

N

E

S

T

R

O

N

E

Mr. and Mrs. Robert K. Osborne of Arnold Park, have returned from New York, where they went to bid bon voyage to their daughter, Miss Ann Osborne, who sailed for Sweden.

AVON IS HEADQUARTERS FOR FASHION AT A PRICE



Sizes
11
To
44

BRAND NEW SPORT COATS

\$14.99

Included
Are The
Genuine
"Lustror"
MOHAIR
FABRICS

• Swaggers • Fitted • Box

BUY on our LAY-A-WAY PLAN

New Fleeces! Flat Weaves!
Warmly lined and interlined.
Gay colors! Subdued shades!
Every style now popular!

AVON 132 SHOP E. MAIN ST.

Let us Prove that a Bendix PAYS FOR ITSELF by a Week's Wash in Your Own Home!

THE SUCCESSOR TO THE WASHING MACHINE

HERE is proof that the Bendix saves money, labor and time... is safe, sanitary, convenient and dependable... the fairest possible offer to responsible prospects.

Let us put a Bendix in your home at our expense. Be satisfied in every way.

Your old washer may more than equal the down payment on a Bendix and a Bendix is practical to own on easy terms.

BENDIX HOME LAUNDRY
Washes... Rinses... Damp-Dries AUTOMATICALLY



THIS IS ALL YOU DO

- 1 Put dry, soiled clothes into dry cylinder and shut the door.
- 2 Set the automatic time and water controls... add soap and bluing.
- 3 Take out clean, sweet clothes... damp-dry and ready for the line.

PHONE OR VISIT

Your Favorite Dealer

E. W. EDWARDS & SON
Main St. E. Stone 2300
TALKING MACHINE CO.
97 Main St. East Main 3296
HOWE & ROGERS
89 So. Clinton Stone 1800
ALHART ELECTRIC
Culver 3944

PEERLESS RADIO
1054 Dewey Ave. Glen 840
PURPLE & BERHMAN
34 So. St. Stone 209
I. S. HUNT
390 Thurston Rd. Genesee 6913

Suit-Blocking Finesse Brings Defeat to Declarer

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

About two weeks ago there appeared in this column a hand in which the key play consisted in the refusal of the declarer to take a finesse in order to prevent herself from blocking the suit.

A day or two ago I came across a hand which is very similar to the one mentioned. It contains the same type of Safety Play, and, as plays of this sort occur frequently, it might do no harm to use this hand as an example in today's article, even though it might be called repetition.

South became the declarer at a contract of three No Trump. West opened the king of spades and declarer held off until the third round. After winning the third spade in the dummy with the Ace, South played dummy's six of clubs and finessed the queen. West won with his king and cashed his last spade and led a heart through dummy's tenace.

As the cards lay, South should have made his contract against any defense. When the dummy goes down declarer can count one spade, three diamonds, and one heart trick. As clubs are the long suit, the extra tricks needed for the contract must be developed there. South, therefore, will need to take four club tricks. With this plan of play, no heart finesse will be required.

As the cards lay, South should have made his contract against any defense. When the dummy goes down declarer can count one spade, three diamonds, and one heart trick. As clubs are the long suit, the extra tricks needed for the contract must be developed there. South, therefore, will need to take four club tricks. With this plan of play, no heart finesse will be required.

As the cards lay, South should have made his contract against any defense. When the dummy goes down declarer can count one spade, three diamonds, and one heart trick. As clubs are the long suit, the extra tricks needed for the contract must be developed there. South, therefore, will need to take four club tricks. With this plan of play, no heart finesse will be required.

As the cards lay, South should have made his contract against any defense. When the dummy goes down declarer can count one spade, three diamonds, and one heart trick. As clubs are the long suit, the extra tricks needed for the contract must be developed there. South, therefore, will need to take four club tricks. With this plan of play, no heart finesse will be required.

As the cards lay, South should have made his contract against any defense. When the dummy goes down declarer can count one spade, three diamonds, and one heart trick. As clubs are the long suit, the extra tricks needed for the contract must be developed there. South, therefore, will need to take four club tricks. With this plan of play, no heart finesse will be required.

As the cards lay, South should have made his contract against any defense. When the dummy goes down declarer can count one spade, three diamonds, and one heart trick. As clubs are the long suit, the extra tricks needed for the contract must be developed there. South, therefore, will need to take four club tricks. With this plan of play, no heart finesse will be required.

As the cards lay, South should have made his contract against any defense. When the dummy goes down declarer can count one spade, three diamonds, and one heart trick. As clubs are the long suit, the extra tricks needed for the contract must be developed there. South, therefore, will need to take four club tricks. With this plan of play, no heart finesse will be required.

As the cards lay, South should have made his contract against any defense. When the dummy goes down declarer can count one spade, three diamonds, and one heart trick. As clubs are the long suit, the extra tricks needed for the contract must be developed there. South, therefore, will need to take four club tricks. With this plan of play, no heart finesse will be required.

As the cards lay, South should have made his contract against any defense. When the dummy goes down declarer can count one spade, three diamonds, and one heart trick. As clubs are the long suit, the extra tricks needed for the contract must be developed there. South, therefore, will need to take four club tricks. With this plan of play, no heart finesse will be required.

'Angel' Role Tires City

(Continued from Page 1)

Prepare grounds for exhibits and maintain and repair buildings.

Clean grounds before during and after Exposition. Attendance, as well as profit or loss, are mysteries which are not revealed to Mr. and Mrs. Taxpayer and this combination of happenings has brought out the suggestion that the city take over operation of the show through the agency of its promotion branch, the Department of Commerce.

Talk that expositions in general are passing out of favor is contradicted by the showing of Toronto's annual fair, which this year drew an attendance of more than 300,000 in excess of the figures of 1937.

Rochester's Exposition this year was strictly a one-day show, lacking most of the features which once made the affair so popular. An earlier date, which would not conflict with the State Fair at Syracuse; reduced admission, the return of a name band and a determined effort to bring back the attractive exhibits which formerly were glad to show at Rochester are some of the changes which might restore the former glamor of the Exposition.

Baker Explains New Hall Plan

Rochester's proposed new city hall, if constructed, will close the west arch of the Broad Street bridge, causing additional flood prevention cost, City Manager Harold W. Baker told the Citizens Tax League.

Seven other questions answered included location, "on the easterly edge of the Carroll-Fitzhugh race, purchase of property on east side of Exchange Street, from Court to Broad, is not part of the present project. Rental and moving costs not included, no estimates made the sale of Fitzhugh-Spring-Broad Street property owned by city."

Baker said he was "unable to give any worthwhile estimates of the difference in construction of the proposed project by the city alone in contrast to its construction under PWA supervision and requirements, but it is my opinion that the difference in cost, is relatively slight."

Harry A. Faber, 286 Winchester Street, see Mickey Rooney in "Boys Town" at Loew's Rochester Theater. Call at The Sun for your guest ticket.



FORTUNA

Hair Styling Salon Offers

Complete HAIRCUT AND PERMANENT \$5

All Work Guaranteed
165 Commerce Bldg.
Stone 4891

SAVE! MILLER'S SPECIAL High Quality, Long-Burning Hard COAL \$10.65 TON Prepaid or Cash Only Show, OK
STOVE, EGG, NUT, GEN. 20
• PEA \$8.75
• BKWT. \$7.75
• RICE \$6.75
Prompt, Clean Deliveries Modern Trucks Courteous Drivers
Every Ton Guaranteed! Quality FUEL OIL

ARDEAN R. MILLER 500 WEST AVE. Quality and Efficient Service Since 1912

Dress Shop Head



Jinny Williams, formerly connected with several of Rochester's leading fashion shops, will open her own dress shop at 484 Plymouth Avenue on Saturday.

True Story Magazine Seeks Girl For Cover

A trip to New York and \$100 for use of her picture is the inducement offered by True Story Magazine announcing in the September issue a national beauty contest to find a girl whose photo will decorate the cover of the magazine.

The contest is open to all girls and young women who submit a photo. Winner will have her likeness made in natural colors. The change in policy is explained William J. Rapp, editor, who said only pictures of its readers, instead of movie and radio stars, henceforth will be used for cover illustrations.

Edward Sabath, 483 Exchange Street, see Spencer Tracy in "Boys Town" at Loew's Rochester Theater. Call at The Sun for your guest ticket.

Miss Agnes Egan, 323 Marion Street, see "Boys Town" at Loew's Rochester Theater. Call at The Sun for your guest ticket.

Home Bureau Fall Program

Next Thursday afternoon at 1:30 the Rochester Home Bureau will open its fall program with a cookery demonstration on "Pickles and Relishes" by Mrs. Marietta Z. Dickerson, at the new headquarters, 150 Plymouth Avenue.

Market reports have been telling us that this year is bringing a most abundant crop of cucumbers and other pickling fruits and vegetables. Winter menus are made more interesting when the zest of a pickle or relish is added to a meal that too often might be lacking in fresh or crisp foods.

Science has done a great deal of research which oftentimes seems far removed from everyday life. Yet every year there are many women who have a product in which they have invested both time and money, and yet find a few months later that it has spoiled.

Here is the place where science gives an accurate picture of the causes and reasons. The proper relationship of vinegar, salt, and sugar will always result in a crisp and firm pickle, for then it has been well-cured.

Other phases of the Home Bureau program will be presented throughout the year, not only in the new headquarters, but in regular weekly meetings in the neighborhood units of the city, where all the departments of homemaking are studied.

INCOME TAX DUE TODAY

Today is Uncle Sam's Internal Revenue day for those individuals fortunate enough to pay an income tax, the third installment, the final payment becoming due December 15.

Mrs. Frederick S. Lewis and her daughter, Beverly Gall, of Westfield Street, returned Sunday from Cincinnati, where they were the guests of Mrs. Lewis' mother for several weeks.

Mr. and Mrs. E. C. Moon of East Avenue, have returned from Atlantic City, where they passed several days at Hotel Traymore.

Announcing our Opening

JINNY WILLIAMS DRESS SHOP

OPENS SATURDAY SEPTEMBER 17th

Featuring a smart collection of dresses for the Junior Miss (Sizes 11 to 17) and Misses (Sizes 12 to 20). Fall's latest creations in Black and the new shades of Green, Teal Blue and Wine.

\$6.75 \$8.75 \$9.75 \$10.75

ALSO A SMART COLLECTION OF SUITS AT \$9.75 AND \$10.75

Here is a shop designed to appeal to discriminating women, who appreciate smart apparel... specially at our extremely moderate prices. Do come in and view our displays.

484 Plymouth Ave. S. (Near Flint St.)

Open Evenings Until 9 P. M.

★ SELECT YOUR OWN PIECES! ★
From LAUER'S Permanent Display MAHOGANY BEDROOM GROUP
40 PIECES ARE YOURS TO SELECT FROM
Here, in deep red, rich mahogany, you can assemble your own bedroom suite from forty pieces. In this group at Lauer's you will find tail tester beds with canopy tops as well as six other styles of beds. You will find chest on chests... Three styles of vanities... chests and night tables and all sorts of pieces. To make your room more individual, you assemble your own suite. As you will note, Lauer's have very low prices on this fine mahogany furniture, and you may pay for it on Lauer's budget plan. Three pieces may be purchased for as low as \$79. See this furniture tomorrow.

LARGE DRESSER 37.50
CHEST OF DRAWERS \$31
VANITY BENCH 6.75
VANITY TABLE \$34
PANEL BED 19.75
CHEST ON CHEST 39.50
POSTER BED PANEL BED 19.75
VANITY DRESSER 37.75

LAUER'S 50 STATE ST.
OPEN EVENINGS BY APPOINTMENT
PHONE, MAIN 3268

Bendix Hi-Flyers Honor Comely Queen of Air

Jacqueline Cochran, comely winner of the Bendix Trophy Race, has been made honorary commander of the Bendix Hi-Flyers, an honor organization comprising more than seven thousand Bendix Home Laundry retail salesmen, according to John Kemp of the Kemp Equipment Company, which distributes Bendix Home Laundries in this area.

Miss Cochran has been presented with the diamond Hi-Flyers insignia, the highest award in the Club.

Mrs. Dorothy Zuckerman, 151 Bradburn Street, see Mickey Rooney in "Boys Town," at Loew's Rochester Theater. Call at The Sun for your guest ticket.

William T. Burke, 537 Lyell Avenue, see Spencer Tracy in "Boys Town," at Loew's Rochester Theater. Call at The Sun for your guest ticket.

Look at These VALUES

... then you'll see why people are saying —

You Get More For Your Money at LAKE'S

SAMPLE and One of a Kind DRESSES

Bring A Friend—Save 1/2

2 for \$6⁹⁵

Made To Sell For \$5.95 Each

Double value and double fashion for your money. Falls most exciting dresses... new soft top... draped bodies... high shoulders and other new features. Sizes 12-20, 38-44 and 46-52. Also a large selection of half sizes.

NEW SAMPLE SPORT COATS \$10⁹⁵

Made To Sell For \$16.95

Warm winter sport coats lined and interlined, plaid backs, all colors to choose from sizes 12-20, 38-44. Every coat worth much more.

LAKE'S LADIES APPAREL STORES
664 Clinton Ave. N.
AT BUCHAN PARK

IF YOU NEED A NEW ROOF!

The following roofers can give you a bargain on a new Bird Thick Butt Shingle Roof this week only. The country's outstanding roofing value.

Call your favorite dealer listed below for free estimate and samples. No obligation. Easy terms as low as \$5.00 a month.

ACME ROOFING CO. Genesee 3874-M
235 Lehigh Ave.

ALLIANCE ROOFING CO. Stone 3845
226 N. Clinton Ave.

CULVER ROOFING CO. Culver 3586-W
68 Iroquois St.

CRISSEY ROOFING CO. Culver 3243
1305 Culver Rd.

INLAID ROOFING CO. Glen. 108
105 Scholfield Rd.

KEMP ROOFING CO. Main 1786
331 W. Main St.

PIKE ROOFING CO. Glen 5882
290 Versailles Rd.

ROTH ROOFING CO. Glen. 5198
543 Ridgeway Ave.

ROCHESTER DISTRIBUTION & APPLIANCE CO. Culver 2054
1891 Main St.

UNIVERSAL ROOFING CO.
522 S. Plymouth Ave.

ROCHESTER'S THRIFT CENTRE

Edwards

STONE 2300

2-piece CA-VEL MOHAIR LIVING ROOM SUITE

You'll wait forever and a day to duplicate this spectacular Edwards value! A two piece living room suite with that rare combination, good looks and solid comfort. Superior construction down to the last "hidden" detail. Choice of eight new decorator shades in "Ca-vel" mohair... an upholstery fabric that looks "like a million" and wears like iron.

Purchased Separately: Chair \$39.95 Sofa \$60

99⁹⁵

EDWARDS, Fifth Floor



GENERAL ELECTRIC VACUUM CLEANER

With Motor Driven Brush

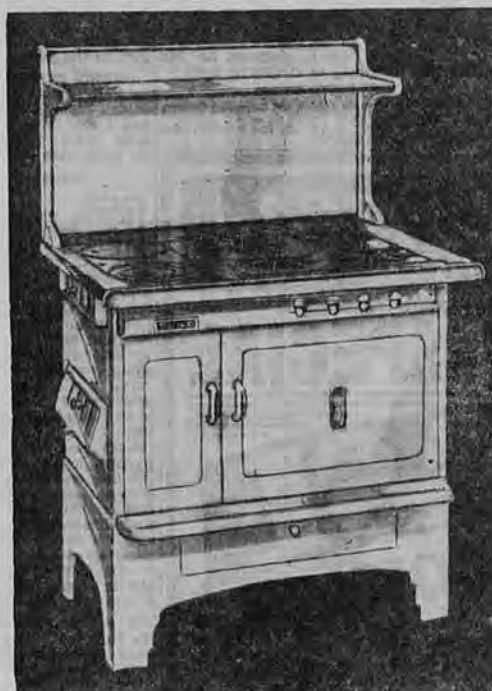
29⁹⁵

READ THESE FEATURES:

- Motor-driven tufted brush... taps deeply imbedded dirt to surface, combs and freshens rug pile.
- Front wheels back of nozzle... greater cleaning efficiency.
- 2 rear wheels... easy rolling, permit tipping cleaner over rug fringe.
- Popular pistol-grip handle... air-cooled, requires no oiling.
- Dust-proof bag... permits air-movement, easy to empty.
- Adjustment screw... provides correct nozzle height for rugs.
- 18-foot cord... rubber covered, with unbreakable rubber plug.

Pay \$3 Down
\$1 Per Week

EDWARDS, Sixth Floor



ANOTHER SPECIAL PURCHASE "CERTIFIED" INNERSPRING MATTRESSES

16⁹⁸

Regular 34.50 Value
You Save 17.52

LESS THAN..

1/2 price

NOTE THESE FEATURES:

- Guaranteed Inner Coil Spring Unit
- Guaranteed Spring Edge Construction
- Patented Rope Handles That Won't Tear Out
- Imported South American Sisal Padding
- Imported Panel Damask Ticking
- Fully Ventilated Centre
- Smooth Flat Tufts

All Standard Sizes

Strange as it seems, you actually save MORE than you pay. Which enables you to purchase two of these luxurious mattresses for the regular price of one... and have lunch money left over besides. An offer which would be totally impossible but for Edwards' mammoth three-store buying power plus the co-operation of one of America's foremost mattress manufacturers whose trade name is synonymous with lasting sleeping comfort.

Pay 1⁷⁰ Down, Balance Monthly



Edwards
Seventh Floor

During this Special Event
Your Old Stove is Worth \$50

The Aristocrat GLENDALE COMBINATION Dual Oven Range

Regular Price 189.50
Loss Allowance for Your Old Stove 50.00

You Pay Only

139⁵⁰

Best offer yet on the modern GLENDALE "Aristocrat" dual oven range! Versatile! Practical! Economical! Bakes with gas, coal or oil. Takes the chill off your kitchen. Yet, fills no more space than an ordinary gas range. Features include: full insulation, automatic lighter, Robert Shaw heat control. Cast iron "lifetime" construction. Smooth, easy to clean porcelain finish.

GREEN GREY TAN
"Mother of Pearl" Effect

YOUR OLD STOVE IS YOUR DOWN PAYMENT

EDWARDS, Sixth Floor

TOP NOTCH SALESMAN WANTED

Now calling on retail stores. One with a following a month 100 rooms, restaurants, bars, beauty parlors, undertakers, or wearing apparel stores. Recommend a high quality specialty as a sideline. Furnish us with live prospects. Liberal percentage arranged. No Selling Required. Write
Rochester Sun Office
420 Burke Bldg.

Church Unit To Give Bingo Party Wednesday

A bingo party under the auspices of Ladies Auxiliary, Knights of St. John of Holy Apostles Church, will be given in the school auditorium, Austin Street, Wednesday evening. Committee in charge is: Mrs. Leona Gifford, chairman, assisted by Mrs. Mary Dalton and Mrs. Frances Kase tickets; Mrs. Mae Dunham, Mrs. Carrie Raymond and Mrs. Leona Gifford, prizes; Mrs. Florence Gottmeier special and Mrs. Mary Sheehan, publicity.

Mrs. M. J. Callahan, 331 Leck Avenue, call at The Sun for guest ticket to see Spencer Tracy in "Boys' Town" at Lew's Rochester Theater.

HAVE YOU HEARD?

OPPORTUNITY!!

Here is your chance to earn some extra money! WE OFFER \$3 to ANYONE sending in the name and address of a prospective buyer of a typewriter or adding machine. Call this office. STONE 6001.

From the smallest size to the largest! That's what you find at LAKES dress shop, 644 Clinton Ave. Their new fall styles are the best we have yet seen and the values are tremendous. The size range is from 9 to 32 so everyone can be suited. (They also carry blessed-event dresses.) 644 Clinton Ave. North. Main 5062

Why not give a "Freshman shower" for your girl friends going away to school?

Take a tip from this column and visit Mary Roncone, 51 Clinton Ave. South for your dressmaking problems. She is a great asset to any SMART WOMAN'S wardrobe.

ANNE KOVEN'S fur garments are outstanding fashion creations and can be purchased with confidence and within your means. 45 East Ave.

Have you heard that October has a macaroni week, a candy week, an apple week, and the whole month is doughnut month? What a month!

BAKE TO HONOR LOCHTE

Political clambakes advanced another notch as the Union League Republican Club an-

nounced one for Sunday, with Arthur Lochte, county O. P. leader, as guest of honor.

YOUR HOME YOUR HAPPINESS

Depends upon the care with which you furnish. Do it easily. At Lauer's 50 State St., "At the sign of the grandfather's clock."

Heave Ho! It's off to school we go with the latest in clothes made by the magic fingers of Mrs. M. Stickland. She will design your gowns, work from your original ideas and also do your alterations. SEE Mrs. M. Stickland today at the Present Building, 24 Clinton South.

Skinner Warns Autoists Of School Bus Stops

Motorists when overtaking or meeting a school bus that stops, must come to a complete halt and then proceed with caution, Sheriff Albert W. Skinner, reiterating the state law, reminding drivers in the county.

Stressing the fact that his deputies will concentrate on violations of this statute, Skinner also warned that autoists must drive through school zones with extreme care.

Miss Florence Donovan of Scarsdale, has returned to her home after spending several days as the guest of her sister, Mrs. Leon L. McGrady, and Mr. McGrady of Clayborne Road.

Samuel Archer, 423 Rosewood Terrace, see "Boys' Town" at Lew's Rochester Theater. Call at The Sun office for your guest ticket.

The Way To A Man's Heart

BY IRENE MUNTZ

Seasons come and seasons go and to the homemaker that is the signal for house-cleaning time. Probably your men folks here this period more than you do, for you have the satisfaction of seeing your home emerge spic and span, the furniture gleaming and the woodwork fresh and clean, while they come home to find rooms upset, their private accumulations disappearing, odd jobs waiting and meals sketchy.

With a little planning, however, cleaning days may be made easier and the family need not feel that they are being neglected when they sit down to the dinner table. Here is a delicious meal that may be prepared right after breakfast, if you like, before you start the cleaning. Store it in your refrigerator until an hour before meal time. Then light your oven and when it is hot, place the food in it. It will come out perfectly done without any more attention from you.

Baked Potatoes
Veal Loaf
Onions in Tomato Sauce
Yum Yum Cake
Temperature for complete meal
350 degrees 2 1/2 hours

VEAL LOAF
1 1/2 lb. ground veal
1/2 c. finely chopped celery
2 T. chopped green pepper
1 lb. salt pork, ground
1 c. bread crumbs
1 egg, beaten
1 c. catsup

Combine ingredients and turn into a greased loaf pan. Place on lower oven rack to the rear.

BAKED POTATOES—Scrub well medium-sized potatoes and remove imperfections. Roll in fat and place on lower oven rack to the front.

ONIONS IN TOMATO SAUCE
Peel small-sized cooking onions. Place in a casserole and add 1 can condensed tomato soup. Cover tightly and place on upper rack to the rear.

YUM YUM CAKE
2 c. coffee
2 c. sugar
1 lb. raisins
2 T. shortening
1 c. cinnamon
1/2 c. cloves
1/2 c. nutmeg
1 t. salt
2 c. flour
1 t. soda

Combine all ingredients, except flour and soda, in a sauce pan and boil 5 minutes. Cool. Sift flour, measure and sift with soda. Combine with first mixture and turn into a well oiled 12" x 8 1/2" x 2" pan. Place on upper oven rack to the front.

The Yum Yum Cake is a delicious spice cake, rich enough to be enjoyed without any frosting. However, if your family doesn't care for cake without frosting, here's an easy recipe you may spread on the cake as soon as it comes from the oven. Just combine 2 T. butter, 2 C. confectioners' sugar, 2 T. milk and 1 t. vanilla. You'll have plenty of cake left over to pack in the children's lunch boxes and to serve for tomorrow's dinner.

If you are planning ahead for this meal, make enough extra coffee at breakfast to have on hand for it. To store

Really and Truly

HEY PEG! HOW DYA GET INTO THIS? (Sings)



Dear Jane:
Well, here I am back again, all tired out from my vacation. I understand from what Peg and Marge tell me that a few fancy fashions snuck up on us while I was away. Oh well! You just tell your friends to follow this column every week, because by the looks of some of the sketches in my portfolio, we're going to have some fun with the new fall fashions. Which brings me down to the above sketch—the "Bell shaped" (Hoop) skirt.
Take my advice, Jane, and don't ever tackle one of these dresses single handed — get HELP!! You'll never make it in solo performance — I know.
In desperation, I called Peg and asked how she got into hers single handed. She said that she just put the skirt over her head and did a Balinese dance with her arms and shoulders, the "Yam" with her feet and legs, and the Hula Hula—in between. Love 'n' stuff Babe

Mrs. Libanus M. Todd of East Avenue, and her daughter, Mrs. Wilfrid M. Kearns, of Wilshire Road, returned Monday from a stay of several weeks in Ireland and England.

Mrs. William Waters, formerly of Sibley Place, has taken an apartment in Arnold Park. Miss Winifred Brandon of New York, is the guest of Mr. and Mrs. J. Le Roy Knight of Highland Avenue.

CLARK'S

CHICKENS Buy what you need of the cuts you prefer Breasts, lb. 39c Legs, lb. 37c Wings, lb. 20c Giblet, lb. 19c Livers, lb. 45c Necks, lb. 12/2c	CLAMS Cherry Stone 12c doz. FRESH SHUCKED OYSTERS 25c pt. Direct From The Oyster Bed FANCY LONG ISLAND DUCKLING 19c lb. 3 to 4 lb. average	Kaufman's Genuine Spring Leg O'Lamb 21c lb. Boneless Fillet of Lamb 21c lb. Loin of Lamb Chops 31c lb. Rib Lamb Chops 25c lb.
--	---	--

BECK OR SHOULDER BROILERS 25c lb.
1 1/2 to 2 1/2 lb. average

CLARK'S MARKETS

Special Prices for Hotels, Restaurants & Clubs
600 Jefferson Ave. Cor. Barlett St. Gen. 1417
FREE PARKING At Both Stores
906 N. Goodman St. Cul. 4870

Go first to Neisner's 5c to \$1.00 Stores

WE-MADE-A-GREAT-SPECIAL

PURCHASE OF-WOMEN'S-FALL-FOOTWEAR THE NEW - PLATFORMS -

SMART - SUEDE - GABARDINE - NOVELTIES. THE NEW WEDGEES AND SADDLE OXFORDS



21 - BRAND - NEW - FALL - STYLES



ALL - AT - THIS - GREAT - SALE - PRICE!



An Idea Is Born

And A New Furniture Store Opens Its Doors

TOMORROW... witnesses the opening of a new kind of furniture store in Rochester. This store is the result of an idea... born of an 18 year experience in the Rochester market.

We believe former methods of selling furniture are old-fashioned! A change was inevitable... and that change is now taking place... here! Formerly, it has been the opinion of many Rochester people that, in order to have really fine furniture, it was necessary to spend a great deal of money. We are in business to change that idea!

Because of our location (chosen after a city-wide survey), we are able to bring furniture created by America's foremost manufacturers to Rochester at prices within the range of the average budget.

Rochesterians, we have found, appreciate finer furniture. That is why we feature exhibition pieces and interior decorator's favorites in complete array... leading manufacturers of Grand Rapids, Jamestown and Rochester are represented here. Prices will immediately impress you as being lower (we know they are because we've shopped the town). That's why we've chosen for our motto: "The Best For Less."

Visit us and view this complete exhibition of finer furniture. We will not urge you to buy.
Tomorrow and Saturday a Souvenir Given To Each Lady Visitor

WE WILL BE OPEN EVERY EVENING

GOODRICH FURNITURE COMPANY

1683 DEWEY AVE.

Plenty of Free Parking Space Telephone Glenwood 4064

YOU QUICK

AS LOW AS

DIAM 5.25x18 5.50x18 5.00x18 slight A

HEA

UN ROCHE 1185-1223

DRIVE

We claim we and look around Now, during t ers we offer GENUINE SA



MA

Four Fl Fine Fu

Th

40

Pay

SHOP CHR

Any Articl EASIEST H

Down

Open E Evening Ti

William Waters, formerly of the place, has taken a room in Arnold Park. Wintfred Brandon of New York is the guest of Mr. J. Le Roy Knight of 10 Avenue.

Will help you plan your party. We special-ize in Chickens, Clams, etc.

Kaufman's Genuine Spring Leg O'Lamb 21c lb.

Boneless Filet of Lamb 21c lb.

Loin of Lamb Chops 31c lb.

Rib Lamb Chops 25c lb.

STEAKS 19c lb.

RESTAURANTS & CLUBS K'S

906 N. Goodman St. Cal. 4870

ea
rn

niture
Doors

fashioned! A place...
people
try to spend
it ideal!

ion (chosen
wey), we are
created
st manufac-
at prices
the average

re. That is
s' favorites
birds, James-
immediately
e've shopped
the Best For

CH
ANY

E.

Telephone
Wood 4064

YOU DON'T NEED CASH QUICK CREDIT Easy Pay PLAN

TIRES
AS LOW AS **\$6.15**

DIAMOND DUPLEX
5.25x18 \$8.35
5.50x17 \$9.05
5.00x16 \$10.20
Slight Additional Credit Charge

CAR HEATERS As Low As **47c** Per Week
UNIT PARTS CORPORATION
1185-1223 MAIN ST. E. CULVER 250

Lalla Rookh Convention Brings 2,000

Prophets of Rochester's Lalla Rookh Grotto were completing preparations today for the entertainment of some 2,000 members of 17 New York State Grottoes which will convene here in the 12th annual Empire State Grotto Convention, tomorrow, Saturday and Sunday. Convention headquarters have been established at the Sagamore Hotel, where most of the entertainment features planned for the visitors and their ladies are listed.

Lalla Rookh Grotto, which will be represented by its uniformed drill team in the competitive patrol drill and band contests which will feature Saturday afternoon's session at the New York State Armory.

Miss Anna D. Imholz, 1821 Clifford Avenue, will at The Sun for a guest ticket to see Mickey Rooney in "Boys Town" at Loew's Rochester Theatre.

William H. DuBois, 285 Kenwood Avenue, see Spencer Tracy in "Boys Town" at Loew's Rochester Theatre. Call at The Sun for your guest ticket.

Opens Store



Arnold R. Goodrich, well known in retail furniture circles, has opened a new furniture store at 1683 Dewey Avenue.

Housing Survey Begins In City's Slum Area

Rochester's "slum areas" were being canvassed by six city inspectors this week, with eight others soon to join the ranks. Results of this, together with the city-wide survey later to be undertaken by 200 WPA workers, will be compiled to determine if the city needs a federal housing project.

Inspectors are under the direction of the Bureau of Municipal Research. Cost of the "blighted areas" was set at \$36,000 and the entire survey, \$120,000.

Regional Wage Office Planned for City

Regional offices to settle wage claims under the new federal law, effective October 24, are planned for Rochester, according to Elmer F. Andrews, federal administrator.

Particular attention will be centered on clothing industry wages, it was said. Location and date of opening the city office be announced later.

Miss Mollie Kahakoff, 343 Avenue B, call at The Sun for your guest ticket to see "Boys Town" at Loew's Rochester Theatre.

SPORTS

By JOHN BURNS

Those Red Wings have everything to gain and nothing to lose in their current series with the Newark Bears in the International League playoffs. Off the season's records of the Reds and Bears, the odds are greatly in favor of Newark, but in a short series, such as prevails in the playoffs, anything can happen.

Newark has started in every post-season series since the International League adopted Shag Shaughnessy's transplanted hockey idea back in 1933, and last year the Bears survived to win for the first time, another proof of the uncertainties of short series.

In Newark, however, they have another explanation of the failure of the Bears in the earlier playoffs. When the play-off was inaugurated in 1933, it specified that the playoff winner would be crowned with the league championship. Imagine the feelings of the Bears, who finished first over the regular season, when it came time to struggle for a title they felt already belonged to them.

The Red Wings knocked off Newark in that 1933 series, three games to one. And possibly you'll recall that Buffalo, which finished fourth in the regular season, went on to win the playoffs and the synthetic championship.

International League officials, however experienced a touch of common sense after their first experience with playoffs and ruled that henceforth the winner over the regular season would be acclaimed champion, which is as it should be.

It took a long time for the Bears and Newark fans, too, to recover from what they regarded as an injustice, so it was only last season that the hired hands on Col. Ruppert's No. 1 farm went about this playoff business seriously.

They're plenty serious this September and one of the reasons for the attitude is to be found in the seriousness with which Johnny Neum, boss of the Bears, takes his baseball. Neum, like Ray Blades, has a mighty distaste for losing ball games and it was not uncommon during the season to see Johnny squirm and fret as his club was losing, despite the fact that Neum and every one else knew that his Bears would cakewalk home in first place.

Dismissal of Frankie Frisch as manager of the St. Louis Cardinals a move that was not unexpected, opened the way for guessing as to Frisch's successor. And the guessers have covered plenty of territory in picking possibilities for the managerial job at St. Louis.

Rochester fans are not particularly interested in the identity of Frisch's successor, save as it might effect the management of the Red Wings. Raymond Francis Blades, finishing his third year as manager of the Wings, is highly regarded

my regret I cannot remember his name, ordered toasted crackers with cheese and he insisted that I try some with my coffee and, although reluctant, I consented. This, though, was the finish at, you might say, a slow pace.

And this light noon-day luncheon of Rochester's Gay Nineties cost, guess all of fifty cents.

Miss M. Casens, 160 Portland Avenue, see Mickey Rooney in "Boys Town" at Loew's Rochester Theatre. Call at The Sun office for your guest ticket.

Parents Continue Fight In Closing of School

"Vengeance will be ours," saith the parents of children who attended Bernard Street School 26, after a meeting this week in which they promised to continue protesting to the city and the board of Education, which closed the school.

Picketing was called off, but action to remove the entire board is promised. Meanwhile, pupils were attending classes in other schools.

BRAUN'S MAKE RADIO HISTORY!

158 Radios Must Go!
AT LESS THAN 1/2 PRICE
PHILCO - RCA - ZENITH
TERMS AS LOW AS \$1 WEEKLY

BUY NOW and SAVE up to \$100

- All Brand New
- In Original Cartons
- Every Set Guaranteed

Reg. \$84.95 Philcos \$41.50
Reg. \$89.95 Zeniths \$42.50
Reg. \$128.50 RCA's \$62.50
All Prices include Your Old Radio

BRAUN'S

900 PORTLAND—OPEN EVENINGS

ROCHESTER'S LARGEST LIQUOR STORE

BERGHASH OFFERS THESE OUTSTANDING SPECIALS

STOCK UP NOW at these low cut prices at BERGHASH.

FREE PARKING **FREE DELIVERY**
OPPOSITE **Phone MAIN 786**
OUR STORE

OUR FAMOUS DIPLOMAT CALIFORNIA TABLE WINE
PRICE REDUCED SPECIALLY FOR THIS SALE
"TRY A GALLON"
\$1.49 **1 Gallon**

ONE OF THE FINEST CALIFORNIA WINES
SHERRY, PORT, TOKAY, MUSCAT, MADEIRA
BURGUNDY, CLARET

3 YEARS OLD **3 YEARS OLD**
Bourbon Whisky **Rye Whisky**

\$1.69 **\$1.69**
Full Quart Full Quart

Choice of Rye or Bourbon 3 qts. \$4.75

APPLE JACK BRANDY **Old Absinthe House**
RED MILL **ABSINTHE COCKTAIL**

90 PROOF \$1.79 **70 Proof \$1.49**
Full Quart 27 Ounces

Smooth And Mild A Delicious Dinner Drink!

5 YEARS OLD **8 YEARS OLD**

AMERICAN **SCOTCH WHISKY**
BOTTLED IN BOND **Imported**
Straight RYE Whisky **A smooth and mellow Scotch equal to any \$1.39 standard brand.**

\$3.39 Value **\$2.59** **\$2.44**
Full Quart Large 33 oz. bottle

12 Quarts, \$29.95 CASE, 12 BOTTLES, 27.75

Straight California BRANDY \$1.49 **3 BOTTLES FOR \$3.89**
A Large 25.6 Oz. Bottle

Your Favorite Brand Will Cost You Less at Berghash's **Main 786**

NEXT DOOR TO LOEW'S THEATRE

BERGHASH
124 CLINTON AVE. SOUTH
FREE PARKING OPPOSITE OUR STORE

DRIVE FOR BUSINESS

We claim we sell at lower prices! Come in and look around—then you'll be convinced! Now, during this sale to make new customers we offer double savings. THIS IS A GENUINE SALE!



Use Your credit to buy this beautiful walnut suite. Pay as little as \$5 and make your own terms on the balance.

Sale!

4-Piece BEDROOM SUITE \$39

WE SELL THIS SUITE REGULARLY AT \$59

- Sturdy Double Bed
- Chest of Drawers
- Dresser or Vanity
- Bench or Chair

MAJESTIC FURNITURE CO.
Four Floors of Fine Furniture
204 COURT ST. Open Every Evening Until 9 P. M.

Introducing—
The New CUSTOM CRAFT 40,000 MILE TIRE

Yes! We said... 40,000 miles! Here is a sensational new tire development to give you nearly twice the mileage... double the safety. See this value-sensation today! Buy one, or four. Save! Save! Save!

Pay Only 2 Nickels Down **THEN PAY ONLY 2 NICKELS A DAY**

SHOP EARLY - JOIN OUR CHRISTMAS CLUB

Any Article in Our Store On Our NEWEST EASIEST BUDGET PLAN for Christmas Delivery.

50c **Down** **Week**

Seneca Stores

Open Every Evening Till 9:30 **149 MONROE AVE.** Open Every Evening Till 9:30

BARGAIN!
1934 2-Door FORD SEDAN \$165

Selling All Over Town for \$200

In excellent condition throughout. Original owner.
78 SO. MAIN ST. PITTSFORD, N. Y.

SAVE \$10 TO \$20 on a

CERTIFIED PERFORMANCE GAS RANGE



Don't miss this chance to trade in your old stove and get one of these amazing new "match-less" Gas Ranges.

\$10 allowance for your old stove on any range under \$100; \$20 on any range over \$100.

ROCHESTER GAS & ELECTRIC CORP.
89 East Ave. Main 3960

By

Mrs. tamed, chesler, guest o of Lake Mrs. Vick Pa from a Europe. Mrs. East A by mo where days. Mrs. Strath for Ne painted Susan summe Mr. of Rul turned were t mothe Comk severa Hug chelle, of M and Buckh

SPECI

IS

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

Miss Hazel F. Gabbard, 47 Trout Street, see Spencer Tracy in "Boys Town" at Loew's Rochester Theatre. Call at The Sun for your guest ticket.

AUXILIARY TO MEET
Edgar F. Kohler Auxiliary, Army and Navy Union, will meet Friday in the City Hall Annex to discuss plans for its winter season.

Hoop Skirts 'Stand Out' of Fall Fashion Picture

BY JONATHAN JONES

Stylist for E. W. Edwards and Son

Hoop, my dear! It looks seriously as though a second bell-shaped epoch is dawning, judging from the bell-shaped gowns indulged in by young Rochester belles at the socially prominent Junior Assembly.

In any case, hoop skirts "stand out" in the Fall, 1938, evening picture. They made their initial bow in 1830 in a modified form... were sponsored a decade later by no less a personage than Queen Victoria of England... still later, in 1880 to be exact, they reached the

true to this form-flattering formula. Then, too, even the most inarticulate, matter-of-fact modern male has been known to wax sentimentally poetic and chivalrous at the sight of his "fair lady" romantically enveloped in swishy taffeta and hoops.

You'll find that the evening dress departments of fashion-conscious Rochester department stores and specialty shops have been "hooping it up," so to speak, in keeping with the "wide spread" excitement and fashion acceptance of this glamorous new trend.

And so say we, HIP! HIP! HOORAY! HOOPS ARE HERE TO STAY!... for a while anyway.

A.O.H. Auxiliary Holds Card Party September 22

Ladies Auxiliary, Ancient Order of Hibernians, will conduct a card party at its headquarters, 46 Fitzhugh Street, N. next Thursday evening September 22.

Mrs. Lillian Hennessey is general chairman, assisted by Mrs. Josephine Ashton, Mrs. Cecelia Fenelon, Mrs. Margaret Smith, Mrs. M. Healy, Mrs. Margaret Finn, Mrs. Mary Sloan, Mrs. Nellie Mason, Mrs. Mary Morrison, Mrs. Anna Bensell, Mrs. Anna Newton, Mrs. Mary Higgins, Mrs. Helen Wenzel, Mrs. Winifred Hogan, Mrs. Julia Hogan, Misses Ida and Julia McMahon, Mrs. Margaret Nolan, Mrs. Eleanor Walsh, Mrs. Alice Carroll, Miss Mary Louise Higbie and Miss Irene Healey.

No Wife or Sweetheart Should Fail To Read "Living Dangerously" in the Big, New Oct. Issue

In the same issue—"I Owe It All To Charlie McCarthy" says Edgar Bergen; also don't fail to read "High School Crush," a book-length true story—

And 23 Other True Stories and Features

Get a Copy Today **TRUE STORY 15c** MAGAZINE

Sale Continues—All This Week
10,000 YARDS NEW

FALL FABRICS

Every yard worth 80c to \$1.38. New fall shades in novelties, pepper and salt material, lisse, Roman Crepe and others.

VELVET \$1.69
Reg. \$2.35 Yd.

TAFFETA 29c
Reg. 36c Yd.

49c yd.

OPEN 8:30 A. M. TO 9 P. M.

M. G. SILK STORE

350 MAIN ST. E. (Corner Stillson) 383 JOSEPH AVE. (Opposite Herman)

LINCOLN'S SMARTER STYLES for LESS MONEY



Dressy turbans-tams-brims
doll hats and sport hats

Felts and velvets with long feathers, bewitching veils or sport styles. Turbans, brims, doll hats, Russian Fox and toques. Sizes 22 to 24.

\$1.69

Special Purchase!

Misses' and women's \$3.98

Dresses \$2.49

- Embroidered Crepes
- Satin Combinations
- Cut Velvet Trims

Genuine Shifflet embroidered crepes, satin trims in distinctively styled better dresses. Sensationally sale priced at \$2.49. Complete range of sizes: 14 to 20, 22 to 44 and 46 to 52. One or two of a kind. All should be priced \$3.98.

MAIN ST. E. cor. ST. PAUL



height of their width and were seen on notables in such diversified walks of life as Scarlett O'Hara, the fictional Civil War belle—and Eugenie, Empress of France.

And now that you've a fairly good idea of the historical background of hoop skirts, perhaps you're wondering what all this has to do with you.

Just this, there's nothing in the world that flatters the average feminine figure quite so much as a snug bodice and full skirt.

Witness the great charm, tremendous popularity and wearability of the dirndl which runs

Church Women Inaugurate Book Review Series

Women's Association of Dewey Avenue Presbyterian Church will begin the first of a book review series Wednesday, September 22, at 2:30 p. m. Miss Mary McCarthy will be the speaker.

Additional dates and speakers are, October 28, Mrs. Edward Glenz; November 23, Florence Demark; January 25, Miss Margaret Withington; and February 22, Mrs. George McNeill.

TODAY, TOMORROW & SATURDAY

DAW'S

CUT-RATE DRUG STORES

1. OPPOSITE Temple Theatre 56 Clinton AVE. SO.	2. CORNER AQUEDUCT 31 Main ST. EAST	3. 1 DOOR FROM STILLSON 353 Main ST. EAST	4. CORNER DEWEY 464 Ridge ROAD W.	5. AT THE BULL'S HEAD 880 Main ST. WEST
--	---	---	---	---

Bring Your Next Prescription To DAW'S

Large Size Ivory Soap 2 bars for 13c Limit of 2 With Daw's Coupon	8c ANTI-COLIC Nipples 25c BABY GAY Q-Tips 15c DOLORES Castile Soap 5c OVALTINE 25c ZINC STEARATE Powder 50c LAVORIS Mouth Wash 40c WORCESTER SALT Tooth Paste 50c JERIS Hair Tonic	3c 16c 9c 59c 9c 39c 24c 26c	60c WILDROOT Hair Tonic with Oil 2 for 61c MOTH BALLS and FLAKES, pound 50c CUTICURA Salve PAPER NAPKINS Box of 50 \$1.00 M. O. HALEY'S 25c LITTLE LIVER Pills Apex 25c BEECHAM'S PILLS 50c PERTUSSIN For Coughs	61c 9c 33c 6c 58c 9c 18c 49c
---	---	---	---	---

School Supplies

Savings to **20% or More**

Pen Holders, cork tips4c	Complete Paint Box21c
Lunch Kits, heavy metal21c	Notebooks, 48 pages8c
Blue Seal Typing Paper21c	Automatic Pencils8c
School Crayons4c	Big 5 Writing Tablets4c
Sunrise Ink Tablets8c	Big 5 Notebook filler4c
Spiral-bound Notebooks4c	Automatic Pencil Sharpener4c
Fountain Pen Ink6c	

Special Offer

\$175 GIANT HOSPITAL JAR NOXZEMA \$109

LIMITED TIME
Get this huge 20-lb. jar of Noxzema at this special low price. Enough Noxzema to last family for months—Marvellous for Sunburn, Pimples, Chapped Skin, Chaling and other Skin Irritations from external causes.

To prove the value of this wonderful pleasant-tasting product of Nature, we make you this limited offer:

In the treatment of Fall Bladder Liver, stomach, & kidney trouble you will be delighted with its mild therapeutic results. Within eight hours it will usually drive poisons from the body that are liable to ink, Rheumatism and Neuritis pain and aches often disappear the second day.

Swelling and stiffness usually require no other treatment. However, bloating, indigestion and gas in the stomach are usually relieved with but one dose. Regulation of the bowels is most important and you can usually depend on full and free stimulation within eight or ten hours after taking the first dose.

This special offer is good Friday and Saturday as well as next week, or until our present stock is exhausted. You will be limited to three bottles as we want this special offer to benefit as many families as possible. You will receive the large 20-lb. jar and 12 small bottles for only 50c. The saving of 60c is made possible by our cooperation with the Laboratory and is good only while our present supply lasts. Noxzema Herb Medicine is sold to you on an absolute money-back guarantee. If you are not entirely satisfied with results, your purchase price will be refunded. Mail orders like extra.

SAVE MONEY—get your bargain jar today while this offer lasts.

WOOD-BURY'S TALCUM PDR.

25c Size **9c**
Limit of 2 With Daw's Coupon

TOOTH PASTE

25c Size **8c**
Limit of 2 With Daw's Coupon

FREE ITALIAN BALM

25c Pitch Shampoo
With Purchase of 50c Value **39c**
Limit of 1 With Daw's Coupon

MERCURIO-CHROME And Applicator

25c Size **3c**
Limit of 1 With Daw's Coupon

LUCKY STRIKE CIGARETTES

Lucky Strikes "A" Light Smoke

Fail Tonic

WE WILL GIVE \$1.00 Worth of Medicine to each family for only 25c. We want every family to have a bottle of this grand India Herb Tonic.

To prove the value of this wonderful pleasant-tasting product of Nature, we make you this limited offer:

In the treatment of Fall Bladder Liver, stomach, & kidney trouble you will be delighted with its mild therapeutic results. Within eight hours it will usually drive poisons from the body that are liable to ink, Rheumatism and Neuritis pain and aches often disappear the second day.

Swelling and stiffness usually require no other treatment. However, bloating, indigestion and gas in the stomach are usually relieved with but one dose. Regulation of the bowels is most important and you can usually depend on full and free stimulation within eight or ten hours after taking the first dose.

This special offer is good Friday and Saturday as well as next week, or until our present stock is exhausted. You will be limited to three bottles as we want this special offer to benefit as many families as possible. You will receive the large 20-lb. jar and 12 small bottles for only 50c. The saving of 60c is made possible by our cooperation with the Laboratory and is good only while our present supply lasts. Noxzema Herb Medicine is sold to you on an absolute money-back guarantee. If you are not entirely satisfied with results, your purchase price will be refunded. Mail orders like extra.

SAVE MONEY—get your bargain jar today while this offer lasts.

FREE Deliveries

use your telephone for DAW'S deep-cut prices! FREE delivery on purchases of \$1.00 or more, to any section of Rochester!

This New Beauty Secret Works from the Inside!

Clear radiant skin, lustrous hair, sparkling eyes, fine teeth, youthful vigor and vitality—you want them all! Only a beauty-treatment that works from the inside can give you this kind of charm.

Here's the secret—an ample supply of Vitamins A, B, C, D, E and G, plus certain essential minerals. Modern diets are often lacking in these all-important vitamins and minerals. Result: sallow complexion, stringy hair, lack-luster eyes, brittle nails, nervousness, easy fatigue, frequent colds, and in general a let-down so-so condition.

Science has discovered a wonderful new way to supply these beauty giving, vitally giving, health giving essentials.

VITAMINS "M"

Vitamins A B C D E and G Plus Essential Minerals

These pleasant-to-take capsules provide an abundant source of the important vitamins and minerals that may be lacking in your diet. Get this convenient, economical combination package today. Start now to give your system these recommended vitamins and minerals! Start now to look well, feel well, be well! Sixty soluble gelatin capsules—approximately a one month's supply.

Have a GOOD TIME!

The CHATEAU

MONROE AVE. AT THE TWELVE CORNERS

- ★ ★ Double MUSIC
- ★ ★ Double ENTERTAINMENT
- ★ ★ Double THE FUN

2—ORCHESTRAS—2

SPECIAL ADDED ATTRACTION
BILL BURNS AND HIS FAMOUS
MASTER CANARY CIRCUS

PLUS ALL STAR
FLOOR SHOW

JOHNNY & JESSIE HORN
TIMELY TAPPERS
HELENE AND RAOUH
BALLROOM DANCERS
DON COSTELLO
CAB CLOWAY'S ONLY RIVAL
ENGLISH TIP TOP GIRLS
THELMA WALTERS
MISTRESS OF CEREMONIES

Our Annual
CLAM BAKE
SEPTEMBER 18th
"Always A Sell-Out"
Service From 4 to 9:30
Call Monroe 9046 For Your Reservation

ROAST CAPON, DUCK,
TURKEY, FISH DINNER
\$1.00

OUR FAMOUS
STEAK DINNERS \$1.50
COVER CHARGE 25c

This Week
W

PRICES
49c
yd.

A. M. TO 9 P. M.

STORE
3 JOSEPH AVE.
(Opposite Herman)

COUPON
\$1.00
WATER
TILE
39c

13c
19c
49c
59c
66c

14c
9c
6c

Buy It
At Day's End
Buy for Less

HURRY
YOUR
QUEST

5c CAN FREE
with every Purchase
KOTEX
RESERVE BOX
48c

KOTEX 30

ED OFFER
KOTEX 30 Napkins
QUEST FREE!
Value for 48c

Secret
from
Inside!

ant skin, lustrous
eyes, fine
vital vigor and
vital vigor and
vital vigor and

Three Pieces in Durable

HEAVY \$59
FRIEZE

Liberal
Allowance
for Your
Old
Furniture

THREE pieces... at less than the price
of an ordinary TWO-piece suite! You'll
be amazed at the value, for so low a price
... 100% hand-tailored, over a real hard-
wood frame... in your choice of colors.

LYONS
FURNITURE FACTORY

175 N. WATER ST.

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

Here, There
and
Yonder

By CRAY REMINGTON

The other day spokesman for
the Finger Lakes grape growers
announced that vineyardists
had reorganized and that head-
quarters for the organization,
which would seek to sustain
fair prices, would be in Ro-
chester.

And on top of this came
tumbling complaints from
Naples and ad-
jacent growers
that grape
prices for 1938
had fallen lower
than Seneca
Lake's bottom,
notwithstanding
that the crop
would be meag-
er. Western New
York wine mak-
ers do not care
to buy this fall.
The reason—
They have too
big a supply of
still and sparkling wines in
stock.

The majority of grape varieties
cultivated by many of the
Finger Lakes growers, headed
by the luscious Delaware, is
used for champagne and cham-
pagne this year and during half
of the 1937 season simply didn't
sell in the metropolitan centers
where heretofore it has enjoyed
its best market.

The grape buyers, meaning
the wine makers, are uninter-
ested; the growers, whose prod-
uct on the vines may cost them
from \$30 to \$40 a ton, are be-
ing offered from \$15 to \$20.
They are, in lap room parlance,
holding the w. k. bag, and no-
thing it seems, can be done
about it.

The foregoing doesn't mean
that wine isn't being consumed.
(Continued on page 3)

CONVENTION DRAWS DEMOCRATS

Labor Asks Help From Voters

State Federation Against Change In Judiciary

Rejection of the proposed
constitutional amendment No. 5,
which calls for wholesale revision
of the existing judiciary
article in the state constitution
has been asked by the New York
State Federation of Labor.

In asking voters to register
their disapproval of this pro-
posed amendment, the State
Federation of Labor character-
ized the proposal as "vicious."

Recommendations on the nine
proposed amendments were
made by the Federation as follows:

- No. 1—The "omnibus proposal"—Vote "yes."
- No. 2—On reapportionment—No recommendation.
- No. 3—On grade-crossing elimi-
nation—Vote "yes."
- No. 4—On slum clearance and
housing—Vote "yes."
- No. 5—On judiciary—Vote
"no."
- No. 6—"Labor's Bill of Rights"—
Vote "yes."
- No. 7—Prohibiting proportion-
al representation—No recom-
mendation.
- No. 8—On social welfare—Vote
"yes."
- No. 9—On New York City trans-
it unification—Vote "yes."

BUREAU UNIT MEETS
Pinnacle Unit of Rochester
Home Bureau will hold its first
meeting of the season today at
7:30 p. m. at the Monroe Branch
of the Y. M. C. A. Women living
in this section are invited.

Rochester on Parade ★ ★ ★ By W. L. James

FATHER ROCHESTER IS BIG ENOUGH TO
FORGET POLITICAL LINES IN EXTENDING
A SINCERE AND HEARTY WELCOME TO
DELEGATES TO THE DEMOCRATIC STATE
CONVENTION



Democratic Women Wait
Mrs. Lehman's Speech

Mrs. Herbert H. Lehman, wife
of the governor, Representative
Caroline O'Day, and Mrs. John
Boyd Thatcher, wife of Albany's
mayor, will be the speaker at
a breakfast of Democratic women
in the Seneca tomorrow
morning.

That new "donkey" room at
Brownie's State Street empori-
um. Arranged especially for
the entertainment of visitors to
the Democratic state convention
now in session here, the "don-
key" room shows innumerable
variations in the use of the

Democratic party emblem.

Changes in the personnel of
the administrative staff of the
Evening News. In the principal
shift, Walter Brown, formerly
advertising director of the Ro-
chester Star, succeeds Frank L.
McShane, also a former Hearst
executive, as publisher of the
News. Mr. Brown has a back-
ground of more than twenty
years in the newspaper field and
enjoys a wide acquaintance in
Rochester. Recently back from
Boston, Brown had been with
the News a few weeks before he
became publisher.

Possibility of a new City Hall.
And warring even money that
something will pop up to delay
the project.

The relief resurfaced Park
Avenue has afforded East Ave-
nue traffic. Motorists find that
they save time by driving
through Park Avenue, which
parallels East Avenue for nearly
three miles.

P. T. A. TEA TODAY
School 42 PTA will sponsor a
tea today at 3 p. m. Tea will be
served in each grade room. Mrs.
Arthur Weeks, chairman, will
be aided by mothers of the
pupils.

20,000 Jam Airport
For Hangar Opening
Cheers of an estimated 20,000,
the roar and drone of planes,
and official speeches by Paul
Byrnes, assistant state admini-
strator of WPA, and Commerce
Harold S. W. MacFarlin, opened
the government-built Hangar
No. 3 at the Rochester Airport.

Too, Roscoe Turner, speed-ace
and Jacqueline Cochran, noted
aviatrix, spoke briefly, after-
wards narrowly escaping bruises
of a too enthusiastic mob of ad-
mirers, autograph seekers and
the plain curious. As a civic
rally it was the success of the
year.

**ROCHESTER'S LARGEST
AND MOST COMPLETE
WORK CLOTHES
DEPARTMENT**
FEATURING GUARANTEED (MCM) MADE
DUBBLE WARE
OVERALLS • SHOP COATS
COVERALLS • WORK SHIRTS
DUNGAREES • BREECES
BIG YANK WORK SHIRTS
SAVINGS TO 20%
ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVENUE

QUICK CREDIT Easy Pay PLAN
DIAMOND
TIRES
AS LOW AS \$6.15
Slight Additional Credit Charge
Save Money This Winter!
EVEREADY DOES NOT BOIL AWAY
PRESTONE EASY TERMS \$2.95 Gal.
CAR HEATERS 47¢ Per Week
AS LOW AS
UNIT ROCHES-
TER 1165-1223 MAIN ST. E.
THE WORLD'S LARGEST PARTS CORPORATION
CULVER 250

**HIPPODROME
BINGO**
Every Monday Night
\$350 IN CASH PRIZES
AND A \$100 RADIO
All for One Admission of \$1.00
• DOOR PRIZES EVERY NIGHT •
ROCHESTER GERMAN CLUB HALL
Gregory Street (Between South and Clinton)

DPW Takes Downtown Snow Job

City Workers To Clean Sidewalks Next Winter

Snow cleaning operations in
the downtown district will be
handled by the Department of
Public Works next winter. This
was decided Tuesday night by
the City Council, which adopted
an enabling ordinance at the
suggestion of Commissioner Wil-
liam H. Roberts.

Snow removal in twelve of the
thirteen districts will be con-
tinued by private contractors,
but the DPW will have charge
of cleaning sidewalks in the
First, Second, Third, Ninth and
Eleventh wards.

An ordinance awarding the
contract for a city audit to Allen
J. Oliver Company, accountants,
was approved on finance com-
mittee recommendation. The
firm's bid was \$5,000.

An ordinance directing the
borrowing of \$1,885,600 for wel-
fare purposes, asked by Comptrol-
ler Louis B. Cartwright, was
passed without opposition. It is
so drawn that Cartwright may
issue notes or bonds at his
discretion.

**Boake Carter
Here October 14**

Rochester radio tuner-liners
for 'agin' Boake Carter, na-
tionally known news commen-
tator, will have a chance to see
and hear him in person when he
appears at the Eastman, Octo-
ber 14. His topic will be "Free
Speech in the News."

Carter, who has aroused as
much protest as admiration for
his outspoken views, has a radio
and press following of millions.
It is claimed his visit here is
part of a nationwide lecture
tour.

Seats are now on sale at the
Eastman box office, the Civic
Music Association announced.

Leaders Confident Party Will Retain State Domination

State and national dignitaries assembled here today for
the opening of the Democratic state convention and everywhere
prominent Democrats gathered there was a noticeable air of
optimism concerning the success of the party's state ticket, re-
gardless of the candidates selected.

State P.T.A. To Meet Here

The forty-second annual con-
vention of the New York State
Congress of Parents and
Teachers will be held at the
Hotel Seneca, October 3 to 6.
Delegates are expected to at-
tend from the 1200 local units
throughout the state.

The Parent-Teacher Associa-
tion, which was organized in
New York state in 1897, has no
membership restrictions of race,
profession, culture or social
caste, and has stood consistently
for equality of opportunity for
every child for education,
health, and social-moral devel-
opment.

Mrs. Ralph E. Brodie, Albion,
president of the organization,
will preside, and will present the
convention theme, "The individ-
ual in a Democracy," on Tues-
day morning at the opening
session, which will be held in
Monroe High School. All other
meeting meetings will take
place in the ballroom of the
Seneca.

Among the speakers will be
William D. Sallie of Chicago,
lecturer and attorney; Dr. Car-
son Ryan, president of the Pro-
gressive Education Association
New York City; William McKim-
ley Robinson, director of the
department of rural education,
Western State Teachers College,
Kalamazoo, Michigan; Dr. Ho-
ward Hanson, director of the
Eastman School of Music; Dr.
Albert W. Beaven, president
Albert W. Beaven, president
Colgate-Rochester Divinity
School; Mrs. Harper Sibley of
Rochester.

Mrs. Elmer A. Davies of Brooks
Avenue, recording secretary
of the State Congress and chair-
man of the 1938 convention.

**Fred C. Kapp Joins
Moran-Everson Force**

Announcement has been made
of the appointment of Fred C.
Kapp as interior decorating con-
sultant of the Moran-Everson
Paint Store, 176 State St.

Kapp, who has had 30 years
of experience in Rochester's
leading paint and wallpaper
houses, will have complete
charge of the wallpaper depart-
ment in his new location.

**FRIDAY and SATURDAY
3 PIECE
SNOW
SUITS**
Worth
To \$277
\$4.95
WITH THIS AD ONLY
• Fully Lined • Suspender
• Heavyweight • Pants
• Plaid or Stripe • Navy, Brown,
Trim • Green
All Wool, Sizes 3 to 8 \$3.77
3 PC. SNOW SUITS

These Prices
With This Ad
Only

Stephens
210-214 MAIN ST. E.

COUPON SPECIAL
1000 New Fall
Wool Pull-Over
SWEATERS

A REAL
\$1.29
VALUE
66c

• Smart New Necklines
• Every New Fall Style
• Rust, White, Navy, Wine,
Black
• Sizes 34 to 40
(Main Floor)

Stephens
210-214 Main Street East

Union Council Asks Ban On Aid To Germany

Withholding economic aid against aggressor nations, specifically Germany and Japan, was demanded in a resolution by the Industrial Union Council of Rochester.

Fred L. Bunn, member of the Steelworkers Organization Committee, introduced the resolution, which was similar to that adopted by the recent state CIO convention. Copies of the demand will be sent to President Roosevelt and other national and state officials.

The HOLLYWOOD Theatre

35 Pullman Avenue
Near Lake — Just Off Ridge Road

NOW OPEN

Featuring Italian Pictures

Every Wed., Thur. Fri. and Sat.

NOW SHOWING

Tito Schipa in

L'Amor Che Canta

Tutta Parlata in Italiano

New Hall Waits PWA Action

Official approval of the \$1,233,121 grant of 45% from the Public Works Administration is expected at City Hall this week. When, as, and if favorable action is taken, the new \$2,740,270 city hall project will be advanced a step nearer realization.

Thus far all plans for the structure have been in conformity with PWA regulations, but City Manager Harold W. Baker confined his remarks on the expected approval with a terse "It (WPA) may or not."

Other problems to be met before actual construction gets under way include employment, whether or not a referendum demanded by the Citizens Tax League will be held, and approval by the City Council.

Hold Up Legal, Profitable In Safeguarding Contract

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

One of the first things the beginner learns when being instructed in the play of the cards is the principle of the Hold Up. This elementary play is used, as we know, in order to strip one of our opponents of a certain suit, which prevents his leading that suit should he regain the lead later in the play.

Strangely enough, many good players lose tricks because they do not know when or when not to hold up.

I saw a so-called good player lose his contract recently by failing to hold up on the second lead of a suit. The hand follows with the bidding and play as it occurred:

NORTH
S Q 5
H J 4 3
D 9 7
C K 10 7 4 3
WEST
S K 3 2
H 9 5 4
D 8 7
C K 10 7 4 3
EAST
S 10 9 8
H Q 10 8
D K 4 2
C J 8
SOUTH
S A J 10 6
H A K 7 2
D 10
C A Q 8 2

South Dealer

NORTH
1 Spade
2 No Trump

SOUTH
2 Diamonds
3 No Trump

The opening lead was the four of clubs which declarer won with his queen. East having played the jack, declarer now took the diamond finesse, east holding off until the third dia-

mond was led. When East led back his nine of clubs, declarer thoughtlessly went right up with the ace.

DECLARER'S DOWNFALL

This was his downfall. He had three good diamonds to cash in the dummy, but, of course, needed an entry. He correctly attempted to create one in the queen of spades by leading low toward it. This entry-making play succeeds when West holds the king. West did hold the king and naturally won the trick. He then proceeded to cash three club tricks, setting the contract one trick.

This contract could have been easily made had declarer made use of the hold up at the proper time. The Rule of Eleven tells declarer that East has not less than two and not more than three clubs. He must have, according to the rule, two cards higher than the four, and he may or may not have one lower. If he holds but two, then West has five and South must prevent the run of them in order to safeguard his contract.

HOLD UP PLAY

This can be done if, when East leads the nine of clubs, declarer instead of going up with his ace, holds up, allowing East to hold the trick. East now has no more clubs to lead, therefore South retains his stopper, while he has time to create dummy's entry for the run of his good diamonds.

Four no trump will be made in this way. Even should West overtake the nine of clubs and lead the suit back it would make no difference as a club lead by West would be right into declarer's ace-8, giving him both tricks.

Mrs. George B. Sage of Granary Park, will entertain members of the Isabella Crittenden Cook Circle of the Y. W. C. A. for luncheon on Wednesday at the Rochester Club.

Mrs. Otto J. Baerle, 734 Genesee Park Boulevard, see Jean Arthur in "You Can't Take It With You" at Loew's Rochester Theatre. Call at The Sun for your guest ticket.

Mrs. Albert G. McGough, 27 Amherst Street, see "You Can't Take It With You" at Loew's Rochester Theatre, starring Jean Arthur, James Stewart and Lionel Barrymore. Call at The Sun for your guest ticket.

Helpful Agency Plans Benefit Tea

Invitations have been issued, and plans are well underway, for the third Volunteer Motor Service benefit bridge and tea, which is to be held at the Country Club of Rochester on Monday afternoon, October 3.

Miss Mady Nelson Thomas and Mrs. Roy A. Barlow are in charge of tickets, but reservations, which are limited to 100 tables, may be made through any member of the board, or through Mrs. Elizabeth Saunders Richards at the Motor Service office in the Medical Arts Building.

This annual benefit, with the Country Club as a delightful setting, always is one of the most popular affairs of the early fall.

Mrs. George B. Leech is general chairman, with Mrs. Bernard Held and Mrs. George McBride to assist with arrangements.

Bridge playing will begin at 2 o'clock, with a prize to be awarded to each table. These will be selected by Mrs. Henry W. Hays and Mrs. Irving Beale.

Tea, which will be served about 4 o'clock, will be out of doors under the trees if the weather is kind. The tea tables will again be arranged by Mrs. Charles B. F. Gibbs, who obtained such attractive results last year.

All volunteer drivers will turn their cars in the same direction for this one afternoon, to chat reminiscently together over their tea, exchanging enlightening or amusing experiences. Many of these busy socialites drive half a day every week, winter and summer, using their own cars to take public health nurses, or hospital and other local workers on their rounds of visits. These agency workers are most enthusiastic in their praise and are appreciative of the unflinching service which saves them so many hours, enabling them to make twice as many calls.

Mrs. E. Earl Elliott is chairman of the board of directors who are sponsoring this event. Other board members serving with her as hostesses will be Mrs. William J. Baker, Miss Louise A. Hall, Miss Emily G. Kingston, Mrs. Charles Chellis, J. C. Mrs. Brackett H. Clark, Mrs. Henry L. Crittenden, Miss Marietta Dray, Mrs. Lawrence T. Hallist, Mrs. John D. Pike, Mrs. S. E. Sheppard, Mrs. Leo F. Simpson, Mrs. Vilas M. Swan, Mrs. Horace B. Thomas, Mrs. Irving L. Walker, Mrs. David Weitz, Mrs. Victor Waldemar Hurst, Jr., and Mrs. Thomas Perry Jackson.

Mrs. Albert G. McGough, 27 Amherst Street, see "You Can't Take It With You" at Loew's Rochester Theatre, starring Jean Arthur, James Stewart and Lionel Barrymore. Call at The Sun for your guest ticket.

Mrs. Otto J. Baerle, 734 Genesee Park Boulevard, see Jean Arthur in "You Can't Take It With You" at Loew's Rochester Theatre. Call at The Sun for your guest ticket.

Fred Thomas Dady, 48 Pembroke Street, see Lionel Barrymore in "You Can't Take It With You" at Loew's Rochester Theatre. Call at The Sun for your guest ticket.

Miss Violet Rowe, 101 Enterprise Street, see Lionel Barrymore in "You Can't Take It With You" at Loew's Rochester Theatre. Call at The Sun for your guest ticket.



LIBERTY COAL CO.

PHONE GLENWOOD 5960

for

LOWEST PRICES

On PENNSYLVANIA

HARD COAL

EGG STOVE NUT

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat \$7.60

Rice \$6.55

COKE \$8.50

LIBERTY COAL CO.

727 Driving Park

Delivered and Shovelled Off

Pea \$8.25

Buckwheat

LINCOLN'S

MAIN ST. E. cor. ST. PAUL ST.

Friday and Saturday

1[¢] Sale WALL PAPER

Florals, two tones, some sun-tested, some washable, all guaranteed. Every pattern taken right from our regular stock.

REGULAR 15c PAPERS — 2 Rolls 16c
REGULAR 20c PAPERS — 2 Rolls 21c
REGULAR 25c PAPERS — 2 Rolls 26c
REGULAR 30c PAPERS — 2 Rolls 31c
REGULAR 40c PAPERS — 2 Rolls 41c

Paint Specials

EZY FLOW 1 COAT

ENAMEL

1/2 Gal. \$1.09
Regularly 1.59

Gives a mirror like porcelain finish with one quick drying coat. Wide choice of colors.

Floor Spar Varnish 1/2 gal. \$1.19
Orange or White Shellac qt. 59c

Walter Buckert Popular Host

The name Buckert has been identified with fine foods and beverages for a long time. A few years ago Walter Buckert and Pete Stern began to make tavern history on Monroe Avenue with their Pinnacle Restaurant and Grill.

Walter Buckert recently acquired the interests of Mr.



WALTER BUCKERT

Stern and now directs the destinies of his establishment alone. The success of the Pinnacle Restaurant is attributed not only to the quality of the foods and beverages served there, but also to Walter Buckert's personal popularity and to his political and other activities in the Monroe-Brighon section. He lives at 312 Rhinecliff Drive, Brighton; is a GOP committeeman and one of the leading factors in the success of the Young Men's Republican Club of Brighton.

CHARGE PURCHASES Made At
EDWARDS The Balance Of The Month
Appear On NOVEMBER BILLS!

Hats and Hairdos Soar To Meet Fashion's Demands

BY JONATHAN JONES
Stylist for E. W. Edwards and Son

Taking their cue from the upward swing in business, Fall fashions are on the up and up. Hats and hairdos soar to new heights. High shoulders and high necklines find high favor. Sleeves are being pushed up rushing up to meet them, and skirts are getting a lift (some being as short as 15 or 16 inches from the floor). Shoes are stepping up in the world on high platform soles, and are concentrating decoration

Cray Remington:

(Continued from page 1)

In the east. Rather it proves the increasing popularity of cheaper California wines and Coast vineyardists, Finger Lake growers confess with a shrug of the shoulders, can and do cultivate grapes on large acreages at lower prices than they can at a profit. Even the Rochester Italians, who drink a home made dry wine with their meals, as they did in their native land, buy California grapes.

One grower, Edward Miller, of Naples, and, perhaps, some others, are beating the game by cultivating new varieties of vines which find ready sales with both professional and amateur vineyardists in the east. New York State wine-makers have long sought a large and sweet grape to equal the Coast's muscatel, from which the popular sweet muscatel wine is made, and new, at last, it appears that they found it in the muscat, crossed from the muscat and Hamburg. Mr. Miller has sold all the muscat plantings he could produce and

five interest well up over the ankle bone... some even going so far as to have high buttoned tops.

Neckwear, jewelry and hosiery, too, are coming up in the world to meet the demands of higher necklines, shorter skirts and sleeves.

And take it from us, it's high time you were wearing "high styles"... found throughout Rochester specialty and department stores at low prices.

always the demand has been larger than he or his neighboring specialists could supply.

The champagne industry of Western New York was founded with the catawba grape as its base. The catawba can be grown nowhere else in the world as well as in the Finger Lakes territory. The secret of its origin has never been learned.

A still catawba wine, if made without brandy fortification, bears a bewitching bouquet, reminding of fresh grapes when a bottle is opened. Its flavor is as distinctive as Madeira from the islands of the same name.

But the American public, in the mass uneducated in good wines, demands a large alcoholic content and therefore practically all of the catawba product is fortified, meaning that

Kemp Co. Showing New Radio Device

Time-tuning, described as the last word in radio convenience, is expected to prove a boon to those whose forgetfulness causes them to miss popular radio programs.

Through the medium of this device, manufactured exclusively by Motorola Radio, it is possible to pre-select programs in advance. Time-tuning automatically changes stations for 15-minute periods, for half an hour, or for any length of time desired. It can be turned off any period and then will tune itself on again for later programs.

Time-tuning, once it is "pre-set," will tune in your favorite programs without further attention. Time-tuning is being demonstrated by the Kemp Equipment Company, 331 Main Street West.

Brandy has been added to it, and this ruins it in the taste of the connoisseur. Fortified wine, with exception of the carefully blended sherries and ports, loses its grape flavor with fortification. It tastes mostly of alcohol.

The Western New York grape industry is slowly but surely perishing, notwithstanding the abolishment of the prohibition law, and the California grape is succeeding it. This, say the experts, is the fault of the New York winemakers, who have not, with exception of champagne, made the quality product they should have with quality material, meaning Western New York grapes.

HAVE YOUR SUMMER SHOES

BLACK 50c **DYED** BROWN 75c
SUEDE-NUBUCK OR FABRIC SHOES SLIGHTLY HIGHER
SPEEDY'S 212-216 COURT ST.
MAIN 6794

EASTMAN THEATRE

OF THE UNIVERSITY OF ROCHESTER

PHILHARMONIC

SERIES SEATS NOW

Price \$3 to \$16

8 EVENINGS... 4 MATINEES
WORLD-FAMOUS GUEST SOLOISTS

SERIES CONCERTS

SEATS NOW!

Prices \$4.50 to \$10

FRIDAY EVENING, OCTOBER 14

BOAKE CARTER

(In Person)

"FREE SPEECH ON THE NEWS"

Seats (All reserved) 50c, 75c and \$1

ROCHESTER'S THRIFT CENTRE
Edwards
STONE 2300

Not Another SALE Like
This Till Next Spring!

FINERY Formerly "Coral Band" SILK STOCKINGS

A sale that's sheer perfection! Fresh, new, perfect FINERY hosiery offered at substantial savings... at the precise moment you need finer stockings in richer shades to complement Fall's shorter skirts and exciting new costume colors. Seven thrilling numbers, priced so low during this great semi-annual event, you'll be prompted to do a good portion of your Christmas shopping early!

FOUR POPULAR NUMBERS
OUR REGULAR

79c

Quality

69c

Pr.

NO. 73—7-THREAD RINGLESS SERVICE WEIGHT

For extra wear. Picot edged lisle garter welt, lisle reinforced foot.

NO. 342—SUPER TWIST, SHEER 3-THREAD CHIFFONS

For afternoon. Glamorously sheer, all silk with shadow welt and strengthened foot.

NO. 454—FIVE-THREAD UTILITY CHIFFONS

For sports. 5-1-r-e-t-c-h top... plaited foot. Praline beige, Autumn bark, Havana tan and Cloudhaze only.

3 POPULAR NUMBERS
OUR REGULAR

89c

Quality

79c

Pr.

NO. 800M—FOUR THREAD SHEER CHIFFONS

For everyday. Medium leg length. All silk with plaited sole, all silk heel, hemstitched shadow welt.

NO. 800L—FOUR THREAD "LONG" CHIFFONS

Knit (not merely stretched) extra long (34"). All silk with plaited sole, all silk heel, hemstitched shadow welt. Sizes 9 1/2 to 11.

NO. 301—THREE-THREAD "BLACK HEEL" CHIFFONS

Very formal. Sheer, with trim black heels to accentuate slim ankles. Praline beige, Havana tan, Cloudhaze only.

NO. 33—SUPER SHEER THREE-THREAD CREPES

For evening. Fine gauge 3-thread crepes that look like 2-threads and wear like 4-threads. All silk.

Order Styles by Number—Call Stone 2300

New Fall and Winter Shades

*PRALINE BEIGE

A neutral beige that goes with everything.

*AUTUMN BARK

A soft all-purpose brownish beige.

HAVANA TAN

A golden copper to "tie-up" with the accessory shade of the same name.

FRENCH TOAST

A sparkling burnt tan for golden browns, greens, navy.

*TILE BEIGE

A deep burnished beige with snappy sherry undertone.

VIVACITY

A rosy copper... glamorous in sheer stockings.

BERRYWINE

An intoxicating wine-tone iridescent.

Above Colors in Chiffons

*In Service Weight. Also Cloud-haze, a Neutral Tone, and White.

Read These "FINERY" Features

Every Pair Fresh
Every Pair Style and Color Right
Every Pair Perfect
Every Pair Full Fashioned
Every Pair the Same Fine Quality we Sell at Regular Price
Regular Sizes, 8 1/2 to 10 1/2
Extra Longs, 9 1/2 to 11
After October 1st Every Pair Left Over Goes Back to its Regular Price

EDWARDS, Street Floor

ROCHESTER'S THRIFT CENTRE
Edwards
STONE 2300

Gigantic Manufacturer's Closeout Sale of

4853
PAIRS

NATURALIZER SHOES

"DON'T SPEND YOUR LIFE TWO FEET FROM HAPPINESS"

Nationally Advertised at \$6.50

NOW
SALE
PRICED
AT 4 85
Pair

The self same shoes you've seen in Vogue, now sale priced at Edwards. NATURALIZERS... famous from Fifth Ave. to Hollywood Blvd. for their THREE-WAY FIT... no slip at the heels, no gap at the instep, no pinch at the toes. Made over special moulded-to-the-foot lasts, they give your feet that slim, smooth "corseted" look so important this season. You save \$1.65 on every pair!

Choose from 18 New Fall Styles in Gabardine—Suede—Kid Leather. Sizes 3 to 10. Widths AAAAA to C.

EDWARDS, Third Floor



By

Mrs. Jameda, Chester guest of Lake Mrs. Vick Pa from a Europe. Mrs. East A by mo where days. Mrs. Strath for Net panied Susan summe Mr. of Rut turned were t mother Count severa Hug chelle, of Mr and Buckh

SPEC

E

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

S

OPEN EVENINGS UNTIL 9 P. M.

CLEARANCE

OUR ENTIRE STOCK OFFERED AT ROCK BOTTOM PRICES—NOW!



3 PIECE LIVING ROOM SUITE

Reg. \$59 Value **\$33**

Durable Friezzettes in modern designs. Sturdily built throughout. Choice of colors.

5 Piece PORCELAIN BREAKFAST SET
Regular \$29.50 **\$16.95**

Just 30 REGULAR \$8.50 OCCASIONAL CHAIRS
Choice of Covers **\$3.95**

3 Piece JACQUARD VELOUR LIVING ROOM SUITE
Regular \$129 **\$89**

3 Piece 100% MOHAIR LIVING ROOM SUITE
Regular \$189 **\$119**

SPECIAL! 4 POSTER BED

In walnut, mahogany or maple. All sizes. A real buy!

\$4.44
An \$8.95 Value!

BEDROOM SUITES REDUCED

NOW AS LOW AS **\$33** COMPLETE

SAVINGS TO 40%
On Entire Stock

SALE OF HASSOCKS

Supply Limited • **69c**
Come Early

Choice of Colors

MAJESTIC FURNITURE CO.

PHONE STONE 2351 204 COURT ST. Between Stone St. and So. Clinton

Stars in Drama



TITO SCHIPA
Noted tenor who will be included in the cast of "L'Amor Che Canta" now playing at the Hollywood Theater.

Concert Ticket Sale Is Heavy

Box office sale for the Eastman Theater Concert season is now under way and already the demand is heavier than last year, according to officials of the Civic Music Association.

Fritz Kreisler, violinist, opens the season October 28, followed by Mozart's opera, "The Marriage of Figaro," sung in English, October 28.

Besides Kreisler, the other four concerts in Series A, are, Boston Symphony, December 3; Marian Anderson, contralto, January 27; "Madame Butterfly," sung in English, February 23; Arthur Rubinstein, pianist, March 23. Series B: Jascha Heifetz, violinist, November 25; Serge Rachmaninoff, pianist, January 6; Lawrence Tibbett, baritone, February 24; New Ballet Russe, March 9. Four soloists will appear with the Rochester Philharmonic Orchestra season, Josef Hofmann, pianist; Lotte Lehmann, soprano; Carlos Salzedo, harpist, and Georges Enesco, violinist. Jose Iturbi will conduct ten concerts and Guy Fraser Harrison, two.

Monroe Bureau Unit Holds Rally Oct. 5

Monroe Unit of the Rochester Home Bureau, will hold a rally October 5 at 12:30 p.m. in the basement of South Congregational Church, Pearl and Alexander Streets.

All women interested are invited and asked to bring a tureen. Following the supper a program of the year's work will be outlined.

Bureau Seeks 1600 Members

BY MARIETTA Z. DICKERMAN
The Rochester Home Bureau has launched its membership drive, setting a goal of 1600 members by November 21, according to Mrs. J. Franklin Morris, chairman of the campaign. The unit clubs will get under way with rally meetings in their communities within the next week, offering to every woman an opportunity to be linked with Cornell University in the extension department of Home Economics.

Each week the program presents a demonstration, lecture or working meeting which pertains to the homemaker's daily activities. The study includes construction, food preparation, nutrition, guidance of children, family relationships, hooked rugs, chair caning, decorative stichery, dress from construction and slip covers. There are many other courses offered from time to time, as there is a request for them.

New ideas in homemaking are constantly being presented at the various Home Bureau meetings. As the members discover short-cuts in their daily tasks, or find a new way of making their home and family a happier unit, they share it with others at the meeting.

Some of the new courses being taught this year are the making of copper bowls, trays and hurricane lamps, and also the development of a successful kitchen through careful planning and arrangement of the things one already has.

Membership in the Home Bureau is open to any woman in Rochester who would like to study further on homemaking subjects.

Moving Oct. 1? Guard Your Card

October first has come to be almost as important a moving day as May first. Those who move should be as careful to avoid loss or misplacement during moving of their Social Security Account Cards as of their life insurance papers or savings bank books.

It is not necessary for workers to advise the Social Security Board of any change in their home address, according to a statement just issued by Mrs. Anna M. Rosenberg, New York regional director of the Social Security Board, and Walter Kruesi, manager of the Rochester area office at 55 Broad Street.

Unemployed workers, covered by New York State Unemployment Insurance law, were advised, however, to report any change of address to their local Employment Service office, since the correct mailing address is necessary for the prompt delivery of job opportunity notices and checks by that office.

Immediate response to job notices is essential to continued eligibility for unemployment benefits.

Really and Truly



Dear Jane:
Even the fashion world is being shocked by the latest "bulletins" from Europe. Just take a gander at the above sketches. Aren't they Tak! Tak! They are the GORGEOUS creations of the great Italian designer Schiapparelli, who lives in Paris.

Now I ask you, if this a sample of what the women over there wear, is it no wonder that the men are worked up to a frenzied fury. Or did the women catch the spirit from the men?

Think of it! The treed fox! The wild cat! Gloves with metal claws! And for bridge teas you put a muzzle (also Schiapparelli's) on your fox neck piece.

My advice to Europe would be for the women to change their hats.

Love 'n' stuff,
Babe

Mrs. Frank Koven, 175 Gardiner Avenue, be the guest of The Sun at Loew's Rochester Theater to see "You Can't Take It With You." Call at 419 Burke Building for guest ticket.

Miss Julia S. Hing, 354 Arnett Boulevard, see Jean Arthur in "You Can't Take It With You" at Loew's Rochester Theater. Call at The Sun for your guest ticket.

COMPLETE LINE of TWEEDS HERRINGBONES 79c to \$1.39 AND WOOLENS

PLAIDS All colors and clays. — Guaranteed All Wool. \$1.39 yd.	REMNANTS As Low As 11c yd.	Dress Fabrics All New Colors And Weaves 49c yd.
--	---	---

M. G. SILK STORE

350 MAIN ST. E. (Corner Sullivan) 383 JOSEPH AVE. (Opposite Herman)

Wait Until Next Spring To Re-Roof If You Want To . . . But You Can

SAVE BY RE-ROOFING NOW!

Reg. \$160 ROOF \$119	See The Savings On Logan & Long Mica Monarch SHINGLE ROOF	Reg. \$100 ROOF \$79
---------------------------------	---	--------------------------------

OTHER ROOFS AS LOW AS \$39

NOTICE
These prices are for everything—not just materials . . . but all labor. A guaranteed roof by an old established local concern.

Phone For Free Estimate—No Obligation

KEMP ROOFING CO.

331 W. Main St. Phone Main 1786



TO THE PINNACLE TAVERN AND GRILLE

Now Under Sole Ownership of
Walt Buckert

The most popular spot on Rochester's East Side now more popular than ever. Drop in for a moment or an evening—You'll enjoy yourself.

Try Our NOON DAY LUNCHES 35c	BAR SPECIALS SUPERB	CHICKEN STEAK CHOP FISH DINNERS
--	------------------------	---------------------------------

WELSH RAREBIT . . . **35c** Mexican Chili Con Carne . . . **20c**

875 MONROE AVE.
MONROE 9550.

JOIN THE SWING TO HEATING BY GAS

For
CLEAN
CARE-FREE
FULLY AUTOMATIC
HEAT

Rochester Gas & Electric Corp.

89 East Avenue

MAIN NEAR CLINTON

Go first to **Neisner's** 5c to \$1.00 Stores

SHOE DEPT. 2nd Floor

SHOE PRICES Hit Bottom!

NEW — SMART — COLLEGE — GIRL'S
WEDGEES — PLATFORMS AND
DUTCH-BOY — STRAPS — TIES



• SUEDES
• BLACKS
• BROWNS

Only \$1 A PAIR

SALE PRICE ALL SIZES

HURRY FOR BEST SELECTION

SALE-NEW-UNLINED RUBBERS

69c

SATIN FINISH

All-Heel Heights for Women and Girls Shoes

All First Quality!



ALL SIZES

Now—
JACOBSON
AVAILABLE
YOUR OWN

For 15 years
finest clubs
restaurants
on Jacobson's
finest to be
land. Think
juicy steak
fowl you
when dining
these same
meats can be
own table. Or
market is re
the unprec
for America
Prices are su
A trial will

FREE D
To All Parts
PHONE

LO
JACO
Meal M
57 SPRIN

PHONE
FREE
DELIVERY

THE
EFF
PRE
9

Bar
ST
CA
W
7 Ye
Old
90.4 P

BO
Bottl
In Bo
100 P

LO
GI

P
DIS
DI
A 90 P
Gra
Gin

M

Always A
COMPLETE
SELECTION
OF National
Known
LIQUORS
WINES GIN

TWEEDS
9c to \$1.39
Yd. Yd.

Dress Fabrics
All New Colors
And Weaves
49c yd.

STORE
3 JOSEPH AVE.
(Opposite Herman)

Roof If You
Can

Y
NOW!

Reg. \$100
ROOF
\$79

AS \$39

ust materials . . .
n old established

Obligation

IG CO.

Phone Main 1786

ME

AND GRILLE

ship of

kert

ust Side now more
nt or an evening—

CHICKEN

STEAK

CHOP

FISH

DINNERS

Chili . . . 20c

rne . . . 20c

AVE.

20c

20c

20c

20c

20c

20c

20c

20c

20c

20c

20c

20c

20c

20c

20c

Now—

JACOBSON MEATS
AVAILABLE FOR
YOUR OWN TABLE

For 15 years Rochester's
finest clubs, hotels and
restaurants have depended
on Jacobson's meats as the
finest to be had in the
land. Think of the tender
juicy steaks . . . roasts and
fowl you have enjoyed
when dining out! Now . . .
these same high quality
meats can be had for your
own table. Our retail meat
market is ready to satisfy
the unprecedented demand for
America's finest meats.
Prices are surprisingly low.
A trial will convince you.

FREE DELIVERY
To All Parts of The City
PHONE Main 1915

LOUIS
JACOBSON
Meat Market
57 SPRING STREET

City Turns Off Lights
In Non-Traffic Hours

Traffic signals that operate
where, except at certain hours,
there is little need for them,
will be turned off in light traf-
fic hours, police announced yes-
terday. First points affected are
Lake Avenue at Holy Sepulchre

Cemetery and Hillside Avenue
at School No. 1.
Studies are being made of
other intersections complained
about by motorists. Operation
of signals during hours when
they are not needed encourages
light jumpers, according to com-
plaints to Traffic Captain
George V. Heisel.

BIGGEST YARD GOODS SALE
IN TOWN STARTS FRIDAY
8 DAYS ONLY — THROUGH SATURDAY, OCT. 8th

Here Is Only a Partial List of the Many Bargains

Reg. \$1.39 and \$1.49 34 inch	\$1.20	Reg. 39c and 49c 39 inch	39c
Wool Plaids, Yd.		Fall Crepes, Yd.	
Reg. \$1.85—56-Inch WOOLENS, Yd.	95c	Reg. 39c and 49c CLOUSE	25c
Reg. 49c and 59c 39 inch	35c	TAFFETA, Yd.	
Challis Prints, Yd.		Regular 59c	39c
REG. 1.89 CRUSH RESISTANT VELVETS	\$1.49 yd.	Wool Spun, Yd.	

GENESEE MILL ENDS
918 WEST MAIN ST. Opp. St. Mary's Hosp.

HAVE YOU
HEARD?

Just opened—Trixie Restau-
rant, 764 Monroe avenue. De-
lightful meals served from 6
a. m. to 7 p. m. Breakfast and
luncheon 25 cents and 35 cents;
Sunday dinner 50 cents. You'll
enjoy the fine food served at
the Trixie Restaurant.

Paul Di Pasquale, who special-
izes in fine upholstery, has
moved to new and larger quar-
ters at 235 Park avenue, corner
of South Goodman, where he is
better able to serve the follow-
ing he has built up during the last
twenty-five years. Mr. Di Pas-
quale says that this is the time
of year when housecleaning re-
veals need for refurbishing
favorite chairs and sofas. His
materials and workmanship are
the finest. Call Monroe 142.

Agnes' Beauty Parlor, 768
Monroe Avenue, between Rutgers
and Dartmouth, specializes in
shampoos or finger waves at 35
cents and Tulip Oil permanent
waves from \$3.50 up. This attrac-
tive salon is open Thursday and
Friday evenings. For appoint-
ments, call Monroe 4695.

Housing Survey Expected
To Be Ready In March

When March, with its income
tax payments rolls around, Ro-
chester will know what it needs
in additional housing. The sur-
vey, under the direction of the
Bureau of Municipal Research,
will be completed six months
earlier than anticipated. W. Earl
Weller, director of the bureau,
estimates.

Twenty city inspectors, al-
ready collecting data, will be
augmented by eighty picked
WPA workers. The survey, now
being conducted, is centered in
the Seventh Ward area. The re-
port of the full housing com-
mittee will require additional
time beyond the six-month pe-
riod.

PSYCHIC TO SPEAK

John Kelly, acclaimed as the
most remarkable psychic in this
country, will speak at Plymouth
Spiritualist Church, Plymouth
Avenue at Troup Street, on
Thursday and Friday, October
6 and 7, at 8 p. m.

LOEW'S ROCHESTER—Now playing
"Too Hot to Handle," starring Clark
Gable and Myrna Loy. Friday, "You
Can't Take It With You," starring
Jean Arthur, James Stewart and Lionel
Barrymore.



BY IRENE MUNTZ

Nut breads offer interesting
variations to the school lunch
box, to the dinner table and to
the tea table. They have the
advantage of being at their
best the day after they are
baked, for the flavors of the
fruits and nuts seem to mellow
and blend as they stand.

This, of course, is grand if
you're planning to use them at
a party, because the bread may
be baked the day before instead
of being one more thing to pre-
pare at the last minute, as is
the case if you serve rolls and
biscuits.

The Graham Date and Nut
bread will keep fresh for days
and is so inexpensive and de-
licious that we're giving you the
recipe for two loaves. You'll be
surprised how fast it disappears.

GRAHAM DATE AND NUT BREAD
Temperature: 350 degrees F.
Time: About 6 Minutes
2 c. all-purpose flour
2 c. soda
1 c. cinnamon
1 c. salt
1 c. sugar
1 c. brown sugar
1 c. vanilla
1 c. dates

Sift flour, measure and sift
with soda, cinnamon and salt.
Add remaining ingredients in
the order given and pour into
two well-oiled loaf pans. Bake
in a preheated oven.

Brown bread needn't be just
an accompaniment for baked
beans. Here's one that is so good
that it can take the most im-
portant place on the table at
a simple family lunch or Sunday
night supper. Spread with but-
ter or cream cheese, brown
bread sandwiches along with a
salad or preceded by a cream
soup make a satisfying meal.

BROWN BREAD—Temperature: 350
Degrees F.—Time: 2 Hours
1 c. all-purpose flour
1 c. soda
1 c. sugar
1 c. brown sugar
1 c. raisins
1 c. molasses

Sift flour, measure and sift
with salt and sugar. Add gra-
ham flour and when well
blended stir in molasses, soda
combined with sour milk and
raisins. Pour into 2 well-oiled
1 lb. coffee cans, cover, set in
a shallow pan and add water to
the depth of one inch. Bake in
a preheated oven. Or steam two
hours.

The Bananas Nut Bread is best
adapted to the lunch box or the
tea table. Serve it with butter,
cream cheese, orange marmal-
ade or a filling of ground dates
and nuts moistened with a little
orange juice. It is delicious
served with fruit salad.

BANANA NUT BREAD
Temperature: 350 Degrees F.
Time: 20-30 Minutes
2 bananas
1 c. sugar
1 c. water
1 c. flour
2 c. baking powder
1 c. nutmeats

Mash bananas to a pulp, add
sugar and water and let stand
15 minutes. Sift flour, measure
and sift with the dry ingre-
dients. Cream the shortening
and beat in the banana mixture.
Beat whole eggs until they look
like whipped cream and add to
the first mixture, then add the
flour. Pour into a well-oiled
bread pan. Bake in a preheated
oven.

The varieties of nut breads
are endless. Apricot bread, prune
bread, orange bread and the like
may all be used for interesting
variations to your menus. Use
them often and you'll soon find
your reputation for serving at-
tractive, well-planned meals is
gaining new prestige.

ONE ROOM APTS.
121 North St.—Heat, light,
refrigeration furnished. \$27.50
per month.

10 George St.—Heat, light,
refrigeration furnished. \$32.50-
\$35.00.

TWO ROOM APTS.
With Kitchenette
127 Park Ave.—Heat, light,
refrigeration furnished. \$37.50-
\$40.00.

121 North St.—Heat, light,
refrigeration furnished. \$32.50.
108-206 Monroe—Heated. \$25-
\$30.

10 George St.—Heat, light and
refrigeration. \$38.00.

THREE ROOM APTS.
12 Morton Street—Unheated.
\$25.00.

639 Thurston Road—Unheat-
ed. \$25.00-\$27.00.

121 North St.—Heat, light and
refrigeration. \$37.50.

610 Lake Ave.—Heat, light,
refrigeration. \$35.00-\$45.00.

FOUR ROOM APTS.
339 Plymouth Ave.—Unheated.
\$25.00.

FIVE ROOM APTS.
268 Arnett Blvd.—Heated.
\$37.50.

See Supt. on premises or call
Main 3987

Week-End Food
BARGAINS
in the Big Self-Serve Groceries at



No. 2 1/2 Can Fancy N. Y. State
SAUERKRAUT

The lowest price ever . . .
for this fine quality, genuine
New York State sauerkraut!
Big 2 1/2 size can, at Weg-
man's this week-end for . . .

5c
can

"Favorite"
Wegman's Own Blend
FRESH
COFFEE

15c
lb.

"Kilbourn Holt"
Fresh Roasted Daily
BEST
COFFEE

21c
lb.

New Low Price! Dr. Phillips Juice
GRAPEFRUIT

A not to be record-breaking
low price in the big Weg-
man grocery departments
this week-end! Dr. Phillips
pure grapefruit juice, for
12 ounce can only . . .

5c
ea.

One Pound
Vegetable Short'ng
PURE
CRISCO

2 Cans For 35c

4-Flavors
Delicious Pure
KRE-MEL
DESSERTS

3 Pkgs. For 10c

No. 2 Size Can, Sliced
PINEAPPLE

Cuban pineapple . . . the
fruit with the natural tang
and flavor. An extra big
value Friday and Saturday
in Wegman's groceries, at

11c
ea.

Quart Jar
GREEN GABLE'S
SALAD
DRESSING

25c
ea.

Morgan's
FOR JAMS & JELLIES
FRUIT
PECTIN

14c
bot.

It's 93 SCORE
THE TOP SCORE
IN BUTTER

The Top Score
In Butter!
LAND O' LAKES
FRESH BUTTER

U. S. Certificate of quality
in every package . . . the
highest scoring butter sold
in Rochester!

30c
lb.

OPENING

PHONE GENESEE 4928
FREE
DELIVERY

THESE SALE PRICES
EFFECTIVE AT OUR
PRESENT LOCATION
917 GENESEE ST.
THURS. and FRI.

Sale!
OPEN
EVENINGS

SATURDAY MORNING
We Open Our New Store
AT **960 GENESEE ST.**
With Rochester's Greatest
Wine and Liquor
Savings Sale!

Barclay's Royal Canadian
STRAIGHT
CANADIAN
WHISKEY
7 Years Old \$1.59 Pt.
90.4 Proof

DE LUXE
BOURBON
Bottled \$1.65 Pt.
In Bond
100 Proof

ROYAL BOX
LONDON DRY
GIN \$1.45 Full
Quart

POSTMAN HOUSE
DISTILLED
DRY GIN
A 90 Proof \$1.25 Fifth
Grain
Gin

WEST INDIES
RUM
LIGHT OR DARK
85c \$1.69
Tenth Fifth

SCOTCH
8 YEARS OLD
Claverhouse
Gilt Shillin \$2.39 Full
Fifth
Three Pipers
Campbell's

10 YEARS OLD
THE GRAND
MAC NISH \$2.59 Fifth
12 YEARS OLD
Five Pipers \$2.59 Fifth
KINTORE
HARVEY'S \$2.49 Fifth

Complete Line of Pre-War Whiskies
SPECIAL!
SILVER WEDDING . . . pl. \$2.75
(Made in 1916) Limited Supply
Blackberry • Peach • Cherry

BRANDY 65c
1/2 Pint

Special! Close-Out!

CALIFORNIA
WINES

• ALL FLAVORS EXCEPT SHERRY •

MANTEGA | **LAFAYETTE**

\$1.39 | **\$1.49**

Gal. Gal.

Regularly \$1.85 Regularly \$1.75

LaBOHEME \$1.59
Gal.

Regularly \$1.85

DOZENS OF UNADVERTISED
BARGAINS AT THE STORE

WE ARE AS
NEAR AS YOUR
TELEPHONE

No need to run all
over town for Liquor
Bargains. Check these
advertised prices and
you'll see that we
really do have

LOWEST
PRICES

FREE
DELIVERY
To All Parts Of
The City

PHONE
GENESEE
4928

MANHATTAN

WINE & LIQUOR CO.

960 GENESEE ST.

• CORNER BROOKS AVENUE •

Always A
COMPLETE
SELECTION
Of Nationally
Known
LIQUORS
WINES GINS

CLARK'S CLAMBAKE TIME
... It's here! We have clams, chickens and everything else for your clam bake at "extra-savings" prices.

Beef Roasts, lb. 19c	DEL MONTE Early Garden PEAS 15c Doz. 8c
CHICKENS... lb. 22c	DEL MONTE Whole Kernel CORN 12c Doz.
Milk Fatted Hens, lb. 19c	CLAMS 1c Hundred
CHICKENS 25c	APPLES 40c Bu.
BROILERS 25c	
Boneless Bean Salt Pork, lb. 17c	

CLARK'S MARKETS
600 Jefferson Ave. Cor. Bartlett St. Gen. 1417
FREE PARKING At Both Stores
906 N. Goodman St. Cal. 4870

Holy Family Sodality Gives Dance Tomorrow

Holy Family Sodality will give a dance tomorrow at the Jay Street auditorium. The dance is the seventh of a yearly series sponsored by the group. Clementine Haubner and Marjorie Wall are co-chairmen, assisted by Elwood Fisher and George Springer. Door prizes will be awarded.

Evening Classes Popular at RBI

Rochester Business Institute evening school classes began last week with one of the largest registrations in the 75-year history of the school.

In addition to regular business courses, the institute is offering special instruction this year in advertising, budgeting, business organization and management, business psychology and kindred subjects.

Some of Rochester's best-known business men are on the night school faculty. Included are: P. Mark Clark, sales manager, Rochester Telephone Corporation; David H. Fulton, office manager, Eastman Kodak Company; Nell A. Gallagher, advertising, Sibley, Lindsay and Curr Company; Emma Geck, Taylor Instrument Companies; Herbert Haidt, secretary, Rochester Credit Men's Association; Elihu Hedges, sales research, Eastman Kodak Company; David N. Hubbell, training advisor, Kodak Park Works; Mary L. Little, personnel director, Bausch and Lomb Optical Company; Edmund Randall, C. P. A., Genesee Valley Trust Company; Wilson B. Wright, purchasing, Bausch and Lomb Optical Company.

A. T. Aah, 41 Aah Street, see James Stewart in "You Can't Take It With You" at Loew's Rochester Theater. Call at The Sun for your guest ticket.

By Way of Mention

Mrs. Samuel J. Kearns of Woodbine Avenue, East Rochester, entertained at dinner on Friday in her home, later taking her guests to the theater.

Mrs. Harriett A. Peters of Westminister Road, will entertain members of the Beau Desir Reading Club for luncheon on Monday at the Century Club.

Mrs. Charles Esselstyn of University Avenue, has returned from Hingham, Mass., where she spent the summer.

Mrs. Irving Harris of Alameda, Cal., who was the guest of Mrs. Morris D. Knapp of Lake Avenue, has returned to her home.

Mrs. Donald C. McGill of Ruthers Street, is spending a week at Bath, Maine, as the guest of her mother.

Mrs. Sidney G. Gosselin of Fairgate Street, entertained her bridge club today at her home.

The Rochester Guild for Crippled Children will meet on Monday at the Sagamore. Mrs. E. A. Hanover will preside.

Mrs. Ralph I. Hoyt of Trevor Court Road, and Mrs. Catherine Thomas McKay of Westminister Road, entertained at tea on Friday in the home of Mrs. Hoyt. Mr. and Mrs. Thomas C. Parsons, formerly of New York, have returned to Rochester and will make their home at 974 East Avenue.

BRAUN'S MAKE RADIO HISTORY!
107 Radios Must Go!
All Brand New 1938 Models In Original Cartons
AT LESS THAN 1/2 PRICE
PHILCO—RCA ZENITH
TERMS LOW AS \$1 WEEKLY
BRAUN'S
900 PORTLAND — OPEN EVENINGS

REMODELING SALE!

\$3020.10 Worth of Dresses To Be Sacrificed For \$976.06 for Immediate Disposal! Cleaning Out to Bare Walls. HURRY! DON'T MISS THESE "GIVEAWAYS" Positively None Sold To Dealers!

STARTS TOMORROW 9 A.M. **NO REFUNDS NO EXCHANGES NO LAY-AWAYS** **OPEN UNTIL 10 P.M.**

GROUP No. 1
240 DRESSES
MOSTLY EARLY AUTUMN STYLES
VALUES TO \$6.95 **99c**

GROUP No. 2
120 DRESSES
EVERY ONE BRAND NEW FOR FALL AND EARLY WINTER
VALUES TO \$8.95 **\$2.99**

GROUP No. 3
JUST 109
DRESSES COTTON
Regular \$1.00 **38c**

GROUP No. 4
JUST 16! REGULAR \$2.95 **HOUSE COATS 99c**
GROUP No. 5
JUST 24! VALUES TO 19.95 **VELVET DRESSES \$7.95**
ALL SALES CASH!
Extra Sales People To Help You
ALL SIZES PLAINLY MARKED

GROUP No. 6
JUST 297
SPRING AND SUMMER
DRESSES
175 Reg. \$3.95
122 Reg. \$6.95 **49c**

Don't Blame Anyone But Yourself If You Miss This Sale. **SIZES 12 to 20, 38 to 52, 54 to 60** Sale Continues Only While Quantities Last.

KIENERS WOMEN'S DRESS SHOP
COR. CLIFFORD AVENUE **597-599 HUDSON AVE.** ACROSS FROM HOLY REDEEMER CHURCH

THE SUCCESSOR TO THE WASHING MACHINE!
A Thrilling Announcement To Every Woman



AT LAST... A WORKLESS WASHDAY
BENDIX is indeed the successor to the washing machine... replacing laborious hand work with automatic clothes washing! All you do is put clothes in, set automatic controls, add soap and bluing. Bendix does all the rest... in one continuous operation... without attention!
No Labor... Cleaner Clothes
Gone all the dirty, laborious drudgery of washday! The Bendix Home Laundry gives clothes an agitated pre-soak, washes them, gives them three separate fresh water rinses, spins them damp-dry... then stops... all automatically. And the Bendix is self-scouring, has no wringer... and no set tubs are needed.
More Sanitary Than Washing Machines
Bendix launders clothes cleaner, makes them much more sanitary... and does all this easier than by any other home method. Its three-way washing action is positive, thorough... yet so gentle even sheer silks, rayons, delicate linens and fine woolsens are washed without harm. Expensive woolen blankets, so difficult to launder, come out of the Bendix fresh and fluffy as new!
Safe—No Exposed Moving Parts
The Bendix whirles clothes damp-dry—has no power wringer—no exposed moving parts—no dangerous machinery to catch fingers, hair or clothes.
Pays for Itself
Bendix pays for itself as it works its magic. Uses much less soap and bluing than washing machines and no more electricity. Laundries with far less wear on clothes, yet handles 50% more clothes per load. Where a laundress is employed or clothes sent in a laundry, the Bendix effects a substantial direct cash saving. Because the Bendix occupies less space than a washing machine and eliminates set tubs, its installation in new homes saves money.
Easily Installed Anywhere
The Bendix is smartly styled... occupies surprisingly small space. Can be installed in the basement, kitchen or first floor service room—even in a bathroom. The Bendix can be used in any home which has running hot and cold water and electricity and may be connected to the water and drain lines direct or flexibly connected with hoses to faucets and drain outlet.
See Amazing Demonstration
See the Bendix demonstrated at one of the authorized dealers listed below. Learn how simple and dependable it is. How sturdily built, with fewer operating units than washing machines... fewer parts to wear, vibrate or get out of order.
Bendix Easy to Own
A small down payment and terms to suit your budget make the Bendix easy to own. Visit one of the dealers below today... find out how a few cents a day brings you workless washdays forever!
BENDIX HOME APPLIANCES, Inc., SOUTH BEND, IND.

THIS IS ALL YOU DO... BENDIX DOES THE REST AUTOMATICALLY!
1 Put dry clothes in dry cylinder 2 Set two automatic controls... add soap and bluing 3 Remove clean clothes... damp-dry, ready for line
• COME IN For thrilling demonstration! Get our liberal trade-in offer!

TRADE IN YOUR OLD WASHER
Edwards
EASY BUDGET PAYMENT PLAN
ROCHESTER'S THRIFT CENTRE
SIXTH FLOOR

In More Than 72,000 Rochester Homes — Every Thursday Is SUN-Day

Mrs. Julia B. Tutty Heads Slager Post Auxiliary

Julia B. Tutty of 28 Burkhard Place, has been chosen president of the Slager Band Post Auxiliary of the American Legion. Mrs. Tutty, who was advanced from the office of first

vice president, has been an active worker in the unit for several years.

Other officers elected to serve with Mrs. Tutty are: Clara Callahan, first vice president; Jennie Clark, second vice president; Grace Driscoll, secretary; Mary Wilkey, treasurer.

Women of Moose Outline Program

A series of fall and winter activities, each sponsored by one of the standing committees of the Rochester Chapter, Women of the Moose, is being planned by officers and members of that organization.

Beginning in October, there will be one party each month sponsored by the following standing committee heads: alumnae, Frances LeBlanc; Mooseheart, Betty Kelsey; Moosehaven, Mary L. Guenther; publicity, Laura M. Tutty; membership, Margaret Goetzman; ritualistic, Susan Bundy; child care and training, Madge Kohler; library, Hazel Bassett; homemaking, Ada Wharton; social service, Nellie Dietz; entertainment, Dolly LaSalle and Dora Loshrey.

The first of these parties will be a Mooseheart Day celebration and entertainment to be held in Moose Temple the latter part of next month, sponsored by the Alumnae Committee. Graduate Regent Frances LeBlanc will be in charge, assisted by Coworkers LaSalle and Sage.

National Clothing Co. Plans for Expansion

Unless European war intervenes, a building expansion of the National Clothing Company, 159-171 Main Street East, will get under way next year, Jesse S. Horwitz, president, has announced.

A deed transferring the property at 155 Main East to Samter Horwitz, son of the president, and a director of the company, was recorded in the county clerk's office this week. Last April the company acquired the building at 157 Main East. The expansion program is expected to cost about \$500,000.

Miss Rose Crowley, 105 Tremont Street, see Jean Arthur in "You Can't Take It With You" at Loew's Rochester Theatre. Call at the Sun for your guest ticket.

SAVE MONEY
Black Magic Quality
COAL \$10.65
Egg—Stove—Nut
BUCKWHEAT \$7.75 TON PEACOCK \$8.75 TON
ORDER NOW PHONE GEN 586
PAYNE & DUNHAM

CHAMPION'S ANNUAL Harvest Festival Days

FALL and WINTER SPORTSWEAR NEEDS FOR THE ENTIRE FAMILY AT PRICES YOU CAN AFFORD

No Wonder She's Wearing A Bathing Suit!
The Young Lady Pictured Below Was Scheduled To Wear a Riding Habit In This Ad. But When She Saw Our Sale Prices On Items That Are In This Announcement—She Insisted On Keeping Cool in a Swimming Suit. She Knows We Are Offering The

HOTTEST VALUES IN YEARS!

CHILDREN'S ALL WOOL SNOW SUITS \$4.95 Values to \$6.95	Men's Heavy All Wool PULLOVER SWEATERS \$2.84 Values to \$6.95	LADIES' ALL WOOL COAT SWEATERS \$2.69 Values to \$3.95	GIRLS' ALL WOOL, LINED OR UNLINED MACKINAWs \$4.67 Values to \$7.95
MEN'S WOOL FULL ZIPPER FRONT COAT SWEATER \$2.66 Regular \$3.95 Value	100% ALL WOOL BLANKETS \$4.00 Regular \$7.25 Value	JUST 10 ALL WOOL Woolrich & Johnson HUNTING COATS \$6.75 Values to \$10.00	MEN'S ALL WOOL COAT SWEATERS \$1.76 Regular \$2.95 Value
COUPON: TOP GRAIN GENUINE LEATHER KEY CASES Limit Two To A Customer With This Coupon 9c Keeps Keys Flat In Pocket No Jangling GUARANTEED 25c VALUE! FOR MEN OR WOMEN		COUPON: CANVAS WORK GLOVES Limit 2 Pz. To A Customer 7c With This Coupon Only USED BY HUNTERS FOR EARLY FALL HUNTING PROTECT THE HANDS WHEN TAKING ASHES OUT SHOVELING COAL PRUNING SHRUBS, GARDENING. FOR MEN OR WOMEN	
MEN'S ODD SUEDE OR WOOL SPORT JACKETS \$4.50 Values to \$7.50	MEN'S ZIP OR BUTTON STYLE WOOL COAT SWEATERS \$1.84 Regular \$2.50 Value	DOUBLE THICKNESS HOODED Sweat Shirts \$1.68 Regular \$1.95 Value	Young Men's All Wool EXTRA TROUSERS \$2.63 Values To \$5.00 With Permanent Crease No Pressing
MEN'S ALL WOOL MELTON JACKETS \$3.69 Regular \$4.95 Value	14 PR. LADIES' FIELD BOOTS Excellent For Hunting \$1.00 Reg. \$5.00 Value	LADIES' FIRST QUALITY SUEDE JACKETS \$5.00 With Leather Collar Sizes 14 to 20 Regular \$6.95 Value	ODD LOT 100% WOOL Sorority & Fraternity PULLOVER SWEATERS \$2.59 Values to \$3.95



SALE STARTS TOMORROW DON'T MISS IT! *Champion* **STOCK UP NOW! SAVINGS TO 38%**
KNITWEAR CO. 71 ST. PAUL ST.
1/2 Hr. Free Parking for Customers—Bill's and Strand Parking Sta., Spark's Station

BERGHASH LEADS! —Others Follow—

Rochester's Largest Liquor Store Offers Further Sensational Reductions on Many Famous Brands! Many at The Lowest Prices in Retail History.

NATIONALLY KNOWN BRANDS SEAGRAM'S SUPERIOR GIN \$1.24
• 94 PROOF •
LARGE 25.4 OZ. BOTTLE

7 Years Old SCHENLEY'S ANCIENT Straight Rye Whiskey \$1.63 Reg. \$2.25 Value	Julius Marcus PEACH or CHERRY BRANDY \$1.64 Reg. \$2.65 Value 25.4 Oz. Bottle	Le-Jour Rock-N-Rye \$1.69 Reg. \$2.10 Value 50 Proof —or— Kuemmel \$1.69 Reg. \$2.10 Value 50 Proof FULL QUART
---	--	---

DOWN GO PRICES! ORDER TODAY RENAULT WINES

Port, Madeira, Marsala, Tokay, Sherry, Angelica, Muscatel. REG. \$2.25 VALUE \$1.52 GALLON	REG. \$1.25 VALUE 82c 1/2 GALLON	REG. 79c VALUE 53c FIFTHS
---	--	---

BOOTH'S HIGH AND DRY GIN 90 Proof \$1.19
Large 25.4 Oz. Bottle

Gold Feathers GIN \$1.39 3 Quarts \$1.75 50 Proof Case of 12 Bottles \$15.00 QUART	Why Pay \$3.39 For An 8-Year-Old Scotch? 2 Bottles \$4.85 We Give You a 10-Year-Old Imported for \$2.47	Imported CUBAN RUM Reg. \$3.25 Value Aged 5 Years 2 BOTTLES For \$3.45 25.4 OZ. BOTTLE \$1.88
---	---	---

2-YEAR-OLD CREAM-O-GRAIN STRAIGHT BOURBON WHISKEY \$1.39 4 Quarts For \$5.12 QUART	3-YEAR-OLD BRIARWOOD STRAIGHT RYE WHISKEY Reg. \$2.39 Value 3 Quarts \$1.73 \$4.90 QUART	FOREIGN LEGION STRAIGHT RYE WHISKEY Full Quart \$1.25
---	---	--

LONDON INN DRY GIN 50 PROOF Large 25.4 Oz. Bottle \$1.00

15 YEAR OLD BRANDY Regularly \$1.01 Bottled in Bond 100 Proof 69c	AMERICAN CHAMPAGNE Monopole Brand 44c Split	OLD FASHIONED ROCK N' RYE Liqueur 19 Proof Full Pint 88c REG. \$1.00 VALUE
---	--	--

SCOTCH WHISKEY \$2.09
All 8 Years Old, Distilled and Blended in Scotland 100% Scotch Whiskey
Large 25.4 Oz. Bottle

MARTINI COCKTAIL 16 Proof Full 16-oz. Bottle 79c	VERMOUTH IMPORTED FRENCH AND ITALIAN Large 20-Oz. Bottle Regularly \$1.25 98c	APPLE JACK BRANDY Red Mill 90 Proof Full Quart \$1.49
---	--	--

AMERICA'S FINEST TABLE WINE

HALF GALLONS 58c	Clare Chianti	Burgundy Riesling	GALLONS 99c
-------------------------	------------------	----------------------	--------------------

FREE PARKING PHONE MAIN 786 FREE DELIVERY

BERGHASH
124 CLINTON AVE. SO. NEXT TO LOEW'S ROCHESTER THEATRE

YOU be the Judge...



There's No Better Coal
On The Market Sold
At The Same Price!
You'll Quickly Feel
The Difference When
You Burn

MILLER'S

SPECIAL

High Quality, Long-Burning Anthracite (Hard)

COAL \$10⁶⁵
STOVE, EGG, NUT

R. G. & E.
Dry-Quenched
COKE

Highest
Quality
FUEL
OIL

PEA. \$8.75
BKWT. \$7.75
RICE. \$6.75

WE GUARANTEE ALL OUR FUELS

Prompt,
Clean Deliveries
Modern Trucks
Courteous Drivers

Phone GEN. 20

ARDEAN R. MILLER

500 WEST AVE. Quality and Finest Service Since 1912

SPORTS

By JOHN BURNS

Football will take its place on the Rochester sports front this week-end, with the University of Rochester entertaining Oberlin and Aquinas Institute meeting Cook Academy.

Prospects for a Rochester victory over Oberlin are none too bright, but the belief pervades the River Campus that the 1938 varsity outfit will be a decided improvement over last year's team. Oberlin is expected to field an experienced eleven, including several players who were on probation when the Ohioans played the varsity last fall.

Bill Cox, starting his second season as head coach of the Rochester squad, must feel considerably encouraged when he compares the difference between his current squad and the material with which he labored a year ago. The coach and his players are thoroughly acquainted for one thing, but even more important, Cox now has a good-sized group of boys who own what passes for football instinct.

Because of the late starting time for football practice at Rochester, minor injuries, which are the usual accompaniment of pre-season practice, are somewhat magnified in that the brief conditioning period does not afford muscle strains time for complete recovery before the schedule gets under way.

With few exceptions, Coach Cox will be able to present his squad at full strength for the Oberlin game. Barton Seal of Haddonfield, N. J., is laid up with a knee injury and two other candidates are down with shoulder injuries.

Baseball is a twelve-month job for those shouldered with the responsibility of assembling a player combination with which they hope to win. And that's why the problems confronting Oliver French, president of the Red Wings, never are entirely solved.

The Wings, as a matter of fact, played over their heads in forcing Newark to seven games before the Bears clinched the first playoff series. But that isn't good enough for French, who already has started "fishing" for athletes capable of providing the punch essential to a spot better than third place.

Building a baseball team is entirely unlike preparations for building a house. In the latter case, a competent architect is able to show exactly how the house will look before work is started. But a baseball architect—something to which French might be likened as he goes about the business of making plans for the 1939 Rochester club—is obliged to work with the human element, which often comes through with unpredictable reactions.

Ruggedness has not been an outstanding element in the makeup of recent Red Wings combinations and it is the guess of this correspondent that the players selected for next year's team will be carefully gone over in an effort to round up men able to withstand the buffetings incidental to an International League campaign.

Selection of a manager for the 1939 Reds undoubtedly will be one of the early items of business to be taken up. Considering the material with which he had to work, Ray Blades did an outstanding job here this year. But that does not necessarily mean that Blades will be at the helm next spring.

Many changes are impending within the Cardinal chain, especially in the matter of managerial jobs, and it would not be surprising if the St. Louis front office found another spot for Blades, who is regarded as one of the top line baseball managers in the chain. Oliver French declares that he has heard nothing concerning the retention or transfer of Blades and he indicated that it might be some time before a decision is made.

Billiardists Wait Class B Tournament
Rochester's amateur cueists will start their season Monday at Keogh's with the opening of the city Class B pocket billiard tournament. Jerome Keogh announces.

The field will list ten players, as in past years. Three are already entered, including Al Pennwell and Manny Goldberg, of promising ability.

Following the pocket Class B affair will come the Class B three-cushion tournament, some time in November.

Elmer A. Gabber, 114 Collingwood Drive, see "You Can Take It With You" at Law's, Rochester Theater. Call at The Sun for your ticket.

Does Bladder Irritation Wake You

It's not normal. It's nature's warning "DANGER AHEAD!" Make this test. Use buchu leaves, juniper oil and 6 other drugs made into green tablets. Help the kidneys flush out excess acids and other wastes which can cause the irritation resulting in getting up nights, frequent or scanty flow, burning or itching. Ask your druggist for Buksite. Your 25c pack if not passed in 4 days. Locally at J. K. Post Drug Store.

Cook To Play Aquinas Here

Aquinas Institute will open its ninth football season Saturday afternoon at Edgerton Park when the Dewey Avenue grid-ers meet Cook Academy.

Johnny Sullivan, who has had charge of football at Aquinas since the game was adopted there nine years ago, isn't too confident in the ability of the Irish to subdue their foe from Montour Falls. Twenty-three of the twenty-six first-stringers who carried Aquinas to an unbeaten season last year were lost through graduation and Saturday's game will be a severe test for the new Maroon eleven.

Earl Finear, fullback and the

outstanding player of the group left from last year's regulars, will not play against Cook because of an attack of flu.

Aquinas has not been defeated by a high school opponent since 1933, when St. Joe's took a 13-12 decision over the Irish.

LEAKY ROOF? REROOF NOW WHILE PRICES ARE THE LOWEST

First Class Workmanship Guaranteed

TERMS As Low As \$2.00 Per Month

PIONEER
ROOFING CO.
314 WILDER BLVD.
PHONE MAIN 475

Everyone Is Praising Old Heidelberg's ROAST-FRESH LONG ISLAND DUCKLING

Blue Plate **50c**

Old Heidelberg's
PITTSFORD INN
"Where East Ave. and Monroe Meet"

DEEP-CUT DRUG PRICES

This Week-End at Rochester's REAL Cut-Rate Drug Stores!

CAMAY SOAP
3c
(Limit of 2)
With This Coupon

JELLY DROPS
2 for 11c
(Limit of 4)
With This Coupon

PHENOBARBITAL TABLETS
Bottle of 100 Bottle of 250 Bottle of 500 Bottle of 1000

1/4 Gr.	23c	43c	77c	1.39
1/2 Gr.	29c	59c	98c	1.69
1 1/2 Gr.	49c	98c	1.69	2.98

TAMPAX
the wonderful new method of sanitary protection
WORN INTERNALLY
NO BELTS NO ODOR NO PADS
Accepted for Advertising by the Journal of the American Medical Association
Month's Supply in Purse-Size Package
33c large box

DENTURE BATH
FREE
SANITARY bath tub in handsome black bakelite (choice of colored covers). FREE with purchase of medium size bottle of Brite-Kleen—new, easy, no-brush way to clean false teeth. Recommended by dentists.

DAW'S GENUINE U. S. P. ASPIRIN TABLETS
5-Gr. Pkg. of 100 **3c**
(Limit of 1)
With This Coupon

DAW'S 2-in. x 10 Yards GAUZE Bandage
2 11c
(Limit of 2)
With This Coupon

SENSATION Cigarette
A Cigarette Sensation

50c Lb. Borden's Choc. MALTED MILK 26c
75c BENEDICT'S Solution Pint 44c
25c CASTOR OIL 13c
4 Ounces 18c
Aromatic Spirits of AMMONIA, 2 ounces 51c
50c TER 2 for 51c
25c BLONDEX Shampoo 16c
100c VITALIS Hair Tonic 79c
35c PETERMAN'S Discovery, Pint 18c
WAX PAPER 4c
30 Feet 4c
60c SYRUP OF FIGS 31c
15c SHUR-OFF For Corns 23c

ITALIAN SHAVING SOAP
60c Balm and Dispenser \$1.35 Value **49c**
5c Size, for **2 5c**

Throw Off Fat
And You'll Snap Into Your Work Again!
If you feel lazy, overworked and sluggish, if the world looks bleak because you can't rid your body of burdensome fatty fat, nobody likes, be smart, let Kerjens help you.
Fat must be dissolved to get rid of it SAFELY. Kerjens Tablets are harmless, gentle, yet amazing in making fat dissolve into liquid so it passes from the system through daily elimination. You just take one tablet after each meal; no special things to eat; it's so easy you'll wish you had started sooner. In a short time your mirror, your clothes will tell the naked truth, you'll actually see and feel the fat melting away from your waistline and hips. Gradually you will realize slenderizing lines which add to the appearance of every woman.
Don't wait, you owe it to yourself to gain NEW slenderness, surprise your friends by becoming more slender, enjoy the thrill of seeing ugly FAT melt away.
We recommend this treatment even in the most stubborn and long-standing cases. Kerjens Tablets are Guaranteed SATISFACING and not expensive. Marvellous results are assured or this store will immediately return your money.
Kerjens-ize and Look Younger!

50c Size PEPSODENT ANTISEPTIC
only 1c
1 REGULAR 50c BOTTLE 1c
With purchase of a Regular bottle at 50c 50c
2 bottles for 51c WHILE THEY LAST!

Bring Your Next Prescription to DAW'S

DAW'S 2-in. x 10 Yards GAUZE Bandage
2 11c
(Limit of 2)
With This Coupon

Regular \$1.75 Electric **BOWL HEATER**
98c
Scientifically designed reflector assures even, efficient distribution of heat. Heavy no-tip base prevents tipping. Equipped with large wire dome safety guard.

POND'S CREAMS
35c Size **16c**
PEROXIDE
Full Pint **7c**

ITALIAN SHAVING SOAP
60c Balm and Dispenser \$1.35 Value **49c**
5c Size, for **2 5c**

JERIS HAIR TONIC
50c Size **24c**
SEGAL BLADES
(Pack of 10) **9c**

Beef, Iron And Wine TONIC
Reg. \$1.00 Pint **44c**
FOUNTAIN PEN INK
4 oz. Bottle Reg. 15c **6c**
COD LIVER OIL
Reg. 75c Pint **39c**

ESPO TABS
25c Size **19c**

PHILLIP'S TOOTH PASTE
25c Size **8c**
(Limit of 1)
With The Coupon

DAW'S HIGH TEST OXYDOL
NEW! LARGE SIZE
2 Boxes For **33c**
(Limit of 2)
With This Coupon

Dorothy Perkins GIANT SIZE ECONOMY SALE
\$1.50 to \$2.00 Value
SPECIAL \$1.00 FOR

To make new users for the Giant Sizes of Dorothy Perkins Beauty Preparations, we are privileged to offer them to you, regardless of their regular prices, at the amazingly low price of only \$1.00 each!

COMPARE THESE GIANT SAVINGS:

	Regular Prices	Sale Prices
Rose Lotion	6-oz. 75c	16-oz. 1.00
Cream of Roses Cleansing Cream	3-oz. 75c	8-oz. 1.00
Muscle Oil	2-oz. 1.00	6-oz. 1.00
Tissue Cream	2 1/2-oz. 1.00	7-oz. 1.00
Spec. Astringent	6-oz. 1.50	6-oz. 1.00

FREE Deliveries to any section of Rochester on purchases of \$1.00 or more. Use your telephone for DAW'S deep-cut prices.

DAW'S CUT-RATE DRUG STORES

1. 56 Clinton Ave. So. 2. 31 Main St. East 3. 353 Main St. East 4. 464 Ridge Road W. 5. 880 Main St. West

Right Reserved to Limit Quantities

A Guide To More Than Homes. Of interest

VOL. 1 NO. 46

Here and Yonder

By CRAY R.
Although Mot man Julius We he has been der charges will be him by his usually statione nue and Main s he isn't skimm the avenue to s and his cheery s manner are fai sands of Roche One morning at East Avenue and Oxford Street, Wein-stein spied an elderly woman carrying a bun- die, apparently marooned on the curb. Grasping one of her arms, he helped her cross the congested thoro-ughfare and she thanked him profusely. (Continued)

CHIFFEY CURT TAILOR
SPECIAL \$2.00
Of genuine c 36 inches wide long. Tailor sides. Hemme—ready to popular shade

ROCH CUR SH
134 CLINTON
Loew's Rochester

Complete tains, bed cessories. Your ins vited.

Re-
As Little \$49
... to comp rebuild and halter you piece uite. ens of cov choose from

Bu

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thursday Afternoon. If You Do Not Receive Your Copy By 5 P. M., Phone Stone 6001 and One Will Be Delivered.

VOL. 1 NO. 46

ROCHESTER, N. Y. OCTOBER 6, 1938

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Although Motorcycle Patrolman Julius Weinstein feels that he has been derelict in duty, no charges will be made against him by his superiors. He is usually stationed at East Avenue and Main Street East, when he isn't skimming up and down the avenue to supervise traffic, and his cheery smile and affable manner are familiar to thousands of Rochesterians.

One morning at East Avenue and Oxford Street, Weinstein spied an elderly woman, carrying a bundle, apparently marooned on the curb. Grasping one of her arms, he helped her cross the congested thoroughfare and she thanked him profusely.

Cray Remington
(Continued on Page 2)

G. O. P. AGAINST CITY PAY CUTS

City Plans To Drop Expo Aid

End of Show Seen With Withdrawal of Facilities

Rochester probably has had its last Exposition under the present setup of that affair. And the reason is to be found in the financial condition of the municipality, which now faces a steep boat in taxes.

It is reliably reported that the city will not extend the same facilities to the Exposition as has been the case since this show was started many years ago. The city not only gives the Exposition use of Edgerton Park, but city employees get the show site in readiness and keep it spic and span during the progress of the show. This expense, it is said, will be one of the items lopped off the 1939 budget.

Without such city aid, it would be impossible for the Exposition to continue, especially in view of dwindling attendance through recent years.

Whether the city plans to take over the Exposition and conduct it as a piece of municipal promotion, or whether the undertaking will be allowed to die, probably will be determined within the next three months.

New Kodak Building Will Employ 300 Men

Three hundred men will be employed for a year when construction begins on the new six-story Kodak Camera Works of the Eastman Kodak Company.

A. W. Hopeman & Sons are the contractors. Estimated cost is set at \$928,550. It was disclosed when the building permit was issued. Engineers of Kodak have designed the new structure which will be erected on Plymouth Avenue North on the site once occupied by St. Patrick's Cathedral.

Players Open Season With Modern Comedy

"French Without Tears" a modern comedy, will open the Community Theater's season Saturday night.

A total of 2,847 members were chalked up as the membership drive ended this week. 1,423 members were added during the campaign. Mrs. James M. Mangum and Harry Ruppert's teams were high scorers. Mary Greene was elected to succeed Mrs. John Riegel as executive secretary.

Dave M. Zwick, 21 Wilson Street, call at The Sun for guest ticket to see "Stablemates" at Loew's Rochester Theater October 7.

Rochester on Parade ★ ★ ★ By W. L. James



Men Take Cooking Lessons At Madison Evening School

With an unusually heavy enrollment in all departments indicating the increasing popularity of adult education courses at Madison High School, Principal Frank M. Jenner announces that several new classes not previously scheduled, are now in session and that a few vacancies exist in other courses which were opened last week.

Registration is still open in the piano class and in the voice class conducted on Tuesday and Thursday evenings, and in the class in shop mathematics and algebra in session on the same evenings.

NEW DEPARTMENT

There are also a few vacancies for men and women in the cooking classes on Tuesday and Thursday evenings and in several of the commercial classes on Tuesday and Thursday and Monday and Wednesday evenings.

This is the first time that the cooking classes have been opened to men as well as women and it is believed that these classes will prove quite popular.

OVERFLOW CLASSES

Overflow classes in advanced and elementary machine shop practice, photography, sheet

Security Act Form Change

The attention of employers subject to Title VIII of the Social Security Act is called to a recent decision of the Treasury Department abolishing, as of September 30, 1938, Form SS-3 entitled, "Employer's Information Return," which employers have been required to file with local collectors of Internal Revenue when an employee reached the age of 65, or who died before reaching that age.

Mrs. Anna M. Rosenberg, New York Regional Director of the Social Security Board, in calling the attention of New York employers to this decision, emphasized the fact that abolishment of Form SS-3 has no bearing on the filing of Form OAC-1001, entitled, "Statement of Employer," which is the final employee wage report under the Federal Old-Age Insurance system.

Employers should continue to file this form with the nearest Social Security Board office when an employee reaches the age of 65, or dies before reaching that age.

Your nearest Social Security Board field office is at 214 Terminal Building.

Miss Edna Wade, 21 Terrace Park, see Wallace Berry and Mickey Rooney in "Stablemates" at Loew's Rochester Theater. Call at The Sun for guest ticket.

Upstaters Ready For Showdown

Repudiation of Tom Broderick Leaves Sting

In seeking the designation for lieutenant-governor last week at the Republican state convention, Thomas E. Broderick was the instrument—possibly sacrifice is a better term—whereby some thirty-two upstate counties displayed their resentment toward party control centering in Greater New York.

Neither Broderick nor his backers expected to capture the nomination, but they put on a show of such proportions that it could not help but impress the New York contingent, from Thomas E. Dewey down.

On the surface, everything is peaceful within the GOP of this state. There is no question concerning the wholehearted support Monroe and the other counties which supported the Broderick for lieutenant-governor movement will accord Dewey and the entire Republican ticket. But the real showdown will take place next winter, providing Dewey defeats Governor Lehman for the highest state office.

This showdown will be staged in the State Legislature, where upstate Republicans figure they will have enough votes to entitle them to the utmost consideration. If the upstaters hold the balance of power, it is readily evident that Dewey and his New York advisors must "play ball" with the contingent they recruited at Saratoga.

Dewey made it evident, even before his nomination for the governorship, that he was to be head man of the GOP in this state. That was all right with the upstaters, but they did not relish the tactics of Kenneth F. Simpson, New York City leader, in breaking what was regarded as a definite promise that Monroe County would be given a place on the state ticket.

Grace Church Members To Fete New Pastor

Members of the Grace Presbyterian Church will give a reception to the new pastor, The Rev. David W. Ayers, and Mrs. Ayers, tomorrow at 7:30 p. m. in the church auditorium.

Other events on the church calendar include: Sunday, rally day services at 10 a. m., morning worship, sermon, and dedication of the choir at 11 a. m. and rally day exercises by the Young People's Society at 7 p. m. Wednesday the Ladies Aid Society will play cards at the Bond Bakery.

WOMEN SPONSOR DANCE

Junior Chapter, Women of the Moose, will meet Saturday afternoon to make final plans for the dance recital and dinner to be given by pupils of Rosemary Weiss, Saturday, October 29.

Party Determined To Defeat Effort To Slash Salaries

Impending Boost in Tax Rate Brings Up Difficult Problem for Administration

Taxes, like death, are inevitable and determination of Rochester's tax rate for 1939 is causing shudders somewhat akin to those afflicting a man nearing his last day on earth. These shudders are not confined to the City Hall, where City Manager Baker is wrestling with the budget for next year, but they are noticeable also in high Republican circles, because that party, being in power, will feel the full weight of the wave of indignation which always follows a tax boost.

It is taken for granted that Rochester's tax rate for 1939 will be boosted, possibly as much as \$4 above this year's rate of \$27.34 per \$1,000 assessed valuation. This is based on a \$775,000,000 increase in assessed valuations made under the new scientific assessment program.

While there appears to be no way of avoiding an upswing in the tax rate, methods of keeping the increase as low as possible and at the same time averting the possibility of a political insurrection are problems for Mr. Baker and for the GOP.

One of the economies under consideration at the City Hall concerns renewal of city employee salary cuts, and that is the point upon which Mr. Baker and the Republican party are likely to have a downright difference.

FEAR REPRIALS

Precedent means a great deal to political leaders, so GOP chieftains, remembering that the last City Hall salary cut brought disaster to the Democrats have made up their minds that such a thing must not happen to their party.

Committed to economical administration of city affairs by their platform, Republicans contend that worthwhile savings for the taxpayers can be effected without slashing the pay of city employees.

GOP AGAINST CUT

In fact, word has gone out that, regardless of what steps are necessary to keep the budget down, the Republican party will not stand for salary cuts. Salaries and wages comprise approximately 50 per cent. of the city budget, so it is difficult to figure that determination of the budget is anything but an easy job.

CONTRACTS AWARDED

Bausch & Lomb, Yawman & Erbe and Dawn Manufacturing Company were awarded contracts totaling \$1,000,000, the U. S. Department of Labor announced this week. War Department and office equipment will be manufactured.

COOKED FOOD SALE

Ladies Aid Society of Winton Congregational Church will sponsor a cooked food sale Saturday at 757 Winton Road North. Mrs. James Foley and Mrs. William Ballou are in charge of arrangements.

Mrs. Evangeline Fabry, 106 Parselle Avenue, see Wallace Berry in "Stablemates" at Loew's Rochester Theater. Call at The Sun for guest ticket.

CHIFFONESE CURTAINS TAILORED SPECIAL \$2.59 PAIR

Of genuine chiffonise . . . 36 inches wide . . . 78 inches long. Tailored on both sides. Hemmed and headed—ready to hang. Latest popular shades.

Complete line of curtains, bedspreads accessories. Many other outstanding values. Your inspection invited.

ROCHESTER CURTAIN SHOP

134 CLINTON AVE. S. Loew's Rochester Theater Bldg.



BURKE'S Anniversary Feature

It costs only HALF as much as a new suite, to have your present . . .

LIVING ROOM SUITE

Re-Upholstered

As Little As \$49.50

... to completely rebuild and upholster your 3-piece suite. Dozens of covers to choose from.

STONE 2004 and a Representative Will Call at Your Home Day or Evening

BURKE'S

ROCHESTER'S LARGEST AND MOST COMPLETE DEPARTMENT

PANTS FOR EVERY PURPOSE AT SAVINGS TO 20%

ROCHESTER JOBBING HOUSE 159-161 JOSEPH AVENUE

HIPPODROME BINGO

Every Monday Night

\$350 IN CASH PRIZES AND A \$100 RADIO

All for One Admission of \$1.00

DOOR PRIZES EVERY NIGHT

ROCHESTER GERMAN CLUB HALL Gregory Street (Between South and Clinton)

QUICK CREDIT Easy Pay PLAN

DIAMOND TIRES AS LOW AS \$6.15

Slight Additional Credit Charge

Save Money This Winter! EVEREADY PRESTONE DOES NOT BOIL AWAY \$2.95 Gal. EASY TEI'S

CAR HEATERS AS LOW AS 47¢

UNIT ROCHES-TER PARTS CORPORATION 1165-1223 MAIN ST. E. CULVER 250

JUST ARRIVED 2000 NEW FALL SWEATERS

Guaranteed \$1.29 Value 68¢

Smart New Necklines

Every New Fall Style

Rust, White, Navy, Wine, Black, Powder

Sizes 34 to 40

A sure sell-out tomorrow at this sensationally low price.

Stephens 210-214 Main Street East

EASTMAN—Friday Evening, October 14, at 8:15
BOAKE CARTER
(in Person)
"FREE SPEECH ON THE NEWS"
Seats (Res.) 50c, 75c and \$1

THE BLACKFRIARS GUILD PRESENTS:
HELEN MENKEN

IN
"THE LATE CHRISTOPHER BEAN"

(With an All-Rochester Cast)

AT THE AUDITORIUM, Main St. East

October 14 & 15

MAIL ORDERS NOW! SEATS: \$1.50—\$1.00—50c
Box Office Open For Public Sale Monday, October 10th.



America's Finest Food

Here is an eating house unique in America. A near-capacity house every day... every evening... yet we have no music... no floor show... no entertainment. Of course... the answer is... America's finest foods... prepared by master chefs... to whom cooking is a fine art, not just a method of earning a living. Rare roast beefs... extra thick tender steaks... Old English mutton chops that melt in your mouth... in fact... every fine food the true gourmet dreams of is here for your approval. And generous portions have always been a cardinal law here. Come and dine with us... then you'll know why we have a national reputation.

A Bit Hard To Find—But Well Worth Looking For
EDDIE'S CHOP HOUSE
155 MAIN ST. E. 3 Doors West of National Clothing Store

**NO DOWN PAYMENT
OR INTEREST CHARGE**
ON ANY MAKE
**BRAND NEW PORTABLE
TYPEWRITER**

IF YOU BRING
THIS AD
WITH YOU

Priced As Low As

\$19.75

Your choice of any
make or model.

Royal • Corona • Underwood • Remington
AS MUCH AS ONE YEAR TO PAY

Standard Typewriters Rented, 3 Months \$6
CITY TYPEWRITER

106 East Ave. Across from The Sagamore 160 Clinton So. Next to R. R. 1.

Call Us Now — Take Advantage Of
This Weeks —

**SPECIAL PRICES
RE-ROOF NOW!**

Reg. \$160
**ROOF
\$119**

See The
Savings On
BIRD DUTCH
LAP
SHINGLE
ROOF

Reg. \$100
**ROOF
\$79**

OTHER ROOFS AS LOW AS \$39

NOTICE—

These prices are for everything — not just materials... But all labor. A guaranteed roof by an old established local concern.

Phone For Free Estimate — No Obligation

KEMP ROOFING CO.

331 W. Main St.

Phone Main 1786

Remington:

(Continued from Page 1)

The following morning Weinstein was among the East Avenue crowd, waiting for the woman with the bundle, apparently, to be helped through traffic.

Every morning thereafter, Weinstein made it his business to be at Oxford and East Avenue and each morning the woman with the bundle would be waiting for him. She would always greet him cheerfully and appear, oh, ever so grateful for the attention given her. It became as much Weinstein's custom to help this woman every morning as it was for him to breakfast or to adjust his uniform and motorcycle. He realized that he would be lonely some indeed without the daily contact with the woman whose name he did not even know.

One day there was an early morning funeral for a prominent citizen and Officer Weinstein was among the policemen drafted to superintend the extra traffic occasioned by it.

"I hope," he said to a fellow officer, "that my old lady friend will come to no harm this morning when she crosses the street?"

"Oh, don't borrow trouble," was the answer. "You're getting so you're worse than any old lady yourself."

Term it a hunch or transference of thought or what you will, but that very morning, while Weinstein was on extra duty, the woman whom he had aided to often and whom he had come to know so well was run down and killed by a motorcar steered, remembering the woman he had aided, reached the Oxford Street intersection at practically the identical hour, and at East Avenue and Oxford Street.

Rochesterians: Old stone pile, formerly a hotel at northeast corner of a Ridge Road West and Dewey, will be razed. New building will be erected. Woolworth's new store, on southwest corner of Dewey and Ridge, will not be ready for occupancy before February 1. Carl Baumohl of Eggleston, is expert at preparing ducks for deluxe dinners. Harry (Little Elmer) Brown, the one-man newspaper, is back from Batavia Veterans' hospital and better physically than ever. Boake Carter's talk on the "news" was free to Rochesterians, but who is paying overhead and Mr. Carter for talking. His many friends are sorry to hear that Justice Pero, lately Democratic leader in Seventeenth Ward, is suffering poor health. Police department has shown photograph of Slow Motion Holdup man to liquor (package) store owners. Copperheads know who and what he is, but they can't catch up with him. Neither has anybody, yet. Harold S. W. MacFarlin has been suggested for everything to date, so let's sic him on aforesaid S. H. M., meaning holdup man. In last analysis, only officials who would incapacitate him should be new scientific tax assessment board members.

Chemists Produce Fabric Simulating Persian Lamb

BY JONATHAN JONES

Stylist for E. W. Edwards and Son

Things aren't always what they seem! Never was this ancient adage as true as it is today, when chemists are pulling new fabrics out of test tubes (so to speak) like magicians pulling rabbits out of a hat.

And the very latest material to emerge mysteriously from the laboratory is (of all things) PERSIS, a new miracle fabric of American Miscoe Rayon which simulates Persian lamb to such an extent that experts have looked at it twice before realizing that they were seeing just a unique cloth.

PERSIS not only has the rich sheen and tight curl effect of the costliest Persian lamb, but feels like it and wears like it, and it especially processed to resist water.

The styles selected for this remarkable fur-like fabric are exceptionally chic and are those you find in the most expensive Persian lamb creations. And not the least amazing feature of these wonderful garments, is the low price.

Certainly these remarkable PERSIS coats are not to be overlooked by the smart, thrifty woman who has set her heart on the fashion elegance of Persian lamb, but whose budget won't quite make the grade. PERSIS toppers and jackets are to be found in at least one up-to-the-minute Rochester department store, name furnished on request.

Holy Cross Church Sets Bingo Games

Weekly bingo games will open at Holy Cross Church beginning Monday. Committees named to direct the games are:

George Wheelahan and William Hickey, cashiers; Larry Jopson, William Dougherty, Carl Holley and Ralph Klem, door; Joe Kolb, L. H. Viele, Earl Sprague, Roy Brickler, William Basel, John Bowlan, James Farrell and Henry Gabe, ushers; Harry Pero, Paul Agostinelli, Dino Agostinelli, Sardeous Virgil and William Albert, refreshments; Nick Ender, bingo board; Frank Boylan and Lawrence Kavanaugh, parking; Larry Jopson and L. H. Viele, lights; James McVeigh and John Oslar, bingo callers and E. Howard Kaman, prizes.

old S. W. MacFarlin has been suggested for everything to date, so let's sic him on aforesaid S. H. M., meaning holdup man. In last analysis, only officials who would incapacitate him should be new scientific tax assessment board members.



Persian lamb? No! PERSIS the new miracle fabric in a brief, boxy upper.

LAZARUS APPOINTED

Effective November 1, Albert E. Lazarus, Surrogate Court stenographer, becomes Supreme Court stenographer at a salary of \$5,200 a year. He succeeds Frederick W. Parkhurst of Bath, retired.

FUR TRIMMED WINTER COATS

This is actual cost of manufacture. **\$16.50**

Clearing just 25 of these at this seasonably low price. Season's most popular colors.

H. WEINSTEIN

Ladies Tailor and Furrier

Note The Address—Our Only Store

635 Clinton Ave. N.

We manufacture, repair, and remodel coats at lowest prices. Highest quality work guaranteed.

Sodality Rally Set for Sunday

Sodalists of the Rochester Catholic diocese will hold a rally on Sunday at Columbus Civic Center Auditorium, where the Rev. Daniel A. Lord, S. J., of St. Louis, national director of the sodality, will deliver the principal address.

The Most Rev. James E. Kearney, bishop of Rochester, will open the rally with solemn pontifical mass at 10:30 a. m. The Most Rev. Duane G. Hunt, who succeeded Bishop Kearney as head of the Salt Lake City diocese, will preach the sermon.

The afternoon program will include general assemblies and sectional meetings under the chairmanship of the Rev. Robert J. Fox and Miss Margaret Larkin. A CYO demonstration will be given under the direction of the Rev. Joseph E. Vogt and a series of tableaux will be presented by parish sodalities, beginning at 7:45 p. m.

THE TOWN'S LOWEST PRICES

CHECK OUR VALUES
AND BE CONVINCED

SPECIAL!

Reg. \$1.00 (All Colors) 36 Inch
CORDUROY... yd. 59c

Special: 36 Inch Crushed
VELVETS... yd. \$1.29

ALL WOOL—56-INCH
SUITINGS... 95c

Reg. \$1.49 36 Inches Wide
PLAIDS... yd. \$1.20

Special: 36 Inch Prints
CHALLIS... yd. 35c

The Best Glazed
CHINTZ... yd. 29c

Open Evenings 'til 9. Sat. 'til 10

GENESEE MILL ENDS

918 WEST MAIN ST.

Opp. St. Mary's Hospital

AUDITORIUM FRI. and SAT., Oct. 7-8
MAIN ST. E. AT PRINCE MAT. SAT.

"GLITTERING" "FASCINATING"

MAX GORDON Presents

THE WOMEN

A COMEDY BY CLARE BOOTH LUCE

Staged by Robert H. Stoddard—Settling by de Mille

CAST OF 40—ALL WOMEN

"SMART" "FUNNY"

3 SEASONS ON BROADWAY

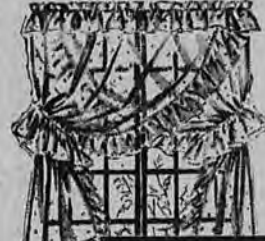
Other Max Gordon Great Stage Hits

Roberta—The Great Waltz—Daddy—The Band Wagon—Cat & the Fiddle

SEATS NOW: Nights: Orch. \$2.75, \$2.25, \$1.75, \$1.25, \$1.00, \$0.75, \$0.50, \$0.25, \$0.10, \$0.05, \$0.02, \$0.01

Mat.: Orch. \$2.00, \$1.50, \$1.00, \$0.75, \$0.50, \$0.25, \$0.10, \$0.05, \$0.02, \$0.01

(Tax Inc.). Make checks payable to W. H. Curtis.



Introducing
The Smartest
Curtain Style
Of The New
Season At
A Sensationally
Low Price

FOUR-YARDS-ACROSS-TOP

CASCADE Priscilla CURTAINS

**\$1.00
Pr.**

Tremendously—almost incredibly—wide, 72 inches across each side at top, a full 144 inches for the pair. Wide enough for your widest windows—in fact, one pair will do for double windows! Ruffles are 5" wide, finished, and the length is actually 2 1/2 yards finished (not just cut size). A good quality pin-dot marquisette in Ivory, Ecru, Blue, Green, Dusty Rose and Peach. This is the first time we have ever been able to offer this style curtain under \$2.98.

PAULS CURTAIN SHOP

76 CLINTON AVE. SO. Diagonally Opposite Our Former Location

ON SALE AT LAUER'S ... NOW!

Stainproof Perfect Porcelain

EXTENSION LEAF BREAKFAST SETS

\$24.75

CHOICE OF 10 COLOR COMBINATIONS.

EXACTLY AS PHOTOGRAPHED AT LAUER'S



The base of the table and the four chairs are made of solid maple or solid birch—Tennoned and glue blocked... you can turn these chairs upside down, lay them on them, knock them over and they will not loosen in the joints nor become wobbly... they are made for a lifetime. The table top is the very best acid resistant guaranteed, triple baked-on porcelain, fired in huge electric ovens... it will not chip with ordinary usage but will resist the hardest knocks. These sets come in your choice of maple, green and ivory, red and white, black and white, blue and white and many other colors. After your meal is over take a damp cloth, wipe of the top of your table, and it will look like new. If you can't get in mail us a card or telephone Main 3268.

WE CALL YOUR ATTENTION TO LAUER'S ECONOMICAL BUDGET PLAN...

\$2.50 DOWN \$4 PER MONTH

Lauer's Prices Are Cash—For Budget Terms You Add 1% Monthly Carrying Charge—The Term Price on This Set is \$25.30. You'll Find Lauer's Budget Plan Is Fair and Businesslike. NO EXTRA CHARGE FOR 30-60-90 DAY ACCOUNTS.

LAUER'S 50 STATE ST.

SAT., Oct. 7-8
AT SAT.

"FASCINATING"

MEN

BOOTH
by J. M. M. M.
WOMEN

"FUNNY"

ROADWAY

Stage Hits
and Wagon-Cat & the Fiddle
Loose \$2.50. Bal. \$1.50. \$1.10.
Loose \$1.65. Bal. \$1.10. 35c
extra.

Introducing
The Smartest
Curtain Style
Of The New
Season At
A Sensationally
Low Price

CROSS-TOP
CADE

illa

AINS

00

Pr.

Incredibly—wide, 72
at top, a full 144
side enough for your
ct. one pair will do
ruffles are 8" wide,
is actually 2 1/2 yards
size!) A good quality
Ivory, Ecru, Blue,
H. Peach. This is the
r been able to offer
r \$2.98.

LS
TAIN
OP

10. Diagonally Opposite
Our Former Location

OW!

elain

75

MBINATIONS.
IED AT LAUER'S

airs are made of solid
blue blocked . . . you
up on them, knock
in the joints nor be
a lifetime. The table
ranted, triple baked-
vens . . . it will not
at the hardest knocks,
apple, green and ivory,
and white and many
r take a damp cloth,
will look like new. If
telephone Main 3298.

N TO LAUER'S
PLAN . . .

PER MONTH
et Terms You Add
the Term Price on
auer's Budget Plan
TRA CHARGE FOR

T.

106th
Edwards

ANNIVERSARY

SALE

Swings into Action with Values that will startle the Town!

For You Who Are Accustomed to Paying up to 1.95

MEN'S FINE QUALITY SHIRTS

Special for this Anniversary

A new group of the finest shirts we have ever offered at this low price; including a large assortment of higher priced shirts taken from our regular stocks. Here is an Anniversary Value that will swing every Rochester man into immediate action.

\$1

- ★ Plain Color Broadcloths
- ★ Fancy Woven Madras
- ★ Long Wearing Woven Cords
- ★ Novelty Weaves and Prints
- ★ Attached No-wilt Collars in White
- ★ All-Over Patterns
- ★ Fancy Stripes, Checks, Sizes 14 to 17

Edwards Modern Men's Shop, Street Floor

Men's Fur Felt
Hats..2.69

Reg. 2.95 value. Popular snap
brim style made by the maker
of our "better" hats for men.
Pearl grey, tan, brown, dark
grey. Sizes 6 7/8 to 7 1/2.

Edwards, Street Floor



Anniversary
Scoop!
Men's Unlined
Leather GLOVES 1.00

You have to hand it to Edwards Anniversary Sale to produce these marvelous glove bargains just when you need them most . . . for cold weather wear, for Christmas gifts. Fine quality caneskin in slip-on or snap-wrist style. Sizes 7 1/2 to 9 1/2.

Black Tan Grey

Edwards Modern Men's Shop, Street Floor



Men's Linen-Heel
and Toe SOCKS
5 PAIRS 1.00

Regular or ankle length socks in liles, rayons, mixtures. Linen reinforced at heel and toe for extra wear. New Fall stripes, checks, clocks.

Sizes 10 to 12

Edwards, Street Floor



Men's Reg. 55c
TIES . 39c

Thrilling new Fall colors and patterns in satins, twills, mogadors, wools, barathas, spittle-field effects. Hand tailored resilient construction. Save 1.92 on a dozen!

Edwards, Street Floor



Men's SHIRTS 5 \$1
and SHORTS for

Reg. 25c and 35c values. A wonderful opportunity to fill your underwear needs at exciting Anniversary Savings. SHORTS: Full cut with pyramid seat and elastic sides. Sanitized broadcloth in colorfast stripes and checks. Sizes 30 to 44. SHIRTS: fine combed cotton, athletic style. Ribbed or plain. White only. Sizes 38 to 46.

Edwards Modern Men's Shop, Street Floor

"BROADWAY"
ROUGE or
LIPSTICK

Specially
Priced 25c

Standard "Broadway" quality! Stunning enameled cases. Popular shades of rouge and lipstick.



Reg. 59c Wrisley's Bath Salts

5-lb. bag. Softens and perfumes water. Excellent for

sachets. Lilac, gardenia, pine, lavender, bouquet. 44c

REG. 69c BLADES and RAZOR OFFER

50 super thin ("Ring") razor blades and one gold plated

GILLETTE razor at a great Anniversary saving! 59c

REG. 59c "FACEL" FACIAL TISSUES

Super soft and absorbent quality. 500 large sheets in as-

sorted colors to a package. 49c

Reg. 69c "Crystal" Hot Water Bottle

Hospital size. Heavy red rubber. Made by the Seamless

Rubber Co. 59c

VELOUR POWDER PUFFS, 6 IN PKG.

Reg. 25c value. Square with pocket for fingers. Assorted

colors to cellophane package. 19c

REG. \$1 "GLIDA" TRAVELLING KIT

"Glides" moisture-proof lining fitted with glass jars and

bottles for lotions and creams. Assorted colors. 59c

Reg. 43c "Prophylactic" Toothbrushes

Nationally advertised make. Medium, hard, soft

bristles. Assorted handles. 3 for \$1

REG. \$1 "GLAZO" MANICURE SETS

"Bakelite" case containing nail polish, polish remover, cuti-

cle remover, orange wood sticks, emery boards and cotton

50c

REG. \$1 "EVANS" SINGLE COMPACTS

Square type for plenty of powder. Jewelled, fancy and pic-

ture tops. Assorted colors. 59c

Edwards, Street Floor



BOUDOIR
CHAIR

SPECIAL FOR
EDWARDS
ANNIVERSARY

\$5.98

Cheery! Thrifty! Dainty enough for bedrooms, yet large and strong enough for solid comfort. Padded back and arms. Deep, spring filled seat. Wide ruffle around the bottom. Choice of charming, new chintz coverings.

Edwards, Fifth Floor



MEN'S
ALL WOOL
Flannel
Robes
4.95

Reg. 5.95

An exceptional Anniversary value! Smart, loungy robes. In your two favorite styles. Plain or with contrasting trim. Notch or shawl collar. Rich hand fringed ash. Maroon, blue, brown.

Small Medium
Large

Edwards,
Street Floor

Men's 10% Wool
UNION SUITS
Values
to 1.65 1.15

"Reis" brand and our own make. Ankle length with long or short sleeves. Random only. Sizes 38 to 46.

Men's All Worsted
SWEATERS

Reg. 2.95 2.39

Warm button-front styles taken from regular stock. Navy, oxford, seal brown, heather, tan. Sizes 38 to 46.

Men's "Reis-tex" Belt
PAJAMAS

Values
to 3.50 1.55 2 for \$3

A marvelous assortment of fabrics in colorfast Fall patterns. A. B. C. D.

Edwards, Street Floor

Men's Warm
JACKETS

Sale Priced

\$5

Two Styles
Reg. 5.75 and 6.75

A "ROYAL" Anniversary value! Heavy 32 oz. wool plaid zipper model with vest.

Blue Brown
Maroon Green

Wind repellent suede wind-breaker with zipper front; knit collar, cuffs and waistband. Rayon lining. Brown only.

Sizes 38 to 46



Edwards,
Street Floor

2 for 1 "Sweeper Vac"
COMBINATION
CLEANERS

Reg. Price 50.70 34.95
BOTH FOR

You Save 15.75

In other words you pay 34.95 for the large SWEEPER-VAC and the convenient hand size SWEEPER-VAC is our Anniversary gift to you. Both have ball bearing motors and motor driven brushes.

Pay 3.50 Down
\$1 Weekly



Edwards, Sixth Floor

RADIO

WHAM—1150 KC.

Thursday, October 6th

7:30—Club Matinee, Variety
8:00—RadioGrams, Night's Programs
8:45—Your Family and Mine, Drama
9:00—Late News Broadcast
9:15—Adrian Rollins' Orchestra
9:30—Don Winslow of the Navy
9:45—Tom Mix's Straight Shooters
10:00—News, Chamber of Commerce
10:15—NBC Salon Orchestra
10:30—Harry McTigue, Sports
10:45—Lowell Thomas, News
11:00—Easy Aces, Comedy
11:15—Mr. Keen, Tracer of Lost Persons
11:30—State Police Drama
11:45—State Arent Trenches
12:00—Good News of 1939, Variety
12:15—Kraft Music Hall, Bob Burns
12:30—News, Palmer's Orchestra
12:45—To Be Announced
1:00—Voice of Hawaii
1:15—Freddie Martin's Orchestra
1:30—GOOD NIGHT

Friday, October 7th

7:30—Singing Service, Rival Program
8:15—Vocal Vagaries
8:30—Those Happy Glimpses
8:45—Sibbie's Ticker Clock
9:00—Press-Radio, Tonic Tunes
9:15—For Women
9:30—Mrs. Thrifty Buyer
9:45—Tom Mix at the Organ
10:00—Household, Drama
10:15—Jane Arden, Reporter
10:30—Jerry Best, Serial Drama
10:45—Ma Perkins, Serial Drama
11:00—Mary Martin, Serial Drama
11:15—Vio and the Violin
11:30—Pepper Young's Family
11:45—Getting the Most Out of Life
NOON—Hit of the Day, News
12:15—Checkboard Time
12:30—Nati Farm and Home Hour
1:15—Goodyear Tire Company
1:30—School of the Air
1:45—Betty and Bob, Drama
2:00—Archie Grimm's Daughter
2:15—Valiant Lady, Drama
2:30—Betty Crocker's Cooking Hints
2:45—Dot and Pat
3:00—Continental Articles
3:15—Between the Bookends
4:00—Club Matinee, Variety
4:30—RadioGrams, Night's Programs
4:45—Your Family and Mine, Drama
5:00—Goodyear Tire Company
5:15—Adrian Rollins' Orchestra
5:30—Don Winslow of the Navy
5:45—Tom Mix's Straight Shooters
6:00—Beverly Lane, Songs
6:15—Harry McTigue, Sports
6:30—Lowell Thomas, News
6:45—Bibli' My Time, Orchestra
7:00—Oscar Shumsky, Violinist
7:15—Carol Weyman, Songs
7:30—Tomorrow's Headlines, News
7:45—Maurice Spitzley's Orchestra
8:00—If I Had a Chance
8:15—Paul Martin's Orchestra
8:30—March of Time, Dramatized News
8:45—The Meaning of Music
9:00—Link Spots, Negro Quartet
9:15—Jay Franklin, Columnist
9:30—News, Osborne's Orchestra
9:45—Harry McTigue's Orchestra
10:00—Aussa the Arab
10:15—Frankie & Johnnie's Orchestra
10:30—Harry Owen's Orchestra
10:45—GOOD NIGHT

Saturday, October 8th

7:30—Singing Service
8:15—Tonic Tunes, Rival Program
8:30—Richard Liebert at Organ
8:45—Christian Science Program
9:00—News, Breakfast Club
9:15—Webb and Sher
9:30—Vienne String Ensemble
9:45—The Child Grows Up
10:00—Swing Serenade, Orchestra
10:15—Rochester Boy Scouts
10:30—Catholic Courier's Broadcast
10:45—"Our Barn," Children's Program
NOON—Hit of the Day, News Briefs
12:15—Four-H Club Broadcast
12:30—Nati Farm and Home Hour
1:15—Ray Kinney's Orchestra
2:00—Bill Kren's Orchestra
2:30—NBC Two Piano Team
2:45—Burt Farber's Orchestra
3:00—Rakov's Dance Orchestra
3:15—Rendezvous with Ricardo
4:00—Club Matinee, Variety
4:30—Adrian Rollins' Trio
5:30—Gray Gordon's Orchestra
6:00—Press-Radio, New Music
6:15—George Skolaky, Author
6:30—Harry McTigue, Sports
6:45—Blue Baron's Orchestra
7:00—Hank and Herb, Comedy
7:15—To Be Announced
7:30—Al Donahue's Orchestra
8:00—To Be Announced
8:15—Barn Dance with Uncle Ezra
8:30—Will Osborne's Orchestra
8:45—Concert in Rhythm
9:00—News, Palmer's Orchestra
9:15—Dance Orchestras (15 Hours)
9:30—GOOD NIGHT

Sunday, October 9th

7:30—Tone Pictures
8:00—Eso News Reporter
8:15—It Happened So Quick, Music
8:30—Coast to Coast on a Bus
8:45—Russian Melodies
9:00—Dreams of Long Ago
9:15—St. Paul's Church Services
9:30—Eso News Reporter
9:45—Southernaires, Quartet
10:00—Radio City Music Hall
10:15—Roch. Community Choir
10:30—Musical Reveries
10:45—Magic Key of St. C. A.
11:00—Richard Himber's Orchestra
11:15—Second Guessing
11:30—Sunday Vendors
11:45—Benno Rabenoff, Violinist
12:00—Barry McKimley, Songs
12:15—Metropolitan Opera Guild
12:30—Vincent Gomez, Guitarist
12:45—Country Medical Society
1:00—News, Osborne's Orchestra
1:15—Will Osborne's Orchestra
1:30—Burdens by Budd

Social Security Board Has Record of Wages

Any worker for whom an old-age insurance account has been established may obtain from the Social Security Board a statement showing the amount of wages credited to his account for 1937 on the basis of reports made by employers, Walter Kruesi, manager of the Rochester office, has announced.

Local office will furnish workers with postcards which have printed on them the request for wage information. Space is left for the wage earner to write his name, account number, and address. The card should be addressed to the Social Security Board, Candler Building, Baltimore. A second form is also available for anyone who believes he earned wages that were not reported. On this form the wage earner should list each employer for whom he has worked, how long he was employed by each, and the wages he received.

Business In Rochester Gains 3% In August

Statistics once again issued from 55 St. Paul Street as the figure jugglers of the Chamber of Commerce paused long enough from adding machines to reveal that business locally gained 3% in August over July. Employment and payrolls were largely responsible.

Building permits, insurance and departments sales and express shipments also showed renewed activity.

Conservationists Back Bay Projects

Immediate development of Irondequoit Bay by deepening and widening of the outlet was sanctioned by members of the Genesee Conservation League in a resolution passed in their open forum meeting.

It will be forwarded to the Board of Supervisors, urging "action that will insure successful completion of this project either under WPA or otherwise."

Purchase of two Kentucky fox-hounds for fall hunts expected to begin in November was also announced.

Plans to rid ponds west of Charlotte of carp were made following issuance of a permit to Arthur A. Davis, league director, by the State Conservation Department.

LOCUST CLUB PARTY

Women of Locust Hill Country Club will give a luncheon and bridge party Tuesday, October 11. Mrs. Roland Shaner is chairman.

Mrs. Warren Davis, 374 Lake View Park, sec. Mickey Rooney in "Stablemate" at Low's Rochester Theater. Call at The Sun for guest ticket.

Entertainer



Pretty and talented Valentine McCann is one of the reasons for the Chateau's tremendous popularity among the stay-out-laters.

Mrs. W. Harold Cadman, 13 Vick Park Dr., sec. "Stablemate" with Mickey Rooney and Wallace Berry at Low's Rochester Theater. Call at The Sun for guest ticket.

Sigma Lambda Phi Plans Rush Tea For Oct. 9

Sigma Lambda Phi Sorority will have a rush tea Sunday, Oct. 9, in the home of Miss Ruth Smith, Ridge Road East.

Newly-elected officers of the group are: President, Miss Ruth Gordon; vicepresident, Miss Merriam Lewis; recording secretary, Mrs. Ralph Amdursky; social chairman, Miss Sara Roth and Miss Sylvia Glasser, and treasurer, Miss Ruth Solomon.

Mrs. O. Lynch, 41 Bloss Street, sec. Wallace Berry and Mickey Rooney in "Stablemate" at Low's Rochester Theater. Call at The Sun for guest ticket.

Veteran's To Observe Anniversary of Battle

Twentieth anniversary of the Battle of the Hindenburg Line will be observed by 30 members of the 100th Field Ambulance Company at a dinner in the Rochester Club Saturday night.

Dinner chairman is Capt. Alfred E. Casebeer. Toastmaster will be Corp. Chester C. Bebe. Arrangements committee includes L. Gregory Kelly, Bernard T. Flannery, Raymond E. Alt, Earl Anderson, James Myers and James Fowle.

Charles Geist, 348 Otis Street, sec. "Stablemate" at Low's Rochester Theater. Call at The Sun for guest ticket.

RUMMAGE SALE TODAY

A rummage sale beginning today and continuing through Saturday will be held by the Rochester League for the Hard of Hearing at 250 Court Street. Mrs. May L. Schattner is general chairman.

GIRLS WIN \$25

We Want A New Name For CRAIG'S ANESTHETIC EYEBROW PLUCKING CREAM

A contest easy to enter! Easy to win! Purchase a jar of this marvelous new aid to painless eyebrow plucking at your nearest drugist or beautician at the special price, today. Entry blank, contest rules and complete details with every jar. Try this cream and see how it eases pain usually accompanying eyebrow plucking. A new discovery that discourages infection... promotes rapid healing... is absolutely harmless. Try it today.

NEW LOW PRICE 49c

A Full size jar FREE to the first 100 persons mailing entries to us.



Highlights—

FRIDAY, OCTOBER 7

12:15 P.M. Checkboard Time
Time in on this grand new show by Patricia Mills
4:00 P.M. Club Matinee
6:30 P.M. Your Socony Sports Reporter
With John Burns while Harry McTigue is on vacation
7:00 P.M. Charles Siverson's Orch.
Tomorrow's Headlines
Pitts Brownell, commentator
8:30 P.M. If I Had a Chance
9:30 P.M. March of Time

SATURDAY, OCTOBER 8

9:00 P.M. Breakfast Club
McNeil, master of ceremonies
10:00 P.M. Your Socony Sports Reporter
Football news tonight — latest scores and returns — News on world series baseball, too
7:00 P.M. Hank and Herb
9:00 P.M. National Barn Dance
Presented by Alka Seltzer
11:11 P.M. Skeeter Palmer's Orchestra
Direct from the romantic Old King Cole Room of the Hotel Sengra in Rochester

SUNDAY, OCTOBER 9

11:00 A.M. St. Paul's Church Service
12:30 P.M. Radio City Music Hall
1:30 P.M. Rochester Community Choir
2:00 P.M. Magic Key of RCA
5:00 P.M. Metropolitan Auditions
A new program this year. Achieved great popularity last year
7:00 P.M. Jack Benny
7:30 P.M. Seth Parker
8:00 P.M. Charlie McCarthy
Hollywood Playhouse
9:30 P.M. Walter Winchell
9:45 P.M. Irene Rich
11:10 P.M. Your Socony Sports Reporter

MONDAY, OCTOBER 10

1:30 P.M. School of the Air
2:00 P.M. Central Mills Hour
3:00 P.M. United States Navy Band
5:00 P.M. Al Sigi
This popular commentator has returned to WHAM to greet some of his old friends made when he was at this station
6:15 P.M. Chevrolet Musical Moments
A new series
6:45 P.M. Lowell Thomas
8:30 P.M. These We Love
9:30 P.M. Eddie Duchin's Orchestra
10:00 P.M. True or False

TUESDAY, OCTOBER 11

1:45 P.M. Armchair Quartet
4:45 P.M. Your Family and Mine
7:00 P.M. Easy Aces
Followed directly by Mr. Keen, Tracer of Lost Persons
7:30 P.M. Music Round the World
8:30 P.M. Information Please
One of the wildest, most urbane programs on the air today, with the wise-cracking, Clifton Fadiman of the New Yorker as master of ceremonies
10:00 P.M. Bob Hope Variety Show
This famous movie comedian has a sparkling show for Peppermint

WEDNESDAY, OCTOBER 12

12:30 P.M. National Farm and Home Hour
With the important addition in the last quarter hour Goodyear show
5:15 P.M. Terry and the Pirates
7:30 P.M. Charles Siverson's Orch.
Bibli' My Time Again
7:45 P.M. Tomorrow's Headlines
8:30 P.M. Hobby Lobby
Sponsored by Fels Naptha. Listen for this big addition for WHAM's Fall schedule
9:30 P.M. NBC Minstrel Show
11:10 P.M. Your Socony Sports Reporter

THURSDAY, OCTOBER 13

3:00 P.M. Grand Slam Revue
5:30 P.M. Don Winslow of the Navy
7:00 P.M. Easy Aces and Mr. Keen, Tracer of Lost Persons
7:30 P.M. State Police Drama
Written by Wayne A. Shoemaker, and produced by Jack Lee, it is every inch a top flight show
8:30 P.M. Curtain at 8:30

CHOOSE YOUR NEW RADIO FROM ONE OF THESE 1939 STROMBERG CARLSONS

THERE'S NOTHING FINER THAN A STROMBERG CARLSONS

Model No. 340-V \$119.50
Model No. 337-L \$99.95
Model No. 335-L \$79.95
Model No. 341-P \$265.00
Model No. 345-M \$150.00
Model No. 325-J \$49.95
Model No. 350-M \$175.00
Model No. 340-M \$127.50
Model No. 320-H \$39.95
Model No. 345-F \$165.00
Model No. 350-V \$199.50

STONE 93 HICKSON'S COR. MAIN & FRANKLIN

Sons St. George
To Honor Old Members
On Saturday evening, Octo-
ber 15, Rochester Lodge No. 233,
American Order Sons of St.
George, will present buttons to
those members who have
achieved membership of 25
years and over. These buttons
will be presented by a Supreme
Lodge officer.
Large delegations are expected
from out-of-town lodges. En-
tertainment and refreshments
will follow the meeting.

HADDERMAN'S HOME LAUNDRY
FLAT WORK lb. 11c
FINISHED lb. 11c
Outside Drying -
MONROE 2302

CLARK'S CLAMBAKE SPECIALS
Clams, Chickens and
Vegetables are low in
price and quality is the
best at Clark's.

BEEF ROAST
Chuck or Shoulder
19c
Cut from U. S.
inspected young
steers.

BROILERS 25c
Fresh Dressed

PORK 19c
Fresh Tender Sweet
Boston Roast

ROASTING CHICKENS 22c
OYSTERS 25c
Fresh Shucked, Direct
from the beds.

CHICKENS
Buy what you need of
what you prefer.
Breasts lb. 39c
Legs lb. 37c
Wings lb. 20c
Giblet lb. 19c
Necks lb. 12 1/2c

CLAMS 12c
Fresh Cherrystone
95c Hundred

CLARK'S MARKETS
600 Jefferson Ave. FREE PARKING
Cor. Bartlett St. At Both
Gen. 1417 Stores
906 N. Goodman St.
Cal. 4870

Left-Overs Make Pot Pie

A meal featuring left-over chicken, turkey, or duck in a pot pie garnished with biscuits made from the left-over sweet potato may be as popular as any dinner. The following recipe is suggested by the New York State College of Home Economics:

Chicken Pot Pie with Sweet Potato Biscuits
2 cups of cooked chicken or other fowl, cut in pieces
1 1/4 cups of milk or chicken or other stock
2 tablespoons of fine tapioca
1/4 teaspoon of salt
1/8 teaspoon of pepper
Paprika to taste.
Combine the ingredients in the order given. Turn the mixture into a greased casserole and bake it in a hot oven, about 400 degrees Fahrenheit, for 10 minutes, stirring the mixture, re- turn it to the oven and bake for 15 to 20 minutes longer, or until the biscuits are browned.

Sweet Potato Biscuits
1 cup of flour
3 tablespoons of baking powder
1/2 cup of salt
3 tablespoons of fat
1 cup of mashed sweet potato
1/2 cup of milk.
Make a dough of these in- gredients, and pat it into a flat shape one-half inch thick, then cut with a biscuit cutter. Place the biscuits close together on the chicken mixture, and bake them. A suggested dinner menu: Left chicken pot pie with sweet potato biscuits, buttered carrots, salad of greens, honey nut brownies and fruit cup, coffee or tea, and milk for the child- ren.

Nickie Bats, 1272 Jay Street, see Wal- lace Berry in "Stabmaster" at Low's Rochester Theater. Call at The Sun for guest ticket.

The Way To A Man's Heart

BY IRENE MUNTZ

Biscuits are such a versatile food that they seem to pop right off the bread plate and appear in all sorts of unexpected places on the menu. Chicken rice- cake hasn't the face to appear on the table without being flanked by a large batch of them.

They make delicious main dish short cakes, combined with creamed seafood, creamed ham, dried beef, eggs, asparagus or similar foods. Then, of course, there are the fruit shortcakes that play such an important part on summer menus.

Here are three delicious biscuit desserts that are especially adapted for autumn and winter menus:

FRUIT COBBLER — Temperature: 350 Degrees F. — Time: 35 Minutes
3 c fruit (fresh or canned)
1 c flour
1/2 c sugar
2 T fruit juice
2 c chopped sweetened fruit
1 c butter or oil
1 c milk
1/2 c baking powder
1/2 c salt
1/2 c sugar
2 c chopped sweetened fruit
Sift flour, measure and sift with baking powder, salt and sugar. Cut in the fat until the particles are very fine. Add egg and enough milk to make the consistency of biscuit dough. Roll out 1/4 inch thick and about 6 inches wide. Spread sweetened fruit over dough. A dash of cin- namon or lemon juice may be added if desired. Roll up and cut in 1 inch slices. Place cut side down in a well oiled baking dish so that they touch. Place in a preheated oven.

GERMAN PLUM CAKE — Temperature: 350 Degrees F. — Time: 35 Minutes
2 c flour
1/2 c fat
1 c baking powder
1/2 c salt
1 c sugar
2 c fruit
Sift flour, measure and sift with dry ingredients. Cut in fat until the particles are very fine. Add milk to make a stiff dough. Butter an 8 inch square baking tin, cover with drained plums and top with the following mix- ture:
1 c sugar
1 egg, well beaten
2 T flour
Mix sugar and flour and blend in remaining ingredients. Bake plum cake in a preheated oven. You'll find it a great conve- nience to mix up several times the recipe of your baking powder biscuits and keep the flour and fat mixture on hand in your refrigerator. Then when you want to dress up a meal you

may measure out the required amount of crumbs, add the milk and your biscuits are ready in a jiffy.

This short cut suggestion will also prove a real economy to you, as biscuits act as an "ex- tender" for many foods, deli- cious in flavor, but expensive to serve without some filling ad- dition.

KITTY LAUNDERED

Washing cats was not on the Monday morning routine of Mrs. Joe Carlyle of Cedar Rapids, Io- wa, when she began her task, but nevertheless, her pet pussy, curious, decided to investigate the gears of the washing machine. Police, summoned, reversed the wash and out the feline, ruf- fled, but with the proverbial nine lives intact.

MECHANICS ENROLLMENT

Over 1,500 students have en- rolled for varied courses at Me- chanics Institutes officials re- ported. Registrants decided heav- ily in favor of advanced public speaking, photography, indus- trial management and retailing courses.

CLUB MEETINGS

The regular monthly meeting of the 22nd Ward Women's De- mocratic Club will be held Fri- day evening at the home of Mrs. Alexander Porter, 400 Al- phonse St. Democratic women of the ward who wish to affil- iate with the club are invited to be present.

Week - End - Self - Serve

GROCERY BARGAINS

AT
Wegman's

GENUINE LIGHT MEAT
TUNA FISH
10c
(Limit of 6 Cans)

POUND CAN CAMPBELL'S
PORK & BEANS 4 for 25c

TEN POUND SACK PURE
GRAN. SUGAR ea. 47c

NO. 2 CAN GOLDEN GLORY
APRICOTS can 10c

NO. 1 CAN SLICED FREESTONE
PEACHES 3 cans 25c

KILBOURN HALL FRESH ROASTED
BEST COFFEE lb. 19c

MUELLER'S MACARONI, NOODLES,
SPAGHETTI pkg. 9 1/2c

1-LB. ORIGINAL EDUCATOR
CRISP CRAX pkg. 15c

MOST VARIETIES DELICIOUS
Heins Soups 2 cans 25c

HEINZ 8-OUNCE BOTTLE
KETCHUP 2 for 25c

6-OUNCE CAN DAVIS
Baking Powder 10c

FRENCH'S CREAM SALAD
MUSTARD jar 12c

FURNITURE at Sensational Savings!



YOUR CREDIT IS GOOD

SPECIAL!!
A manufacturer's close-out enables us to offer this beautiful ...
2-Pc. Mohair Living Room SUITE
For Only \$89 A Reg. 124.50 Value



EASY TERMS



HALF PRICE!

4 Poster Bed
In Walnut, Mahogany or Maple
\$444 A Genuine \$5.95 Value



Buy Out Of The High Rent District

5-Pc. Porcelain BREAKFAST SET \$16.95 A Genuine \$29.95 Value

ANY SUITE \$5 DOWN

★ OUR LOW RENT LOCATION MEANS SAVINGS ★
MAJESTIC FURNITURE COMPANY
OPEN 204 COURT ST. OPEN
EVENINGS (Between Stone St. and S. Clinton) EVENINGS

CALL GEN. 4928 FOR LOWEST PRICES LIQUORS & WINES
ON NATIONALLY FAMOUS



WHISKEY
3 Years Old 89c
Portman House! Distilled

DRY GIN
\$1.09 Full Fifth

WHISKEY
17 Years Old! McKIBBINS IRISH WHISKEY \$2.89 Full Fifth

Visit Rochester's Most Modern Liquor Store At Our New Location
MANHATTAN
960 GENESEE ST. COR. BROOKS AVE.

SCOTCH
McCALLUMS PERFECTION
Scots Whiskey \$2.75 8 YEARS OLD Fifth
Blended Scotch \$2.69 Blended from 100% Scotch Whiskies ALL OVER 15 YEARS OLD Fifth

COGNAC
Regularly \$3.40
SPECIAL THIS WEEK \$2.79 Fifth
BONDED WHISKIES
Silver Wedding Pre-War, Made in 1917 \$2.75 Pl.
OLD LEWIS HUNTER Pure Whiskey, Distilled in 1918, Reg. \$2.40 \$2.79 Pl.

WINE & LIQUOR CO.
Open Evenings

RESULTS

From Sun Advertising Do Not Surprise Us!

Outstanding Results are the RULE not the EXCEPTION!

THE ROCHESTER SUN
The Only Newspaper COMPLETELY Covering Rochester

HERE'S YOUR GUARANTEE!



HIGHEST GRADE BUTTER

U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE
It's 92 score... the top score in butter! That's why you can actually see the difference, smell the difference, taste the difference! Land O' Lakes is made from sweet (not sour) cream. Un- questionably America's finest butter for table and cooking.

LAND O' LAKES
Sweet Cream BUTTER
NOW! PER POUND 30c

Novel Device Feeds Nine Piggy Orphans

When the mother died and left nine little pigs on a farm in New Augusta, Ind., recently, it seemed that the little porkers were out of luck, being left orphans at such tender ages. But by using a little inventive genius, nine little nursing bottles were rigged

up and held by a small contraption made for the purpose. The farmer's children see to it that the bottles are kept filled with milk and the little pigs take great delight in making hogs of themselves, according to Bernard Kabel in The National Humane Review.

Every Thursday is a SUNDAY

PHONE
GLENWOOD 5960
for
LOWEST PRICES
On
Pennsylvania
HARD COAL

Pea . . . \$8.25
Buck . . . \$7.60
Rice . . . \$6.55

970 EGG
TON STOVE
Delivered
Shovelled
Off NUT

COKE \$8.50
LIBERTY COAL CO.
727 DRIVING PARK

**BETTER Furniture Costs
You LESS When You Buy It**

DIRECT
FROM LYONS FACTORY

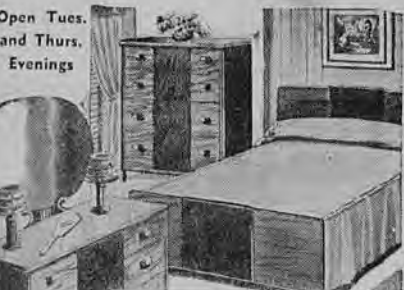


Three Pieces in Durable

HEAVY FRIEZE \$59

THREE pieces . . . at less than the price of an ordinary TWO-piece suite! You'll be amazed at the value, for so low a price . . . 100% hand-tailored, over a real hardwood frame . . . in your choice of colors.

Open Tues.
and Thurs.
Evenings



Rich Modern Walnut

Bedroom SUITE \$59

A new suite fashion that sets a new high standard of value! Selected walnut veneers, hand-rubbed to bring out the lovely grain. Bed, chest and choice of dresser or vanity.

LYONS
FURNITURE FACTORY
175 N. WATER ST.

Inside Story of Clothes Important

When you shop for your clothes do you consider quality to the extent of inspecting the workmanship as well as the material itself?

The first thing to remember, however, is that you are going to get what you pay for and if you pay five dollars for a dress you are not going to get a twenty-five dollar value — the merchant could not remain in business if he operated that way.

In dresses, look for the inside story. Ample material should be allowed at the seams, so that they will not pull out, and to allow for alterations. Seams should be smooth, and not puckered; and should be well finished.

In moderately priced dresses, watch details. Many little economies are practiced; even so small a thing as low quality of thread can make a saving for the large manufacturer of dresses. Notice the size of stitches; about fourteen to the inch, are an indication of conscientious workmanship.

Try on the dress and fold your arms in front of you. Is there any drawing at the back of the shoulders? Is the elbow fullness correctly placed? Do the shoulders fit? Is there any puckering or unnatural drawing anywhere? Do the armholes bind?

Are the hems generous enough to allow for possible future lengthening? Does the dress hang evenly? Is the length correct when you sit down? Does the placket stay smoothly closed? Is there a strain on side seams? Is the waistline correctly placed? Are fasteners adequate and secure?

Rochester Moose Plan Quiz Series

"Is a metaphor an extinct animal, a figure of speech or a constellation?"

This is a sample of the hundreds of questions which will be propounded in the first of a series of weekly intelligence or quiz contests to be staged by Rochester Lodge of Moose on Friday evening in Moose Temple. These quiz contests will be open to both men and women. The questions will be on varied subjects and all contestants will be given one hundred per cent for correct answers and a pro rata percentage for answers that are partly right.

The general public is invited to attend these quiz sessions and to participate in them. There will be no admission charge and at the close of the contest there will be music for dancing. For those who desire it, a light luncheon, in the form of a fish fry, will be served. The winner of the quiz will receive a suitable prize.

Dictator W. Searle Hutchings has named the following committee to handle the quiz contests: Charles B. Tutty, Sr., Roy R. Rumpf, Dr. A. L. Sanow, W. Earl Smith, Adam Scheuerlein and Joseph Paduano. Arnold Thorton, William West, Norman Hopp, Arthur Miller, George Zahn, George Atol and Bernard Williams will have charge of the fish fries.

Rasp Form of Door Alarm for Visitors

The rasp was a piece of iron affixed by both its ends perpendicularly to the wood of a door or lintel, the inner edge of the iron deeply serrated, and a heavy ring or two hung loosely attached.

These rings being rattled up and down the serrated edge caused a noise, not the most musical, but sufficient to be heard within.

HOW TO COOK BACON

To cook bacon easily and perfectly, place a round cake rack in your heavy skillet. Then place strips of bacon on the rack and cook in a slow oven. The fat drains into the skillet and bacon cooked in this way is deliciously crisp.

Music Masters



JOHN SEBASTIAN BACH
"THE GREATEST OF THEM ALL"
BORN 1685 DIED 1750
"AIR" FROM SUITE IN D
ADAGIO

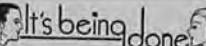
More than 250 years ago, in a little German village called Eisenach, one of the greatest musicians of the world, Johann Sebastian Bach, was born.

The name Bach belonged to a long race of musicians, who strove to elevate the growing art of music.

Sebastian's father, Johann Ambrosius Bach, was organist of the Lutheran Church of Eisenach and naturally a love of music was fostered in the home. It was no wonder then, that Sebastian should show a fondness for music almost from infancy.

Sketches above are three measures from Bach's most popular work—the Suite in D, commonly known as the "Air on the G String."

Next week—Bach's boyhood.



It's being done.

Sometime when you are dining at a restaurant and time is not pressing, you will find it possible to interest — yes, and to amuse yourself, for a long time by watching the table manners of those about you.

If you were to make out a list of some "don'ts" as a result of what you saw they would undoubtedly include some of the following:

Don't wipe off the tableware with your napkin unless you happen to have picked a really dirty restaurant, in which case do it as inconspicuously as possible under that table's edge. To the proprietor of a reputable establishment, the act is practically an insult. If a piece of the silverware does not look clean a quiet word to the waiter will take care of the situation without embarrassment to anyone.

Don't encircle your plate with one arm while you eat.

Don't push back your plate when you have finished. It should remain as it was placed until removed.

Don't mix your food all together on your plate. It may look good to you, but it takes the appetite away from those about you.

Such things as chewing with one's mouth open or talking with food in one's mouth are too well known as offenses to need discussing.

WOMEN PLAN SUPPER

William McKinley Circle, Ladies of the G. A. R., will give a penny supper bazaar and card party Friday, October 7th, in City Hall Annex. Laura Sevis is general chairman, assisted by Alice French, Mamie Nicholas, Mary Houders, Barbara Schnurr, Meda Miller, Deborah Ayers and Alice Callahan.

USEFUL LEAVES

Utilize the coarse outer leaves of celery, lettuce and other greens ordinarily discarded to add their flavor and nutriment to soups—and don't forget that the little liquid which is drained from boiled vegetables is just full of vitamins.

SOUP COOKING

Simmer soups over a top burner all cooked in the oven when baking at a moderately low temperature to extract the full value of the food essences from meat and vegetables, and to prevent excess evaporation of the liquid.

School 28 P.T.A. Outlines Program

Hendrik Hudson Parent-Teachers Association of School 28 opened its fall program with a luncheon for the teachers and members at the school on Humboldt Street. The topic for the year's program will be, "Education for Democracy."

In connection with this theme the following monthly meetings have been arranged: October 18, "Students Participation as Education in Democracy," Nathaniel G. West, principal of Charlotte High School, speaker; November 15, "First Steps in Education for Democracy," Miss Harriett Stillman, supervisor for elementary education, speaker; practical demonstration by Miss Otto Huntington, Miss Rose Dubnikoff and Mrs. Charles Kreek; December 22, "Outside Interest in Democratic Education," Exhibit by the school and recreation period; January 17, "Character Training in Education for Democracy," Miss Helen Hadley, supervisor of parent education, speaker; February 21, "Participation in Democratic Law," William S. MacFarland, attorney, speaker; March 21, "Philosophy of Life as Important part of Education for Democracy," Rev. George Up, Brighton Presbyterian Church, speaker; April 20, "Emotional Training of Children," Dr. E. A. Culler, head of the Psychology Department of Rochester University, speaker; May 12, "Summary of the topic for the year, speaker to be announced, followed by a tea for parents and faculty.

Officers are: president, Mrs. Robert Link; vice president, Mrs. Andrew Schlageter; second vice president, Mrs. LeRoy Coffland; recording secretary, Mrs. Roger Young; corresponding secretary, Mrs. Elmer Colliers; Treasurer, Mrs. Abraham Van de Walle.

Radio Shortens Long Sermons

Broadcasting of church services is sounding the knell to long-winded sermons, according to Dr. William L. Stidger, Professor of the Theory of Preaching in Boston University's school of theology.

"Preaching is changing," Dr. Stidger said. "The radio has made it briefer, more compact. Old-fashioned pulpit oratory is gone forever, Dr. Stidger contends. 'Hereafter it will be quiet, conversational; there won't be any more shouting from the pulpit. The appeal will be to reason rather than to the emotions.'"

Dr. Stidger, author of many books and magazine articles, plans to establish at the university a course in radio for future preachers. "The preacher of the future must be air-minded," he believes, "and we are going to start the first course of its kind to make him so."

See It Demonstrated
AT GRAVES

BENDIX
HOME LAUNDRY
THE SUCCESSOR
TO THE
WASHING MACHINE

**Washes - Rinses - Dampdries
AUTOMATICALLY!**

Imagine, if you can, a machine that does all the work of washing . . . automatically. That washes clothes, puts them through three separate fresh water rinses, whisks them damp dry . . . with absolutely no attention from you.

That's exactly what the Bendix Home Laundry does. That's why it's the logical successor to the washing machine . . . the most astonishing home appliance of the century.

Imagine it . . . you just put in the clothes, set the controls . . . add soap and bluing . . . and start it going. You can do housework . . . shop . . . visit . . . read. When the washing is finished the Bendix shuts off automatically.

That's your new washday . . . with the Bendix Home Laundry . . . A work less washday! And it's easy to own . . . the simple Graves way . . . See it today!

**THIS IS
ALL YOU DO**

- 1 Put dry, soiled clothes into the dry cylinder and shut the door.
- 2 Set the automatic time and water controls . . . add soap and bluing.
- 3 Take out clean, sweet clothes . . . damp-dry and ready for the line.

H. B. GRAVES CO.
78 STATE ST. . . CORNER OF MARKET
FREE PARKING BUDGET ACCOUNTS

TO CELEBRATE 40 YEARS OF LEADERSHIP—1898 1938

ONLY RCA Victor MAKES THIS SENSATIONAL 3-WAY OFFER

SAVE \$11.00

1. New 97KG Electric Tuning "Console Grand" Radio \$85.00
2. RCA Victrola Attachment for playing records . . . 14.95
3. Your choice of \$9.00 worth of Victor Records, plus \$2.00 year's subscription to Victor Record Review and membership in Victor Record Society . . . 11.00

You pay only \$99.95 although value is \$110.95

NOW \$99.95

ONLY \$9.95 DOWN

1 Entirely new idea in Cabinet Styling! RCA VICTOR Console Grand "Model 97KG" Genuine Electric Tuning + Victor Attachment + Plug-In for Victor Attachment + Magic Eye RCA Victor Metal Tubes and many other features. Regular Price \$85.00

2 RCA Victrola Attachment Plays Records Through Your Radio — gives you "the music you want when you want it" All you need do is push the Victor Attachment on your Victrola. The attachment is ready to play 10" or 12" Records. \$14.95 List Price

3 \$9.00 Worth of Records—Your Choice! The world's greatest artists are Victor Artists—hear them whenever you wish! Your choice of Swing, Symphony, Jazz, Opera—all yours plus \$2.00 year's subscription to Victor Record Review and Membership in Victor Record Society! \$11.00 VALUE

PUSH A BUTTON there's your Station!

ELECTRIC TUNING FOR ALL RCA VICTOR offers it as low as \$19.95

—that's all you pay for this table model with Electric Tuning for 5 stations. It's Model 95X1, AC and DC.

This is the Opportunity of a Lifetime

WE are now making a 3-way offer that gives you the finest opportunity that you ever had. It means that in your own home you can hear ALL music. You can enjoy the great radio shows with the ease and convenience of RCA Victor Electric Tuning. You can switch instantly to the Victrola Attachment and thrill to music of your own choice, played by your own favorite artists as recorded on Victor Higher Fidelity Records.

Remember, this means that you can have both a radio and a phonograph in one instrument. Think of all the extra enjoyment this plan means for you. Come in now—take advantage of this opportunity of a lifetime.

FOR FINER RADIO PERFORMANCE—RCA VICTOR RADIO TUBES

Lauer's
50 STATE ST.

**SAVE 40% to 50%
ON WOOLENS**

SPECIAL Latest Color CHALLIS PRINTS 39c Yd.

SPECIAL New PEBBLE CREPES 29c Yd.

M. G. SILK STORE
350 MAIN ST. E. (Corner Stillson) OPEN EVENINGS TO 9 P. M. 383 JOSEPH AVE. (Opposite Herman)

THEATER GUIDE

LOWE'S ROCHESTER — Now playing: "You Can't Take It With You," starring Lionel Barrymore, James Stewart and Jean Arthur; Friday, "Stalder," starring Wallace Beery and Mickey Rooney; and "Vacation From Love," with Dennis O'Keefe and Florence Rice.

PALACE — Now playing: "King of the Sun," starring Bing Crosby and Fred MacMurray; and "King of the Cats," with Lloyd Nolan and Gail Patrick; Friday, "Room Service," starring the Marx Brothers; and "The Road to Reno," with Randolph Scott and Hope Hampton.

CENTURY — Now playing: "Sons of the Legion," starring Lynda Gray and Donald O'Connor; and "Campus Confessions," with Betty Grable and Eleanor Whitney.

TEMPLE — Now playing: "Frankenstein," starring Boris Karloff, Colin Clive, Mae Clarke and John Boles; and "Dracula's Daughter," with Otto Kruger, Gloria Holden and Margaret Mifflin; Friday, "The Great Impersonation," starring Grant Withers, Blanche Mahaffey and Jack Mulhall; and "Here's Flash Casey," with Eric Linden, Boots Mallory and Cully Richards; Saturday, "The Great Impersonation," starring Grant Withers, Blanche Mahaffey and Jack Mulhall.

LITTLE — Now playing: "Corduroy," starring George Arliss; Saturday, "Moonlight Sonata," starring Jeanne Paterson.

CAPITOL — Now playing: "Carefree," starring Ginger Rogers and Fred Astaire; and "Army Girl," with Madge Evans and Preston Foster.

REXENT — Now playing: "Four Daughters," starring Blanche Baxley, Lucile Laune, Gail Page and Claude Rains; and "The Mysterious Mr. Moto," with Peter Lorre; Friday, "King of the Sun," starring Bing Crosby and Fred MacMurray; and "The Road to Reno," with Lloyd Nolan and Gail Patrick.

MADISON & MONROE — Now playing: "Blackboard," starring Henry Fonda and Madeline Carroll; and "Maiden

Bucs Draft Red Juelich

Jack Juelich, the durable red-head who did a lot of fancy infielding and timely hitting for the Red Wings through the last two seasons, will be with the Pittsburgh Pirates next year. The Pirates landed Juelich in the draft and the Rochester club will have first call on his baseball services if he is not retained by the Pirates.

Etiquette Book For Sportsmen

Rochester's hunters won't be able to venture afield this fall without encountering the Geheese Conservation League's "book of etiquette."

The "book" is a pleasured scheduled to be posted in conspicuous spots throughout this area the week before the hunting season opens on October 15. It contains admonitions to hunters to respect the rights of farmers and landowners and lays down rules of proper conduct.

Distribution of the cards is part of the program of the City-Country Relations Committee, formed of 14 members of the League, the Monroe County Farm Bureau and the Grange. Mead B. Rappleye of the League is chairman.

K. C. Choral Group Retains Director

President Leonard Hahn has announced that John Paul Bonn has been selected to direct the Rochester Knights of Columbus Choral Society for the coming season, with John J. Bogacki again serving as accompanist.

This will be the second season Mr. Bonn will direct the Choral Society. Mr. Bogacki is an accomplished accompanist and has been with the Choral Society in that capacity several seasons.

The Rochester Knights of Columbus Choral Society has been in existence more than twenty years and consists of seventy male singers, many of whom are choir directors.

A busy season is predicted for the Choral Society, as several out of town concerts are being planned.

LICENSE FEES
Automobile license fees, totaling \$19,863, represented more than half the total of \$33,178 collected by the county clerk's office here during September, report of Clerk Roy F. Bush showed.

SPORTS

By JOHN BURNS

National League championships are nothing new for the Chicago Cubs, the Little Bears having won top honors in their league fifteen times, but victories in a world series are comparatively rare. In fact, the Cubs have captured the October set of games only twice, the last time in 1908.

This year, however, baseball men are inclined to give the Cubs a chance, and that despite the fact that the Yankees are generally regarded as the super club of the majors.

Those who believe that the Brains have a chance in their current battle with the Yankees point to the tremendous momentum and unlimited raw courage that carried the Cubs to the National League peak. This momentum, Cub rosters contend, is still running strong and their friends hope that Gabby Hartnett's lads will not slacken the pace which made them the hottest outfit in baseball over the final month of the regular season.

Morale is a fine thing, but it requires more than morale to cope with the power possessed by the Yankees. And the Cubs believe that they have that necessary factor in the person of Tony Lazzeri, who spent most of his baseball life with the Yankees. The California Italian has a first-hand knowledge of what pitches bother the Yankee sluggers and Tony has passed this information on to the Chicago pitchers. If Messrs. Lee, Bryant et al are able to get that ball where Lazzeri tells them to throw it, the Yanks are likely to find trouble getting their attack under way.

This is the ninth world series for the Cubs and Detroit is the only American League for the Chicagoans have been able to subdue. They trounced the Tigers in 1907 and again in 1908, but since that time the Brains have been victims of the A's in two sets of games and have been beaten by the Red Sox, Yankees and Detroit.

Football took a decided upswing Saturday at the River Campus, when the University of Rochester played a highly-favored Oberlin College eleven to a 6-6 tie. In playing Oberlin even, the varsity did better than had been expected and Coach Bill Cox's gridgers are looking forward to Saturday's tussle with Renessee, hopeful that this game will bring them their first triumph in two seasons.

Much of the zip and zest exhibited by the Yellowjackets was due to the playing of Coach Cox's sophomores, notably Ames Churchin, who sparked the attack of the team. The most encouraging aspect of Saturday's game from a Rochester point of view was the lively interest the players showed in their work. This spirit augurs well for the varsity in future games.

Saturday offers a variety of football entertainment for grid fans who must start and finish their football excursions on the same day. Besides the Rochester-R. P. I. game at the River Campus, there are such sports lures as Colgate and Duke at Buffalo, and Syracuse and Maryland at Syracuse.

The Colgate-Duke game will attract a considerable delegation from this city. Andy Kerr's Raiders, smarting from last week's defeat at Ithaca and still remembering the 13-0 beating administered a year ago by Duke, will shoot the works against Wallace Wade's Blue Devils, who have their eyes focused on national recognition this season.

Syracuse, too, will be out for revenge. Maryland took the Orange last year by 13 to 0 and Ossie Solem wants this one as a tonic for the Cornell game a week later.

Cornell will need all its power and finesse when the Big Red meets Harvard at Cambridge, because the Harvard boys are pretty sore about last week's loss to Brown.

Other outstanding games on Saturday's schedule include: Notre Dame vs Georgia Tech at Atlanta, Ohio State and Southern California at Columbus, Yale and Pennsylvania at Philadelphia, Dartmouth and Princeton at Princeton and Army and Columbia at West Point.

"Boom-Boom" Bristol Wins Shooting Crown

The popular Cliff (Boom-Boom) Bristol, formerly sales manager of the Rochester area for G & W products and well known among the local shooting fraternity, toted his gun to the state shoot in New Hampshire a few days ago and came back with the championship for skeet tucked safely away in his back pocket.

Bristol now stationed in the New England territory, blasted 99 x 100 to win high gun and the New Hampshire championship.

Safety Rules For Hunters

The Genesee Conservation League stepped forward this week with a list of safety rules for hunters.

The warnings, drafted by Herman Eppinger, chairman of the League's law enforcement committee, came with the woodcock season on and hunting of other birds soon to be permitted. They included admonitions to be careful with firearms, to respect the rights of landowners and to report all violations to the State Conservation Department or its game protectors.

Issuance of the warnings is part of a campaign now being carried on by the League, the Grange and the Monroe County Farm Bureau to improve relations between sportsmen and landowner.

Nine O'Clock Club Announces Card Party

The Nine O'Clock Club of Rochester Chapter, Women of the Moose, will hold a card party at the residence of Mrs. Elizabeth Anderson, No. 4 Vine Street, on Thursday evening, Mrs. Mary Henderson will be hostess.

All popular card games will be played with a prize for each table of four. A door prize will also be awarded. Following play, refreshments will be served.

Does Bladder Irritation Wake You?

It's not normal. It's nature's warning: "WAKE UP!" Make his 35c test. The bluish leaves, juniper oil and other drugs made into green tablets. Help the kidneys flush out excess acids and other wastes which can cause the irritation resulting in getting up nights, frequent or scanty flow, burning or backache. Ask any drugist H. Buckner. Your 25c back if not pleased in 4 days. Locally at J. K. Post Drug Store.

Enrollment of Hundred Seen For Cop's School

An enrollment of 100 students is expected for the police candidate school that will begin a 10 week course Oct. 11.

The group, in charge of Donald McCulloch of the Accident

Prevention Bureau, will cover all points of law — civil and criminal, and traffic theories in the 20 lessons.

Classes will be conducted twice a week. Students will be enrolled at his home, 1248 Clinton Ave. N.

BRAUN'S MAKE RADIO HISTORY! 95 Radios Must Go!

All Brand New 1938 Models! In Original Cartons

AT LESS THAN 1/2 PRICE

PHILCO—RCA—ZENITH

TERMS LOW AS WEEKLY

900 PORTLAND — OPEN EVENINGS

The Whole Town's Talking

ROAST DUCKLING LONG ISLAND

Pittsford Inn

HEADQUARTERS for HUNTERS

Lowest prices... always... on nationally known quality items. Complete stocks for all outdoors.

DRY BACK HUNTING COATS \$3.98
DRY BACK HUNTING BREECHES \$1.98
REVERSIBLE HUNTING CAPS 69c
RED PLAID HUNTING SHIRTS 98c

Wool Hoses, Ammunition and all other hunting equipment at correspondingly low prices.

ROBOFF'S 47 MAIN ST. E.

Call GLEN 537 and 538

For The Finest Pennsylvania HARD COAL

EGG \$1.065
STOVE \$1.065
NUT \$1.065

COKE — Quality \$8.50 — Premium \$8.25

None Finer In The City For The Price!

LAKE COAL and COKE CO.
255 LYELL AVENUE

Have a GOOD TIME! THE CHATEAU

MONROE AVE. AT THE TWELVE CORNERS

PRESENTING

The SEASON'S OUTSTANDING Entertainment NELSON - AND HIS BOXING CATS

Direct From 14 Weeks at Leon & Eddie's in New York City

Fine Food and Drinks

\$1.00

Steak Dinners - \$1.50

PLUS

Burns & Bernard—Ballroom Dancers
Mona Stanford—La danse Exotique
Duo Costello—Master of Tap
The Lovely Nortonettes
THE POPULAR THELMA WALTERS
Mistress of Ceremonies

2 ORCHESTRAS

COVER CHARGE 25c

LEADERS IN THE ROCHESTER NIGHT CLUB FIELD

ROCHESTER'S LARGEST LIQUOR STORE—FAMOUS FOR FINE WINES AND LIQUORS

SENSATIONAL Liquor VALUES

Many Famous Brands at Our Lowest Prices Ever!

OVER 1200 BRANDS TO SELECT FROM

FIRST TIME AT THIS LOW PRICE!

One of New York States most popular wines recognized for its excellent flavor and outstanding quality. The entire purchase of these wines from one of the states leading wholesalers makes this sale possible to you who want quality and price combined.

RENAULT WINES

DOWN GO PRICES
REGULAR \$2.00 PER GALLON

ORDER TODAY \$1.52

SHERRY—PORT
TOKAY—MUSCATEL
MADEIRA—ANGELICA
SWEET MARSALA

1/2 Gallon .82c
Fifths .52c
Case 12 Fths. \$4.30

IMPORTED KINTORE SCOTCH WHISKY

10 YEARS OLD
\$2.67

Extra! Heavy RUM Gold Label DARK

Imported \$2.25 Value
A really sensational price for such superb quality. Excellent in Rum Collins and Rum Swizzles.
\$1.59

BERGHASH ITALIAN CHIANTI

VINTAGE 1929
REG. VALUE \$1.29
99c

COCKTAILS JULIUS MARCUS BRONX

REG. VALUE \$2.10
\$1.29

SPANISH BRANDY

40 Years Old, Imported
A Celebrated Fine Brandy Famous for Many Years
REGULAR \$4.95 VALUE
\$3.50

AMERICAN BOTTLED IN BOND 100 PROOF STRAIGHT RYE WHISKY

5 Years Old
It's very seldom that you can buy such a mellow, well-bodied whiskey like this at anything lower than \$2.88
REGULAR \$3.49 VALUE
\$2.88

BERGHASH

124 CLINTON AVE. S.
NEXT TO LOEW'S THEATRE

FREE PARKING OPPOSITE OUR STORE

SALE

A GROUP OF 49 FUR TRIMMED COATS

VALUES TO \$35

● BOUCLES
● FLEECES
● TWEEDY TYPES

995

Lavishly furred with Fox, Vicuna, Persian, Chinese Badger and Wolf.

ALL COLORS! SIZES 12 TO 47!

Hurry! Hurry! Quantity Limited

KIENER'S COAT SHOP

599 HUDSON AVE.
COR. CLIFFORD AVENUE OPP. HOLY REDEEMER CHURCH
OPEN TILL 10 P. M.

REMODELING SALE

No Refunds

FINAL CLEANUP

NO EXCHANGES!

NEW WINTER MODELS

DRESSES

VALUES TO \$8.95

\$1.99

ALL SALES FINAL

All new merchandise! This season! Complete size assortment. Not a dress in this group made to sell for less than \$6.95.

Just 103 Left!

DRESSES

ORIGINALLY UP TO \$4.95

99c

Most of these dresses are summer and early fall models... but they're absolute "steals" at this price. A fairly good size assortment for misses and women.

A Sure Sell - Out!

DRESSES

Formerly Priced To \$6.95

\$2.49

AL SALES FINAL

Pick your new wardrobe right out of this group. Originally priced from \$3.95 to \$6.95. Almost every size.

—COME EARLY—

This entire stock of dresses of Kiener's Dress Shop was purchased and is being sold by Lake's Ladies Apparel stores.

KIENER'S

WOMEN'S DRESS SHOP

597 - 599 HUDSON AVE.
Cor. Clifford Ave. Across From Holy Redeemer Church

Record Crowd Expected at Kelly 'Day'

Highlight of Congressman George B. Kelly's campaign for re-election will come Sunday, October 16, at a gigantic barbecue, rally and field day at Point Pleasant Hotel on the shores of Irondequoit Bay.

In addition to Rochester and Monroe County leaders of the Democrat and American Labor Parties sure of attending, the committee in charge this week was negotiating with state headquarters of the Democratic party to have several of the candidates for major state and national offices on hand. It is hoped that Governor Herbert H. Lehman will be able to attend, according to Pat Lester, of the Central Chevrolet Company, the general chairman.

Congressman James Mead, of Buffalo, has virtually assured Lester he will be on hand for the fifth outing known as George Kelly Day. With expectations that the outing will draw the biggest attendance of any rally in this section of the state, it was thought that U. S. Senator James Wagner would be able to sandwich in an appearance here with his other engagements.

Although most of those in charge of arrangements are well-known in Democrat ranks, the rally will have the support of a large number of leaders in American Federation of Labor and fraternal organizations. Former County Chairman Julius Hooser probably will be one of the speakers, as he is head of the speakers' bureau of the newly organized "Kelly for Congress Committee" of the AFL Hoosier.

Supplementing the political talkfest will be an extensive program of entertainment and contests for both young and old, according to William Mostyn of the Rochester Erie of Eagles, and John Schreiner, former Rochester city purchasing agent, who are in charge of arrangements.

A number of attractive ground and gate prizes have been put up. Ambrose Hart, finance chairman announced, and there will also be many prizes for winners of the athletic events. With arrangements now under way for an outstanding band to furnish music and with a plentiful supply of foodstuffs already ordered, the committee-men promise that all those attending will find something of interest.

Ticket sales appear to be running far ahead of the last George Kelly Day in 1936. Ticket Chairman Ernest (King) Mahoney reports in predicting a crowd of more than 20,000.

Author of 'Women Studies Mankind'

Claire Boothe, who wrote "The Women," which Max Gordon is bringing to the Auditorium Theater Friday and Saturday, is a keen student of human nature. From the frailties of the human race she portrays the characters of her dramas.

Miss Boothe, believing all of us are weak, does not take her characters to task in any of her plays. Her formula is to show up her characters in humorous situations provoked by their frailties so that those who are witnesses to them across the footlights, can draw their own conclusions. It's a good framework, Miss Boothe declares, and one that has worked successfully with her.

In addition to the evening performance, a matinee will be given Saturday.

Music Group Predicts Good Concert Year

100,000 persons paid approximately \$100,000 to attend last year's Eastman Theater concerts, according to figures compiled by the Civic Music Association. A deficit of \$19,997 was recorded for the 1937-38 season, but indications are that this year it will be materially reduced, according to Arthur M. See, executive secretary.

Leroy E. Snyder was elected president, succeeding the Rev. George E. Norton. Other officers are Mrs. Robert Ranlet, Arthur M. Lowenthal and Albert F. Sulzer, vice presidents; Raymond N. Ball, treasurer; Frederick D. Whitney, assistant treasurer, and Arthur M. See, executive secretary.

BOOK REVIEWS RESUMED

Mrs. Oakley W. Norton, widely known for her book reviews, will give the first of her current lectures Friday, October 14, in the Roosevelt at 11:45 a. m.

Albert Eger, 33 Edinburg Street, see Wallace Deery in "Stablemate" at Low's Rochester Theater. Call at The Sun for your guest ticket.

Mrs. Kenneth Lyon, 10 Landale Street, be the guest of Low's Rochester Theater and The Sun at "Stablemate." Get guest ticket at 219 Burke Building.

By Way of Mention

Mr. and Mrs. Thomas H. Remington of Ambassador Drive, are spending some time at Lake Placid.

Mrs. Fred C. Goodwin, Jr., of Rock Beach Road, entertained her reading club for luncheon on Monday at the Chatterbox Club.

Mr. and Mrs. Louis S. Foulkes, Jr., of Allen Creek Road, attended the Colgate-Cornell football game Saturday at Ithaca.

Mr. and Mrs. Charles T. Cronch of Sandringham Road, are spending several days at Lake Placid.

Mr. and Mrs. William R. Hardy of Park Avenue, will return this week from Putneyville, where they passed the summer. The Rev. and Mrs. Lewis C. Cornish of Boston, are guests of Dr. Cornish's sister, Mrs. William L. Dobbin, of Sibley Place.

Mrs. Irving S. Hornbeck of East Avenue, will entertain at luncheon and bridge on Saturday at the Century Club.

Mrs. Vilas M. Swan of New-castle Road, entertained her duplicate bridge club for luncheon today at her home.

Mr. and Mrs. Alden H. Sulger of Nunda Boulevard, and Mr. and Mrs. Adrian L. Spencer of Commonwealth Road, spent the week-end at the Sulger camp, Fourth Lake.

Mrs. Edward F. Wellington of Grosvenor Road, has returned to town after spending several months at her summer home in Putneyville.

Mrs. Joseph H. Green of Winston Road South, entertained at a picnic supper on Saturday in honor of the ninth birthday of her daughter, Nancy.

Miss Mildred L. Lewis of South Fitzhugh Street, has returned from Oswego, where she spent ten days as the guest of Mr. and Mrs. Phillip Mann.

Miss Myra Flint of Ambassador Drive entertained members of the Chatterbox Club with movies of the outdoor rambles of the club Tuesday at the morning meeting of the club. Luncheon followed the meeting.

Mrs. Cecil B. Bert of East Avenue, entertained the Thursday Aid today in her home for luncheon.

Mrs. Glen C. Morrow of Pelham Road, opened her home Tuesday for a duplicate bridge tournament for the benefit of the Y. W. C. A. The tournament will continue for four consecutive Tuesdays.

Mrs. Charles F. Wray of West Avenue, will entertain the Magnolia Twigs for luncheon on Friday, October 14, in her home.

Mrs. Joseph W. McGill of Vick Park A., is the guest of her cousin, Mrs. William E. Cary of Metuchen, N. J. Mrs. McGill will stay in Metuchen for ten days.

D. W. Wray of Glen Ridge, N. J., spent the week-end in Rochester. His mother, Mrs. W. H. Wray, of Arnold Park, left with Mr. Wray to spend a week at Glen Ridge.

Dr. and Mrs. J. B. Deuel of South Avenue, Penfield, and Mr. and Mrs. Henry Wray of Hollywood Avenue, are spending a week at the Wray Lodge, Stony Creek.

Test For Policewoman Arranged For Nov. 1st

Another step in the Police Department reorganization program, a civil service examination for policewomen has been ordered for Nov. 1 by the Civil Service Commission.

Applications must be filed by Oct. 15. To be eligible for the post, that pays \$1,785 to start and \$2,100 top, a woman must be a citizen, a resident of Rochester for two years, and have at least two years experience. In the general type of work. At present no list for policewoman exists and one job must be filled, city authorities said.

AUXILIARY TO PLAY CARDS

Edgar F. Kohler Auxiliary, Army and Navy Union, will give a card party tomorrow evening in City Hall Annex. Prizes will be awarded and refreshments served.

Miss Emma L. Uhlig, 985 Main Street East, are "Stablemate" at Low's Rochester Theater. Call at The Sun for guest ticket.

CHAMPIONS ANNUAL HARVEST SALE NOW IN PROGRESS!

SPORTSWEAR AND COLD WEATHER APPAREL AT PRICES YOU CAN AFFORD

All Styles and All Kinds Of SWEATERS

Men's 100% All Wool Ribbed Coat SWEATER Same As Used By Firemen and Policemen \$3.79 Sizes 36 to 48

Ladies' 100% All Wool COAT SWEATERS

Sizes 34 to 46 \$2.95 Extra Sizes 48 to 54 \$3.50

Children's 100% Wool SNOW SUITS

- Water Repellent
- Fully Lined
- Ski Pants with Suspender Top

Reg. \$8.50 Val. \$6.95 Sizes 3 to 12

Men's 100% All Wool JACKET

Men's First Grade Capeskin Leather JACKET Sizes 36 to 46 \$8.75 Reg. 10.95 Value

- Colors Are Oak and Cordovan
- Zip Pocket
- Sport Back

Ladies' First Quality SUEDE JACKETS

\$5.00

- Fully Lined
- Sport Back
- Leather Collar

HEADQUARTERS For Hunters Apparel

Heavy All Wool RED TOP HUNTING SOX \$1.00 PR. Reg. \$1.25 Value

Men's waterproof Genuine Army Duck Hunting Pants or Overalls \$2.70 Reg. \$3.35 Value

Men's Waterproofed Army Duck HUNTING COATS

\$4.59

- Free Swing Back
- 24 Shell Loops
- 2 Pockets
- 2 Large Game Pockets
- Double Back
- Sizes 36 to 46

RIDING APPAREL FOR MEN OR WOMEN

- Ladies III Waistd
- JODHPURS \$2.95
- Ladies Boots \$6.75
- Men's Boots \$7.50

Hundreds of Other Items Too Numerous To Mention

Champion

KNITWEAR CO. 71 ST. PAUL ST.

DAW'S

CUT-RATE DRUG STORES

1. OPPOSITE Temple Theatre - 56 Clinton AVE. SO.

2. CORNER AUGUST - 31 Main ST. EAST

3. DOOR FROM STILLSON - 353 Main ST. EAST

4. CORNER DEWEY - 464 Ridge ROAD W.

5. AT THE BULL'S HEAD - 880 Main ST. WEST

Daw's Single-Edge Blades

Pack of 4 4c (Limit of 2) With This Coupon

Reg. 50c Size PRESCRIPTION NOSE DROPS

29c

1c SALE

WILDROOT with OIL THE 3 ACTION HAIR TONIC REGULAR 60c SIZE ONLY 1c WITH YOUR PURCHASE OF ONE BOTTLE AT REGULAR PRICE

For FAT PEOPLE Only SLITE CAPSULES

If you are overweight, feel sluggish, or lack sleep, try SLITE CAPSULES... the absolutely safe and guaranteed treatment for getting rid of excess fat. Take advantage of this special offer... a full two weeks' treatment for only 98c

DENTURE BATH FREE

SANITARY bath tub in handsome black, babbette (choice of colored covers) FREE with purchase of medium size bottle of Steri-Klen - new, easy-to-brush way to clean false teeth. Recommended by dentists.

60c HEET Liniment 41c

12c Size THERCO Tooth Powder 23c

50c GLYCOTHYMO-LINE Mouth Wash 39c

\$1.50 COFFET'S Hair Restorer 83c

60c PETERMAN'S Discovery, qt. 33c

10c FUSES 2c

15 or 30 amp. ea. 2c

20c RESINOL Ointment 36c

10c Batteries for Flights 2 for 11c

5c TASTYEST Bars 2 for 5c

25c WILLIAMS' Talc for Men 11c

50c LESTONE Phosphate 26c

\$1.00 CITROCARBO-NATE, Upjohn's 79c

\$1.20 FATHER JOHN'S Medicine 79c

20c VICK'S Nose Drops 24c

WAX PAPER 30 Feet 4c

15c MERCUROCHROME Antiseptic 4c

National Dairy MALTED MILK 2 Lbs. 37c

GERBER'S BABY FOODS 2 Cans for 11c

Reg. 10c

PACKER'S Shampoos 29c

Reg. 60c

WELCH'S GRAPE JUICE 18c

Reg. 35c, Pint

FREE! A NEW HIGH SPEED STREAM-LINED Schaeffer RAZOR

NON-CLOGGING with Massage Bar. Free with a purchase of ten Schaeffer Super-Honed Double Edge Blue Steel Razor Blades

\$1.00 VALUE 49c

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

VOL. 1 NO. 47

ROCHESTER, N. Y., OCTOBER 13, 1938

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

If one can discover what the public desires one can create work, meaning a job, for one's self and thereafter ride high, and not low, the whole day long.

Recently the Hall brothers, Donald and Jerry, who repaired motorcars for fifteen years, switched to specializing in painting or rather enameling cars, and now they're so busy that they're employed practically night and day with extra help in three shifts and with extra "jobs" waiting to be done, Cray Remington.



Lehman, Dewey To Speak Here

Thomas E. Dewey, Republican candidate for governor, may not lead Governor Herbert Lehman, Democratic designee for reelection, when the votes are counted next month, but Mr. Dewey will beat the Governor into Rochester by nine days.

Dewey will open his statewide speaking campaign next Wednesday night at Convention Hall and Governor Lehman will speak here, also at Convention Hall, on Friday, October 23.

Students of politics are drawing various inferences from Dewey's decision to open his campaign in Rochester. Democrats figure that it is a gesture to appease Republicans for the treatment Tom Broderick received at the state convention in Saratoga while GOP leaders declare that it reflects the importance Monroe County holds this year in Republican campaign plans.

The Hall boys, at 1687 Dewey Avenue, form one of the two concerns in town, it's said, to operate a machine which automatically, with the use of base paints, matches perfectly the color of any automobile body and their customers, as you may suspect, are mostly motorcar dealers.

The city police department did a nice job in capturing, in the act, the so termed Blow (Continued on Page 24)

Rochester on Parade ★ ★ ★ By W. L. James



Howe-Rogers Anniversary

Howe and Rogers, proud of their record as one of the pioneer furniture houses in New York State, are celebrating their eighty-third anniversary. John Howe, son of one of the founders of the firm, is president of the concern, located at 89 Clinton Avenue South.

Through the years, Howe and Rogers have attracted patronage from an area of more than 100 miles. When the firm started business 83 years ago, Rochester was the only community in this section where those seeking furniture and floor coverings could find what they wanted—and they gravitated to the Howe and Rogers store when they came to the city.

Descendants of many of those families still buy their furniture from Howe and Rogers.

Lincoln Stores Celebrate Anniversary with Big Sale

The fourteenth anniversary sale of the Lincoln Stores, Main Street East at St. Paul Street, which will open tomorrow, is tangible proof that dreams sometimes come true. The Lincoln Stores, which now comprise fourteen units, had their beginning fourteen years ago at Quincy, Mass., where Henry J. Hickkey, John Kapples, Raymond

Hanlon and Guy W. Mallman pooled their resources and opened the first store of what has become one of the country's outstanding merchandising organizations.

Through prosperity and depression, the Lincoln Stores have steadily forged ahead. And the Rochester store, which was (Continued on Page 23)

Republican Supports Kelly

Charles E. Ashton, an enrolled Republican and past commander of the Monroe County American Legion has lined up on the side of Congressman George B. Kelly, Democratic candidate for reelection, against Joseph J. O'Brien, Republican nominee.

Ashton, who served as chairman of the 1936 Kelly-for-Congress Nonpartisan Veterans' Committee assailed O'Brien for promises made in early campaign speeches.

"I have read reports of three of O'Brien's speeches," said Ashton. "It appears that, having nothing specific to offer, he has taken refuge behind old and outworn political generalities."

"He shouts:

"I will not be a shrinking violet. They will not rubber stamp me." A new and glorified version of "I wear no man's collar."

"Does this mean that he will not follow Republican leadership in Congress should he be elected? This is refuted by his long record as a machine politician for which he was rewarded only last January by his appointment as deputy sheriff. If he will study Congressman Kelly's record he will find that the congressman has taken an independent stand throughout his political career."

Civic Leaders Join In Move to Aid Rochester Business

Leaders in the Rochester industrial, business and labor world are working with the Most Rev. James E. Kearney in aiding Bishop Kearney to put through his plan to increase local employment through a unified effort to spur business in this city.

In outlining his program, Bishop Kearney said:

"More optimism in our viewpoint and in our habits of thinking is not only desirable, it is actually a necessity. The depression years have tended to develop reactions to the business of living which are tinged with pessimism. And, within recent months FEAR has taken a new hold on too large a part of our daily thoughts. Much that we fear CANNOT happen—unless we bring it about through fear. To follow a fearful way of living can only lead to paralysis of all the forces which work for the common good. Fear can only multiply our business and social and economic problems."

In addition to enlisting the support of the 200,000 Catholics in the Rochester area, who will receive the Bishop's appeal within a short time in the form of a pastoral letter Bishop Kearney will call on other church groups to undertake similar action.

This campaign for the better-

HELP!

We Want You To
Help Us Celebrate
Our 9th Anniversary
By Participating In
Rochester's Greatest

**4 DAY
SALE**
THURS. - FRI.
SAT. - SUN.
October, 13, 14, 15, 16

**RED
WING
GAS**
9^c
Gal.
Plus Tax

**RED
WING
OIL**
9^c
Qt.
Plus Tax
Regular 20c Quality

FREE
Profit-Sharing Coupons
With Every Purchase
LOOK FOR THE
NEON RED WING
AT ALL
RED WING STATIONS
306 NORTON STREET
(At Hollenbeck St.)
BROAD & OAK
On Triangle Near Main
1803 LYELL AVE.
Near Barge Canal

VALUES!

In Winter Sportswear and Apparel
You Cannot Afford To Pass Up
VISIT OUR STORE AND SEE WITH YOUR OWN
EYES THE SAVINGS YOU MAKE

**MEN'S FIRST QUALITY
SUEDE JACKET**

- Zipper Chest Pocket
- Zipper Front
- Knit Collar, Cuffs & Bottom
- 2 Slash Pockets

\$4.83
A Guaranteed
\$6.95 Value!

Reg. 5.95 Value
**REVERSIBLE
RAINCOATS**

Trench Coat
Material
One Side

\$3.15
Size 34 to 44

Other Side Herringbone Design

100% Wool Striped or Plain
SLIPON SWEATERS

Size 34 to 44

\$2.41 Reg. \$2.95 Val.

Men's 100% All Wool
COAT SWEATERS

Size 34 to 44

\$1.78 A Reg. \$2.45 Val.

Canvas Waterproof
HUNTING COAT

\$4.59
Regular \$6.95 Value

**CHILDREN'S
100% WOOL
SNOW SUITS**

\$4.95 AND UP

- WATER REPELLENT
- SIZE 3 TO 12

For healthy young snow-birds. Warm lined jackets. Plaid and solids.

Champion
KNITWEAR CO., 71 ST. PAUL ST.
Free Parking 30 Minutes at Bills, Strand & Sparks Station

KIENER'S DRESS SHOP

**SELLING
OUT SALE**

ENTIRE STOCK OF
DRESSES

MUST BE SOLD
REGARDLESS OF COST

When you come and see these dresses - When you realize that this is a bonafide, slashing reduction on the very dresses you want right now for your fall wardrobe - when you consider that you're buying KIENER QUALITY way below its regular price - you'll decide to buy two, three and even four dresses on the spot! The sale starts TODAY! WHILE THEY LAST!

DRESSES
VALUES TO 7.95

\$1.99
All Sizes
All Colors

OTHERS AS LOW AS 49c

Kiener's Dress Store is being sold out by LAKE'S LADIES' APPAREL STORES.

KIENER'S DRESS SHOP

891 Hudson cor. Clifford
OPEN EVERY NITE

SALE!

Sample and see it's a kind hate, all headsets.

All colors. Worth \$2.99

99c

LAKES LADIES STORES
664 No. Clinton Cor. Buchan
OPEN EVERY NITE

THANK YOU

The Rochester Sun today presents the largest issue yet published by a shopping guide in the State of New York. This is an achievement of which The Sun is proud; an achievement which our advertisers and our readers made possible. Readers of The Sun—more than 200,000 persons read the 72,000 copies distributed every Thursday—have learned to know that it pays to shop The Sun, while advertisers have come to rely on the buying power represented by Sun readers. The Sun is sincerely thankful to its advertisers and readers who have made this 28 page issue possible.

Edwards

LAST 2 DAYS
ANNIVERSARY
SPECIAL

**You must try
this
ONE COAT MAGIC**
for FURNITURE
& WOODWORK

**SPECIAL
TRIAL
OFFERS**

1 PINT DUCO ANY COLOR AND 1 1/2 INCH BRUSH 99c

1 PINT DUCO ANY COLOR AND 1/2 PINT DUCO 99c

Edwards' Fourth Floor

JUST CLIP THIS COUPON

This Coupon Entitles You To:
1 Pint DUCO, Any Color and
1/2 Pint DUCO Trim Color or 1 1/2 Inch Brush

NAME _____
ADDRESS _____
CITY & STATE _____

Reg. \$1.24
For 99c

CORRECTION
The Advertisement Of Oct. 6th Of The

LAKE
COAL AND COKE CO

255 LYELL AVE. GLEN 537-538
SHOULD HAVE READ

COKE PREMIUM \$8.75 TON

Board Stresses Need of Security Numbers

With business in the state beginning to engage additional help for the fall and winter seasons, Walter Kruesi, manager of the Rochester field office, Social Security Board, today urged employer and employee to follow the requirements for use of the social security account number.

"All workers in covered employment," Kruesi pointed out, "are required to have a social security account number, which must be reported to every employer for whom he works. The employer must give the account number in making his quarterly tax and information report to the Bureau of Internal Revenue. Proper reporting of the account number insures correct posting of the worker's wages in his social security account."

To Accommodate Increased Attendance
**HIPPODROME BINGO
MOVES TO
CULVER HALL**
708 University Ave. Cor. Atlantic Ave.
MONDAY, OCTOBER 17th
\$350.00 CASH PRIZES — \$100.00 RADIO
ALL FOR ONE ADMISSION OF \$1.00
Ample Parking Space University Bus To Door

QUICK CREDIT Easy Pay PLAN

**DIAMOND
TIRES**
AS LOW AS \$6.15

Slight Additional Credit Charge

Save Money This Winter!
EVEREADY DOES NOT BOIL AWAY **\$2.95** gal. EASY TERMS

PRESTONE

CAR HEATERS 47c
AS LOW AS

UNIT ROCHESTER PARTS CORPORATION
115-123 MAIN ST. CULVER 250

Mrs. John J. Mac Master of Edgerton Street, entertained at luncheon on Friday at the Century Club.

Mrs. Bruce M. Geiser of Grosvenor Road, entertained members of the Garden Club for tea on Monday in her home.

INSURANCE BARGAIN

COMPREHENSIVE POLICY
FOR YOUR
AUTOMOBILE
COMPLETE COVERAGE AGAINST

Fire, Theft, Flood, Riot,
Malicious Damage,
Civil Commotion, Explosion,
Glass Breakage, Windstorm,
Transportation Perils—

COSTS YOU
ONLY
\$4.80
and up
YEARLY

P. C. ALBRIGHT AGENCY, Inc.
45 Exchange Street Phone Main 5019

T-Men Renew Drive On Income Tax Dodgers

5,000 (estimated) residents of the Internal Revenue district covering Rochester and surrounding area, had better brush up on their alibis, for if they haven't a good one when 15 T-men come a-calling, it'll be too bad.

It seems that the 5,000 wage earners failed to file income tax reports; more, it appears that your Uncle Samuel wants to know why. And to make sure he knows why, I. R. headquarters in Washington have reminded agents to renew their campaigning of "how come?"

RELIEF CORPS TO MEET
C. J. Powers Women's Relief Corp will hold its regular meeting Monday afternoon, October 17th at 2:30. All members requested to be present.

Sheer Wool Dresses Score Fall's Fashion Touchdown

BY JONATHAN JONES
Stylist for E. W. Edwards and Son
Stylists go into a huddle and sheer wool dresses "score again" in football fashions.

Lightweight, and soft enough in detail to go from business to stadium to tea dance without a break. Yet warm enough to help keep you comfy right to the "blister" end of the big game. Smart young things, who are lucky enough to have a thrilling football "date" nearly every Saturday during the season, are choosing these brisk "little wools" by the twos and threes. Some in the winning colors of the hour, to sport under furs... others on the neutral side, to blend with lively tweeds. Football-goer or not, you'll want several of these cleverly formalized wool shirtwaist frocks to wear every day during the week. Tailored enough for desk-time... thrifty enough to please even a midget budget.



This glamorized sheer wool shirt frock scores a fashion touchdown on football week-ends.

Election Board Checks Rooming House Tenants

Roomers who have a habit of moving from one boarding house to another, are likely to be out of luck November 8, if they want to vote, unless they have lived the required 29 days on their premises.

Just to be sure they have, the County Board of Electing is checking names and addresses of tenants in the 340 rooming houses whose proprietors have—or should have—mailed their list. Fictitious names will bring charges of a felony against the rooming house keeper.

Bank Employees Wait Funfest On Tuesday

A fall funfest, with games, dancing and refreshments, will draw members of the Rochester Chapter, American Institute of Banking, to Hotel Seneca, Tuesday.

Mrs. Helen L. Arend, Rochester Savings Bank, is general chairman of the women's committee, sponsoring the affair. P. Stanley DeVoy, also of Rochester Savings Bank, is chairman of the men's committee.

ROCHESTERIAN ELECTED

William E. Bergen, 311 Hawley St., has been named chairman of the board of directors of the legislative committee of the New York State Brotherhood of Locomotive Engineers and Firemen.

BAZAAR SCHEDULED

Clara Barton Tent, Daughters of Union Veterans, will meet tomorrow in Odd Fellows Temple, Clinton Avenue, N. Plans will be made for the bazaar supper and card party to be held October 28th.

Home Bureau Study Clubs

Three study clubs on family life and child training will hold their initial meetings at Rochester Home Bureau headquarters, 150 North Plymouth Avenue, this week. According to Miss Georgie Watkins, these clubs are planned to help individuals understand and interpret some of the everyday situations which arise in family life, and to help those who deal with young children in their schedule of habit training so necessary for group acceptance.

The club studying "About Ourselves" will meet at 1:30 Monday afternoon under the leadership of Miss Watkins and will continue on the first and third Mondays of the month throughout the year.

On Tuesday at 8 p. m. Mrs. E. H. Walker will meet with the group studying the habit training of the young child, while Mrs. Marietta Dickerson meets with the group studying the school age adolescent boy and girl. Mrs. Walker will give a series of lessons on eating, sleeping and toilet behavior of the young child.

Each meeting is devoted in part to group discussion with opportunity for questions. Mrs. Dickerson will lead the discussions on the friendships of adolescents, allowances, gangs, children and the movies, and other topics on the guidance of the child from 6 to 18. Lessons in nutrition and children's clothing will be included in both programs.

From time to time the Home Bureau will bring speakers from Cornell University to supplement the study club program. These clubs are open to anyone interested in the subject matter, and will meet on consecutive Tuesday evenings throughout the months of October and November.

A class in smart dressmaking begins Monday afternoon at 1:30 and will continue on three consecutive Mondays. In the four lesson series the instructor demonstrates the making of a dress from start to finish, including information on patterns and materials, pressing, sewing equipment, use of the sewing machine, cutting out a dress, seams, making of bound buttonholes, pockets and plaquettes, uses of bias materials, different kinds of bindings and facings, types of hems and side plaquettes, and inserting zipper closings. Mrs. Marion Fellows will be the instructor.

Opportunity for sewing under supervision will be given on the three Monday mornings preceding the afternoon lecture demonstrations.

The first of a six-lesson series on interior decoration will be given by Lester Kausch on Monday night at 7:30. In the series Mr. Kausch will talk on choice of wall paper and paint, floor coverings, curtains, color harmonies, slip covers and upholstery materials, and room arrangement. The course is planned especially for homemakers of moderate means.

Spectacular Start of the Season SALE



FRIDAY AND SATURDAY
NEW FALL Sport COATS
VALUES TO \$16.99
Only \$9.99

AVON SHOP
132 E. MAIN ST.



Be Ready for Cold Weather!
REPAIR YOUR FURNACE
Repair parts for just about every furnace or stove sold in Rochester in the last 50 years, including original patterns for Alas, Empire, Bermuda, Norman and Stewart Furnaces.

SIEBERTS
ST. PAUL AND ANDREWS ST.
OPEN EVENINGS FREE PARKING

FREE ESTIMATES Main 238

GRANT'S ANNIVERSARY 32nd SALE! OCT. 15-22nd BIG FEATURE VALUE!

Silver Shadows Studio



For the first time, we are able to offer an amazingly fine photograph equal in quality to much more expensive photographs at the unusual price of

15c EA.
ACTUAL SIZE SHOWN—
3 1/4 x 4 1/4

Clip This Coupon—
And Receive
3 LOVELY PICTURES FOR ONLY **39c**
(3 Different Poses)

Photographs from our new Silver Shadows Studio will always be a speaking likeness. Quality of work guaranteed. No appointment necessary. Come in and have your photograph taken now.

W. T. GRANT CO. EAST MAIN cor. EAST AVE.



YOU'D GUESS THE PRICE TO BE OVER \$175 BUT
At Lauer's The Price Is \$100

Stretch out full length on the soft, yielding davenport... rest your head on the gently rounded arms... and you'll know what solid comfort really is. More than just pieces of furniture, this beautiful davenport and chair will work their way into your heart because day after day, hour upon hour they add to your sense of ease and well-being. Visit Lauer's tomorrow. See for yourself that here is a living room suite that has everything... beauty, comfort and quality.

\$10 DOWN... \$2 A WEEK PAYS FOR THIS SUITE AT LAUER'S

TRADE IN YOUR OLD FURNITURE
You get a fair price because Lauer's renovate your old furniture and sell it in their Bargain Basement.

BUDGET TERMS AT LAUER'S
are very business like and reasonable. The only added charge is 1/2 of 1% per month.

LAUER'S • 50 STATE ST.

THEATER GUIDE

LOEW'S ROCHESTER — Now playing: "Stablemates", starring Wallace Berry and Mickey Rooney, and "Face From Love", with Dennis O'Keefe and Florence Rice.
Friday, "Drums", starring Sari, the Indian boy, and Robert Massey, and "Juvenile Court", with Paul Kelly and Rita Hayworth.

PALACE — Now playing: "Room Service", starring the Marx Brothers, and "The Road to Reno", with Randolph Scott and Hope Hampton; Friday, "The Sisters", starring Errol Flynn and Bette Davis, and "Mr. Doddie Kicks Off", with Joe Penner.

CENTURY — Now playing: "Valley of the Giants", starring Wayne Morris and Claire Trevor, and "Freshman Year", with Dixie Dugdale and Ernest Truex.

TEMPLE — Now playing: "Blaze Ship", starring Warner Baxter, Wallace Berry, Mickey Rooney and Elizabeth Allan, and "Guided by the Police", with Frankie Darro, and Evelyn Knapp; Episode No. 8, "Dick Tracy Returns".

CAPITOL — "Four a Crowd", starring Errol Flynn and Olivia De Havilland, and "Spahn of the North", with Dorothy Lamour and George Raft.

LITTLE — Now playing: (Held Over) "Moonlight Sonata", starring Ignace Fiedorowski.

REGENT — Now playing: "Sing You Sinners", starring Billie Holiday, and "Fred MacMurray, and 'King of Alcatraz', with Lloyd Nolan and Gail Patrick; Friday, "Fun Service", starring the Marx Brothers and "The Road to Reno", with Randolph Scott and Hope Hampton.

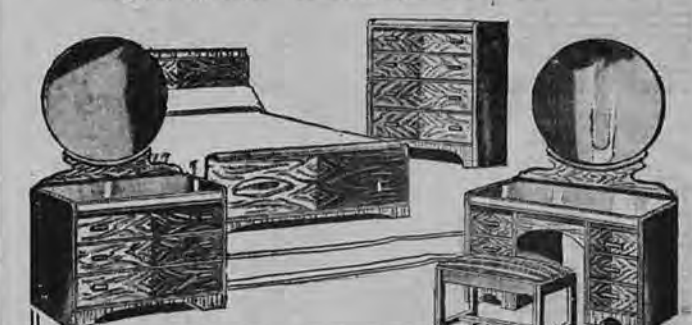
MADISON & MONROE — Now playing: "Mac Arty Ruck Red", starring Wayne Morris and Priscilla Lane, and "Blonde Allie", with Whitney Bourne and Richard Dix; Friday and Saturday, "Treasure Island", starring Wallace Berry and Jackie Cooper, and "Highway Patrol", with Jacqueline Wells and Robert Paige; MONROE ONLY: "Treasure Island", starring Wallace Berry and Jackie Cooper, and "A Family Affair", with Mickey Rooney and Liane Barymore; Sunday through Tuesday, (BOTH THEATERS), "White Banners", starring Jackie Cooper and Fay Bainter, and "Cowboy from Brooklyn", with Dick Powell and Pat O'Brien; Wednesday and Thursday, "Divorce of Lady X", starring Marie Oberon and Laurence Olivier, and "Mr. Moto Takes a Chance", with Peter Lorre.

WEST END — Now playing: "Black and White", starring Henry Fonda and Madeline Carroll, and "Wives Under Suspicion", with Warren William and Gail Patrick; Friday and Saturday, "Fast Company", starring Melvyn Douglas and Florence Rice, and "Border O-Man", with George O'Brien and Lorraine Johnson; Sunday through Tuesday, "Little Miss Broadway", starring Shirley Temple and George Murphy, and "Making a Lady", starring Jack Holt and Beverly Roberts; Wednesday and Thursday, October 19-20, "Divorce of Lady X", starring Marie Oberon and Laurence Olivier, and "Mr. Moto Takes a Chance", with Peter Lorre.

RIVIERA — Now playing: "Give Me a Sailor", starring Martin Riva and Bob Hope, and "The Chaser", with Dennis O'Keefe; Friday and Saturday, "Rich Man, Poor Girl", starring Robert Young and Ruth Hussey, and "Blackbeard", with Stanley Laurel and Oliver Hardy; Sunday through Tuesday, "Algers", starring Hedy Lamarr and Charles Boyer, and "Three Loves Has Nancy", with Jack O'Brien, Robert Montgomery and Frances Tone; Wednesday and Thursday, October 19-20, "Boy Meets Girl", starring James Cagney and Pat O'Brien, and "Penrod's Double Trouble", with Billy and Bobby Mauch.

Prince

You are sure to find in our large display furniture of lasting satisfaction... Pay us a visit and see the many values throughout the store that are unequalled... BUY NOW!



**NEW, POPULAR BED ROOM SUITE
IN PRIMA-VERA WALNUT VENEERS.**
**4-PIECE, DRESSER, VANITY,
CHEST and BED \$69**
You will agree that this is the most beautiful suite ever offered at this low price. An actual saving of \$30.

OPEN A CONVENIENT "PRINCE" ACCOUNT NO INTEREST OR CARRYING CHARGE ADDED

Prince Furniture Co.
136-146 WEST MAIN ST. cor. N. WASHINGTON
Free Parking on Washington St. — Rear of Store

K. of C. Choral Group Plans Concert Series

Rehearsals are being conducted Tuesday evenings in Columbus Civic Center by the Knights of Columbus Choral Society in preparation for another series of concerts in Western New York communities.

The music committee has selected a program, and John Paul Bonn has been engaged as director, with John J. Bogaski as accompanist, Leonard Hahn as president.

State Income Tax Installment Due

State income taxpayers in the Rochester area are reminded that Saturday is the deadline for paying the final installment of their bills.

Penalties for tardy payment will be assessed after that date, District Supervisor John W. Dennin warned.

Samuel Zweig, 534 Mollenbeck Street, see "Drums" at Low's Rochester Theater. Call at The Sun for guest ticket.

Bond Clothes In New Store

A notable addition to Rochester's business section was made today when Bond Clothes opened their new and modernly appointed store at 133-137 Main Street East.

Bond Clothes, made in Rochester, in a factory that gives employment to 3,300 men and women, have advanced steadily in favor and this consistent increase in business caused the concern to move to new and larger quarters.

The new Bond store will be open evenings this week.

Conservationists Meet October 19

B. A. Hultquist will be chairman when the Genesee Conservation League holds its monthly open forum meeting Wednesday evening, October 19 at the Scottsville Road Clubhouse.

A. W. De Roos, C. E. Moore, George A. Haungs and W. J. Lindner are on a list issued by the League. They are protectors to whom violations of the rules of sportsmanship and of game laws should be reported. The four are cooperating with the City-Country Relations Committee, sponsored by the League, the Monroe County Farm Bureau and the Grange and dedicated to the improvement of relations between sportsman and farmer.

Bishop's Plan Finds Favor

(Continued from Page 1)

comes, and give work to other men," said Bishop Kearney.

"In making such purchases they are keeping other people at work too. There are many people who haven't money, consequently can't spend it. There are others who hesitate to spend it or dissipate it for fear something will happen."

"There will be a general worthwhile effect throughout the community. All we will be doing is using the church as an organization to urge people to have the courage to spend money, put it in circulation if there is to be a business revival."

Miss Mary M. Dunbar, 61 Rowley Street, see Robert Massey in "Drums" at Rochester Theater. Call at The Sun for guest ticket.

Card Party Scheduled at St. Ambrose Church

Friends of the Sisters of the Carmelite Monastery are planning a card party Saturday at

St. Ambrose Church Hall, Empire Boulevard and Culver Road. Prizes will be awarded and refreshments served. The public is invited.

Mrs. James Riggs of New York City, who had been the guest of Mrs. John S. Davies of East Avenue, left Saturday for New Mexico, where she will be the guest of her daughter.

Dr. and Mrs. E. Earl Elliott of Clover Hills Drive, and Mr. and Mrs. Arthur M. See of Cobbs Hill Drive, are motoring through the Adirondacks.

Members of the Executive Committee of the David Hochstein Music School held a benefit card party Friday night at the Genesee Valley Club.

A PAULS Traffic Builder SPECIAL

A "traffic builder" special is a super-value offering to acquaint new friends with our store. Come in and see the largest curtain display in Western New York.

Fri., Sat. Only

Sheer Rayon Marquisette CURTAINS (44 Inches Wide)

Two Days Only **\$1.29**

Advertised elsewhere in Rochester as a \$2.49 value... and sale-priced at \$1.98 in leading stores. Yes, this same curtain.

- 44 Inches Wide (each side)
- 72 Inches Long (2 full yards)
- Hemmed and Headed (ready to hang)
- Ecru and Egg Shell

We've sold hundreds of pairs of this lovely, lustrous curtain... but never at so low a price as this. Flattering sheer marquisette that does the same for your windows as fine, sheer hosiery does for your legs. Superbly tailored throughout to hang perfectly straight. 1 inch side hems and 3 inch bottom hems.

PAULS CURTAIN SHOP

76 CLINTON AVE. SO. 4 DOORS SOUTH OF FORMAN'S

Diagonally Opposite Former Location

MODERN LIVING needs a modern setting



3 Luxurious Pieces \$99

\$150.00 Retail Value!

Only DIRECT from LYONS big factory can you secure furniture values like this!

Over 80 Suites on Display in Our Showroom

LIBERAL ALLOWANCE FOR YOUR OLD FURNITURE

BEDROOM — DININGROOM — RUGS — STUDIOS

LYONS FURNITURE FACTORY

10% Down Delivers Balance Weekly

175 NORTH WATER STREET

Open Daily Tues. and Thursday Evenings

Last Call Bond's Celebration Party Ends Saturday



Only TWO more DAYS for Rochester's greatest SALE of Suits of the past 5 years. Hundreds of Sedan Worsteds, MacLeod Tweeds, Selkirk Herringbones

at one sensational price

\$20 including 2 trousers

Last call for the most talked about event in years — The Opening Party for Bond's New Store. Enthusiastic crowds have already taken advantage of the money-saving values featured in this rousing affair. But last minute shoppers need not worry about getting full selections. We've rushed in reserves, drafted direct from our factory. They're on sale, right now, at the lowest price since 1932. Their names, listed above, speak for themselves. You know them—you know how high they usually come. This is the chance of a life-time to get the clothes you need, at a corking saving. Don't miss it!

Extra! Distinguished Fall Suits tailored in our Rochester plant — quality usually tagged \$37.50 to \$42.50

\$30 \$35

These grand worsteds come to you without the usual extra cost of third-party-profits—because they are produced in our own Rochester plant, and sold direct to you in our Rochester store.

Rochester-tailored Topcoats going at \$22

BOND CLOTHES

New Store Opens Thursday
133-137 E. MAIN STREET
Near South Avenue

"Charge It" the popular Bond way.

This convenient service invites you to pay weekly or twice a month—at no extra cost. OR, pay 1/3 on these dates

Nov. 10 Dec. 10 Jan. 10

Andrew M. Utz, 1112 Goodman Street, North, see Robert Massey and Sabu, the Indian star, in "Drums" at Loew's Rochester Theater. Call at The Sun for guest ticket.

Glen H. Polman, 578 Linden Street, call at The Sun for guest ticket to "Drums" and "Juvenile Court" at Loew's Rochester Theater.

Sale of FUR TRIMMED COATS

19⁹⁵

A group of 47 coats lavishly trimmed with Persian Lamb, Squirrel and Krimer. These coats are all samples and one of a kind. Every coat is luxuriously lined and interlined for extra warmth. Remember the quantity is limited so you had better hurry for best selection.

These Coats Were Made To Sell For Not Less Than \$3950

FUR TRIMMED AND SPORTS COATS \$995

• All Colors
• Sizes 12-47

• Boucles • Fleeces
• Tweeds

These coats are terrific values and well worth twice the sale price.

KIENER'S SHOP COAT

599 HUDSON AVE.
COR. CLIFFORD AVENUE
OPP. HOLY REDEEMER CHURCH
OPEN TILL 10 P. M.

Barge Canal Tonnage Gains and Losses, Too

Business was good on the Barge Canal this year. Good, that is in shipments going out of the city. So good, in fact, that freight tonnage—still going out, remember—was doubled. But incoming freight, took the proverbial nose dive, and so did shipments on the entire length of the waterway.

State Public Works Department officials released the figures: 38,681 tons shipped out of Rochester against 16,828 tons in 1937. Incoming freight was 190,420 tons in 1938, 291,336 last year.

However, the boys are still using the locks, and will be until November 18, when wooden barges will be barred; November 25 is the deadline for steel vessels. After that, ice and snow will regulate the waterway.

WPA Workers Speed Up River Protecting Wall

Possibility of floods has speeded up construction on the new retaining wall at the Court Street dam. WPA workers have rushed work on the first 100 feet of the concrete blockade, according to Francis Carroll, chief WPA engineer.

The wall is part of the safeguard against overflowing of the Genesee River. High water would force the Rochester Gas & Electric to open main gates of the dam, closed during construction of the wall, and wash away the coffer dam now protecting it, Carroll said.

AUXILIARY PLANS PARTY

Mothers' Auxiliary, Boy Scout Troop 114, is sponsoring a dessert bridge Friday, 1 p. m. at the Lincoln Club House. Proceeds will go for Scout equipment.

Tinsman Chapter Benefit Party

Tinsman Chapter of the Y. W. C. A. will have its first benefit party of the season on Wednesday, Oct. 19. It will be held in the lovely lake shore home of Mrs. Kenneth Huse on Edgemore Drive. The affair is to be a dessert luncheon at 1:30, to be followed by bridge. Players will pivot and a prize is to be awarded at each table.

Mrs. Frederick Hewitt, the new president of the chapter, has appointed Mrs. Frank Lowrey general chairman. Assisting her will be Mrs. George E. Sanders, Mrs. Bradford Squire, Mrs. Charles Rumrill and Mrs. Laurence Littlefield. Mrs. Vilas M. Swan is handling the publicity.

Among the hostesses are Mrs. Fred Anibal, Mrs. Merle Dunton, Mrs. Stanley Erlenback, Mrs. Robert Forrester, Mrs. Charles B. F. Gibbs, Mrs. John McMaster, Mrs. John Ray, Mrs. E. Scott Roscoe, Mrs. Bryan A. Rice, Mrs. John S. Livermore, Mrs. Daniel I. Mayne and Mrs. Glenn Paroc.

School 49 P. T. A. Lists Talk By Miss Winchell

How parents can help the growing child to maintain outside interests will be the subject of a panel discussion led by Miss Florence Winchell, of the Board of Education, at a meeting of School 49 P. T. A. Wednesday, October 19.

Mrs. Robert C. Le Feber will be hostess for the discussion, to be held in the school auditorium at 8 p. m. She will be assisted by mothers of kindergarten children.

Three Rochester Orchestras On National Radio Hookup

The most extensive series of symphonic programs ever offered to the American radio audience will be inaugurated by the National Broadcasting Company on Monday, October 17, when the first of ninety concerts over the coast-to-coast NBC network.

The 90 programs scheduled will be presented in six different series, beginning with the initial concert on October 17 by the Rochester Civic Orchestra from 3 to 3:45 p. m. EST, over the NBC Blue Network.

The complete listing of concert follows: Four Thursday matinees and eight Thursday evening broadcasts by the Rochester Philharmonic Orchestra; 28 Monday matinees and 16 Tuesday afternoon music educational programs by the Rochester Civic Orchestra, and 16 Thursday evening and 16 Saturday morning broadcasts by the Eastman School of Music Orchestra.

The Rochester Philharmonic Thursday evening programs will be broadcast over the NBC-Blue Network from 8:30 to 9:30 p. m. EST, on November 3, November 17, December 1, January 12, February 9, March 2 and March 16. Jose Iturbi will be the conductor of all except the program of January 12, which will be directed by Guy Fraser Harrison.

PHILHARMONIC PROGRAM

The four Thursday matinees by the Rochester Philharmonic Orchestra will be heard over the NBC-Blue Network from 3:15 to 4 p. m. EST, on November 10, December 15, January 26 and February 16 with Iturbi conducting the first, third and fourth, and Harrison conducting on December 15.

conducted by Harrison and Paul White, associate conductor, from 3 to 3:45 p. m. EST, over the NBC-Blue Network. The educational series of 15 Tuesday matinees will be heard over the NBC-Blue Network from 1:30 to 2 p. m. on October 18, November 1, 15, and 29, December 13 and 20, January 10, 17 and 31, February 14 and 28, March 7 and 21, April 4 and 18. Harrison and White also will share the conductorship of this series.

EDUCATIONAL SERIES

The Eastman School of Music Orchestra, under the direction of Dr. Howard Hanson and Paul White, will be heard on Thursday evenings over the NBC-Blue Network from 8:30 to 9:15 p. m. EST, on October 20 and 27, November 10, December 8 and 15, January 5 and 26, February 2, 16 and 23, March 9, 23 and 30, April 6, 20 and 27. On October 20, January 5 and February 23, the programs will be devoted entirely to works by American composers.

The same orchestra will present its Saturday morning series from 11:30 a. m. to 12 noon over the NBC-Red Network beginning November 5 and continuing to April 1, except on November 28, December 24 and December 31. This series will be directed by Dr. Hanson and Dr. Herman Genshart. All 90 programs will reach NBC's networks via Station WHAM, Rochester affiliate of the National Broadcasting Company.

Concerts by the Rochester Philharmonic and Civic orchestras and the Eastman School of Music Orchestra have been heard exclusively over NBC's networks since these broadcasts were inaugurated in 1929.

Miss Lona Vaeth, 38 Heile Terrace, call at The Sun for guest ticket to "Drums" at Loew's Rochester Theater.

BIG BARGAINS

On Nationally Known

WINES and LIQUORS

CHECK THIS LIST For Outstanding SAVINGS

"Old Squire" A Blend Of Straight Rye WHISKIES (51.9 PINT) \$2.33

90 PROOF WHISKEY RYE OR BOURBON \$1.39

CLOSE OUT! DRASTIC REDUCTIONS LAFAYETTE WINES

We will soon announce a new line of wines. Now closing out this famous brand.

Gals. Reg. \$1.75 NOW \$1.47

1/2 Gals. Reg. \$1.50 NOW 49c

Qts. Reg. \$1.50 NOW 79c

SAVE!

15 Years Old! Reg. \$3.69! SCOTCH \$2.98

THREE YEAR OLD BRANDY \$1.49 (89c Pint)

SHOP BY PHONE

No need to chase all over town looking for "bargains". We maintain lower prices. Not only on advertised specials—but throughout the store.

CALL GENESEE 4928 IMMEDIATE FREE DELIVERY TO ALL PARTS OF THE CITY

If your favorite brand is not here—call us and get our lower price.

While Quantity Lasts! 3 1/2 Year Old Whiskey Made By National Distillers 90 Proof \$1.19 \$2.33

85 Proof GRAIN \$1.39

90 Proof "Portman House" GRAIN \$1.09

OPEN EVENINGS MANHATTAN WINE & LIQUOR 960 GENESEE ST. (Cor. Brooks Avenue)

Sale

Special Purchase

3,000 PAIRS OF FINE QUALITY WOMEN'S SMART FOOTWEAR

REGULARLY PRICED AT \$3.00 - \$4.00

BLACK - BLUE - BROWN - GABARDINES

EVERY PAIR A REAL VALUE

25 SMART STYLES PUMPS STRAPS TIES - OXFORDS

\$1.44

ALL NEW STYLES IN SMART COMBINATIONS

ALL LABELED WITH THE WELL-KNOWN MOLLY STARK SALE

Men's Dress RUBBERS 66c

BOYS' HEEL PLATE OXFORDS \$1.44

MISSSES' - CHILDS' RUBBER GAITORS 66c

BLACK MAGIC QUALITY COAL

Reg. \$10.65 TON

BUCKWHEAT \$7.75 TON

PEACOEAL \$8.75 TON

ORDER NOW PHONE GEN 586

PAYNE & DUNHAM

WHAM Highlights

FRIDAY, OCTOBER 14

1:30 P.M. School of the Air

2:00 P.M. General Mills Hour

5:00 P.M. Social Chronicle

7:00 P.M. Charles Stevenson and his Orchestra

7:45 P.M. Tomorrow's Headlines

8:30 P.M. If I Had a Chance

9:30 P.M. March of Time

SATURDAY OCTOBER 15

12:30 P.M. National Farm and Home Hour

4:00 P.M. Club Matinee

6:00 P.M. Your Esso Reporter

7:00 P.M. John Burns Sports

7:00 P.M. Hank and Herb

9:00 P.M. National Barn Dance

10:00 P.M. NBC String Symphony

SUNDAY, OCTOBER 16

11:00 A.M. Asbury Church Service

12:30 P.M. Radio City Music Hall

1:30 P.M. Rochester Com. Choir

2:00 P.M. Magic Key of RCA

3:00 P.M. Dog Heroes

5:00 P.M. Metropolitan Opera Aud.

7:00 P.M. Jack Benny

7:30 P.M. Seth Parker

8:00 P.M. Charlie McCarthy

9:00 P.M. Hollywood Playhouse

9:30 P.M. Walter Winchell

9:45 P.M. Irene Rich

MONDAY, OCTOBER 17

12:15 P.M. Checkerboard Time

3:00 P.M. Rochester Civic Orch.

7:00 P.M. Alias Jimmy Valentine

7:45 P.M. "Vikings West"

5:00 P.M. Carson Robison's Buckaroos

Here's a western variety program you'll certainly like

8:30 P.M. "Those We Love"

9:30 P.M. Eddie Duchin's Orchestra

10:00 P.M. True or False

10:30 P.M. National Radio Forum

TUESDAY, OCTOBER 18

1:30 P.M. Rochester Civic Orch.

As part of the school of the Air originating in Rochester's NBC station, WHAM

3:15 P.M. U. S. Army Band

6:30 P.M. Harry McTigue, Sports

7:00 P.M. Easy Aces and Mr. Keen, Tracer of Lost Persons

7:30 P.M. German Hour

9:00 P.M. Mary and Bob's True Stories

A new program, sponsored by True Stories Magazine

9:30 P.M. State Trooper's Drama

10:00 P.M. Bob Hope Variety Show

Pepodent's new show has proved itself popular, and we advise you to tune in.

11:15 P.M. Frankie and Johnnie's Orchestra

WEDNESDAY OCTOBER 19

2:00 P.M. Betty and Bob, Arnold Grimm's Daughter, Valiant Lady and Betty Crocker

5:00 P.M. Al Sigi

6:00 P.M. Your Esso Reporter

7:30 P.M. Charles Stevenson's Orch.

7:45 P.M. Tomorrow's Headlines

8:00 P.M. "One Man's Family"

8:30 P.M. Hobby Lobby

A brand new show on WHAM sponsored by Fels Naphtha

THURSDAY, OCTOBER 20

4:45 P.M. Your Family and Mine

6:30 P.M. Harry McTigue, Sports

6:45 P.M. Lowell Thomas

Colorful, intelligent comments on news of the world

8:30 P.M. Eastman School of Music

9:00 P.M. Good News of 1938

Interference Bid Pushes Opponents to Game Contract

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

Bridge experts agree that it is the way a player handles difficult bidding situations that stamps him as a fine player or a mediocre one. Nearly all good players know how to bid games and slams, but when it comes to coping with interference bids and handling freak distributions many of these players are lost.

I give you a hand played at a local tournament a few nights ago in which, despite plenty of interference by the opponents, the North and South players arrived at the correct contract, received a double, and a top on the board.

NORTH		EAST	
SA	10 7 4	AK	10 7 4
HK	10 7 4	AK	10 7 4
DK	10 7 4	AK	10 7 4
AK	10 7 4	AK	10 7 4
WEST		SOUTH	
SA	10 7 4	AK	10 7 4
HK	10 7 4	AK	10 7 4
DK	10 7 4	AK	10 7 4
AK	10 7 4	AK	10 7 4

East was the dealer and the bidding went as follows:

East	South	West	North
4 Clubs Double	Pass	5 Clubs	Pass
Pass	Pass	Pass	Pass

East, with no strength in any suit save clubs, believed that an opening pre-emptive bid of four clubs would be the means of shutting the opponents out of a possible game in one of the majors.

SMART MOVE

Although South's hand was not particularly strong, and the distribution was not good, she had to take some action, especially as she had strength in clubs. Therefore, the double.

North now had a decision to make. He knew that East's hand must be worthless at any contract except clubs. His partner having doubled, certainly had some honor count, and there must be a game at one of the majors. From his point of view spades looked the best, but his partner, he knew, might think differently. He decided then to allow his partner to make the decision and choose the suit she preferred.

INFORMATIVE BID

The five club bid served a double purpose. It at once showed the void in clubs and forced South to bid her best suit. South, of course, didn't think she had a "best" suit, but she trusted her partner and bid her longest suit, hearts.

West's double probably wasn't good. He thought he had two sure, trump tricks, as he felt that he was over the King-Jack with his Ace-Queen, but as a matter of fact, he really shouldn't have figured his partner for any defensive tricks, inasmuch as he had pre-empted. West opened a diamond and, of course, there was nothing to the play. The only trump trick West could take was the ace and North and South received a top on the board.

Army Seeks Recruits For Panama Service

Sergt. Jessie O. Smith, Commanding the Rochester recruiting detachment of the U. S. Army, has begun enlisting local youths for service in the Panama Canal Zone.

Rochester's quota was not known, although there are 375 vacancies to be filled from the corps area, comprising New York, New Jersey and Delaware. A number of approved applications are on file at the local office.

Miss Mary Quinn, 1289 Genesee Park Boulevard, is the guest of The Sun at Lewis' Rochester Theater, where "Drums" plays beginning October 14. Call at 415 Burke Building for guest ticket.

Women of Moose Plan Ceremonial

Mooseheart Day will be celebrated with appropriate ceremonies by Rochester Chapter, Women of the Moose, on Tuesday evening, October 25. A class initiation, which co-workers Mabel Sisson, in charge of the membership drive, declares will be the largest of the year, will be enrolled.

Senior Regent Hazel Weekes has selected Graduate Regent Frances LeBlanc, head of the Alumni Committee, to have charge of the program, with Co-workers Dolly LaSalle and Dora Loghrey as a committee to have charge of the entertainment, a feature of which will be a playlet, "Rooms to Rent," presented by chapter and lodge members. An invitation has been issued to the members of all units of the Moose.

Witches, goblins, ghosts and black cats will hold the stage at a Halloween dinner-dance sponsored by the chapter in Moose Temple on Saturday evening, October 29. Music, dancing and a floor show will be provided and another feature will be the presence of Madame Naolot, a kypsy fortune teller.

Psychology As Aid in Selling

Tomorrow evening at 7 o'clock in the lecture room of the Central YMCA, Dr. H. W. Hepler of Syracuse University, will direct the second annual course in psychology for business advancement which is being offered by the Central "Y" to local business men.

Ten sessions are listed, covering many important discussions including: the most helpful attitude for the business man who wants to fit himself to our changing business world; the personality traits and "mind" of the business man; peculiar people whom we meet in business; predicting the behavior of the individual in extending credit; predicting in hiring and promoting the employee; the individual predicting his own behavior in choosing and planning a vocation; how the business man can obtain advancement; psychology applied to salesmanship; methods of supervising employees and psychological research in business.

Dr. Hepler is well equipped to instruct the course. He is the author of "Psychology in Modern Business." He is head of the Department of Business Psychology of the College of Business Administration at Syracuse University. At one time he was in charge of personnel research for the Goodyear Tire and Rubber Company and Kaufman's Pittsburgh department store.

YMCA Offers Course In Effective Speaking

The effective speaking class of the Central YMCA will begin its third week Tuesday under the supervision of Jonas Knopf. The famous YMCA course, which was developed by Dale Carnegie, has proved very successful with an increased enrollment over last year. Knopf will cover "The Climax" in Tuesday evening's session which will get underway at 8 o'clock.

More than 750 Rochesterians have received this training since the course was inaugurated in 1923.

A FAST SELLER IN EDWARDS

ANNIVERSARY SALE

Exclusive
with Edwards
in Rochester

SUPER SCOT-TEX FLEECE SPORTS COATS

The Fabric Smart Women Prefer
. at a Price Thrifty Women
Want to Pay

\$24.95

First choice for travel, for college, for everyday wear and tear. Warm, sturdy SUPER SCOT-TEX FLEECE laughs at wrinkles, defies moisture, says "no" to dust. Yet, is so lightweight, soft and pliable it lends itself perfectly to the slim lines and soft details of this season's coat mode. Six knockout "knockabouts" from which to choose . . . many with new dropped armholes that slide with ease over bulky suit jackets. Priced unbelievable low so as not to interfere with your plans for a dressy fur or furred coat.

Choose From These "Super Scot-Tex" Colors:

RAFFIA TAN	RUBY WINE
SADDLE TAN	ZINNIA RUST
BUCK DEER	LAUREL GREEN
MINCE BROWN	NAVIGATOR BLUE
FOREST BROWN	GREYSTONE
	RAVEN BLACK

Six Good Reasons Why Super Scot-tex Fleece Sports Coats are in Demand by Every Woman

- 1 Super Scot-tex Fleece has a Soft, Full-bodied Texture
- 2 Super Scot-tex Fleece is Moisture, Dust and Wrinkle Proof
- 3 Super Scot-tex Fleece is Warm, yet Light in Weight
- 4 Lined with Guaranteed DUPREE . . . the Queen of Linings
- 5 Each Coat is Cozily but Bulklessly Interlined
- 6 Extensive Alterations are Eliminated Through Perfect Size Standards

ROCHESTER'S THRIFT CENTRE

Edwards

STONE 2300

THIRD FLOOR
EDWARDS

Join the Rochester DAYLIGHT SAVING Association

Vote for Daylight Saving on Election Day, Tuesday, Nov. 8

CLIP, SIGN AND MAIL THIS COUPON

Rochester Daylight Saving Association

Application For Membership

ROCHESTER DAYLIGHT SAVING ASSOCIATION,
295 State Street, Rochester, N. Y.

Please enroll me as a member of the Rochester Daylight Saving Association.

I will vote for Daylight Saving Tuesday, November 8, 1938.
I will ask at least FOUR of my friends to vote for Daylight Saving Tuesday, November 8, 1938.

I hand you herewith Dollars as my membership dues and a contribution to advance the cause of Daylight Saving.

NO. Name Street Address

* A contribution is not necessary to secure membership

SIZES
12 to 20
38 to 42

School 36 P.T.A. Maps Community Celebration

A "community night," will open the year's program of Henry Longfellow School 36, Parent-Teacher Association, Wednesday, October 19, at 8 p. m. in the school auditorium.

Ivan K. Potter, will welcome the guests. A program of entertainment under the chairmanship of Mrs. Willard Russell will follow. Community singing will be led by Mr. Norman Uip.

SORORITY ELECTS

Iota Sigma Rho has elected these officers: President, Grace Das; secretary, Clara Merson; treasurer, Jean Vanderkolk.

Next meeting of the sorority will be held at the home of Miss Das.

BENEFIT BINGO PARTY

A benefit bingo party will be held by the Park Avenue Alumnae at Blessed Sacrament Hall Friday evening, October 21. Prizes will be awarded.

U. R. Talks Throw Light on Europe

Rochesterians who want to know more of the background in the swiftly changing European situation, can attend a series of eight lectures by University of Rochester professors, the first Monday, October 24, and learn the whys and wherefores of wars and rumors of wars abroad.

The talks will be given every Monday evening at 8 p. m. in Catherine Strong Hall, Prince Street Campus. Cost of the series is \$3. The dates and subjects are:

Oct. 24, "Paris Peace Settlement," Dr. Arthur J. May; Oct. 31, "The Resurgence of Germany," Dr. Arthur J. May; Nov. 7, "Britain Charles Her Course," Dr. Hugh MacKenzie; Nov. 14, "France and Her Slavic Allies," Dr. Arthur J. May; Nov. 21, "Russia, the Great Enigma," Dr. Arthur J. May; Nov. 28, "Mussolini's New Roman Empire," Dr. Hugh MacKenzie; Dec. 5, "Diplomatic Europe Today," Dr. Arthur J. May; Dec. 12, "The United States and Europe," Dr. Dexter Perkins.

The Way To A Man's Heart

BY IRENE MUNTZ

The frequently repeated saying that we eat with our eyes as well as our mouths has been proved so often that women have been giving more and more thought to their meal planning, not only from the standpoint of what their families like and what they ought to eat, but also of how it will look when they serve it. Vegetables and fruits especially lend color to our menus and offer us an almost endless selection with which to vary our combinations.

Here is a simple luncheon that will look extremely attractive with its toasted brown patties, golden sauce, bright red tomatoes and green beans. Its flavor combinations are grand, too, and it is "easy as pie" to prepare.

Shrimp and Rice Patties Rarebit Sauce
Grilled Tomatoes Green Beans
Pineapple Upside-down Cake
SHRIMP AND RICE PATTIES
2 c. shrimp 2 t. melted fat
1 1/2 c. boiled rice 1/2 onion
2 t. cream fine bread crumbs

Clean shrimp and break into small pieces. Combine with the rice, slightly beaten egg, cream and melted fat. Peel onion and grate over the mixture. Blend well. Shape into patties and roll each patty in fine bread crumbs. Place on the well greased rack of preheated broiler pan about two inches from the heat. Broil until lightly browned on both sides (about 10 minutes). Makes 12 patties. When the patties are turned, place well seasoned tomato halves on the broiler and grill. If you want to make the patties ahead of time they will keep nicely on the shelves of your refrigerator until broiling time. Other seafoods, ham or chicken might be used in place of the shrimp.

RAREBIT SAUCE
1/2 c. cheddar, diced
2 t. flour 1/4 t. dry mustard
2 egg 1 t. Worcestershire
1 c. milk salt
2 c. American 1/4 t. cayenne

Melt butter, add flour and blend well. Beat eggs, add milk and cheese and add to first mixture. Cook over hot water until thick and smooth, then stir in the seasonings. Serve at once. Makes about 2 1/4 c. sauce.

PINEAPPLE UPSIDE-DOWN CAKE
Temperature: 375 Degrees F
Time: 25 minutes

3 t. butter 1 small bottle
1/2 c. light brown Maraschino
1 sugar cherries
4 pineapple rings

Melt butter, add sugar and cook until smooth. Spread on bottom of layer cake tin and arrange pineapple slices and cherries on top. Set aside to cool.

3 t. butter 1/4 t. baking
1/2 c. sugar 1/4 c. milk
1 egg 1/4 t. vanilla
1 c. cake flour 1/4 t. salt

Cream butter, add sugar and blend well. Add well beaten egg and beat until light and fluffy.

Sift flour, measure and sift with baking powder. Add vanilla to milk and add flour alternately with the milk. Pour this over the pineapple slices and bake in a preheated oven.

If company should drop in unexpectedly and you wish to add another course, cream of mushroom or cream of corn soup would be delicious. Or if the day is warm, chilled melon or grapes would get the meal off to a flying start. Serve the melon with a wedge of lemon and a sprig of mint. Place an attractive shaped bunch of grapes on a dessert plate covered with a lace doily or a grape leaf. With any of these combinations, you will have a simple, delicious and inexpensive menu that is extremely attractive.

New Type Cleaner Without Brush

Plastic materials, which are responsible for so many improvements in household equipment, have now made possible a brush without bristles.

Designed to give maximum efficiency in cleaning fabrics, this departure from the usual type of brush is constructed with curved ribs covered with black Pyralin cellulose nitrate plastic, a du Pont development.

This plastic picks up dust and lint when the cloth is briskly stroked with a sideways motion. The dirt is sucked into the grooves between the ribs and may then be removed from the cleaner by using a small brush that is part of the equipment.

The new tool is suitable for cleaning upholstery, automobile cushions, rugs, and mattresses, and is effective also on clothing and curtains if they are laid on a rigid, flat surface.

SAUERKRAUT SUPPER
Members of the Rosary Society of St. John the Evangelist Church will serve a sauerkraut supper this evening at the church hall from 5:30 to 8.

Margaret A. Nims, 56 Alpine Road, see "Drums" at Loew's Rochester Theater. Call at the Sun for guest ticket.

Zontians List Fall Parley

Miss Ida Randle, president, and Miss Dora Neum, delegates, and the Misses Adeline Bush and Leah Woodruff, alternates, will represent the Rochester Zonta Club at the third district conference, October 15-16 at Hamilton, Ontario.

Members from fourteen Zonta clubs in the state and Canada will attend the sessions, highlight of which will be a banquet to be addressed by Iva C. Falls, Canadian senator.

Miss Margaret Roberts, president of the Hamilton club, will be hostess to the visitors. She is also chairman of the conference. Other Rochester members who will attend include Miss Ethel Woodworth, Mrs. Martha Jeffreys, Mrs. Carolyn Grove, Dr. Flora Nagle, Mrs. Margaret Leach, Mrs. Florence Baker, and the Misses Nellie O'Connell, Helene Randall, Elizabeth Forster, Flora Armbruster, Teresa Brayer, Mercedes Brayer, Evelyn Harding, Flora Vogel and Ethel Woodworth.

William G. Wynn, 22 Columbia Avenue, see "Sabbu," the Indian boy in "Drums," at Loew's Rochester Theater. Call at the Sun for guest ticket.

SPECIALS

THIS WEEK-END

Open All Day Sunday

Choc. Coconut 29c
Drops . . . lb

Brani 33c
Nuts . . . lb

Rum & Butter 25c
Toffee . . lb

New Crop Spanish 14c
Peanuts, lb

Peanut 29c
Clusters, lb

AT THE
AVONDALE NUT SHOP

930 GENESEE ST.

Near Brooks Ave.

HOME MADE CHOCOLATES

CLARK'S

GENUINE SPRING

Leg O'LAMB 21c LB.

CHUCK OR SHOULDER

BEEF ROASTS 19c

Cut from U.S. Inspected Young Steers, lb.

BONELESS FILET OF LAMB 21c

FANCY FRESH LONG ISLAND DUCKLINGS 19c

OUR POULTRY IS NOT COLD STORAGE STOCK

CLARK'S MARKETS

600 Jefferson Ave. Cor. Bartlett St. Gen. 1417

FREE PARKING At Both Stores

906 N. Goodman St. Cal. 4870

CLAMS, OYSTERS and Chickens R. in season. For lower prices and service try Clark's

MILK FATTED BROILERS 25c

MILK FATTED FOWL 19c

For Picnics or Salads, lb.

MILK FATTED ROASTING CHICKENS 22c

FRESH SHUCKED OYSTERS 25c

Direct From The Beds

FRESH DUG CHERRY STONE CLAMS 12c

per Hundred

CHICKENS

Buy what you need of cuts you prefer.

Breast . . . lb. 39c

Legs . . . lb. 37c

Wings . . . lb. 20c

Giblet . . . lb. 19c

Necks . . . lb. 12 1/2c

SAVE \$10 TO \$20

on a

CERTIFIED PERFORMANCE



GAS RANGE

Don't miss this chance to trade in your old stove and get one of these amazing new "match-less" Gas ranges.

\$10 allowance for your old stove on any range under \$100. \$20 on any range over \$100.

ROCHESTER GAS & ELECTRIC CORP. 89 East Ave. Main 3960

Shoe Repair Department **LINCOLN'S** Basement

14th ANNIVERSARY SPECIAL
A Regular \$1.25 Value!

INVISIBLE RE-SOLING

75c

A new factory method . . . that "repairs" look! No nails used . . . no sewing. Soles are cemented on by a patented process. All work guaranteed. Prime oak leather used exclusively. Here is an opportunity to make your shoes exactly like new at the price of a repair job.

YOU SAVE 50c!
After sale price will be \$1.25!

LINCOLN'S POLYPHOTO PORTRAITS

NOW AVAILABLE IN ROCHESTER FOR THE FIRST TIME



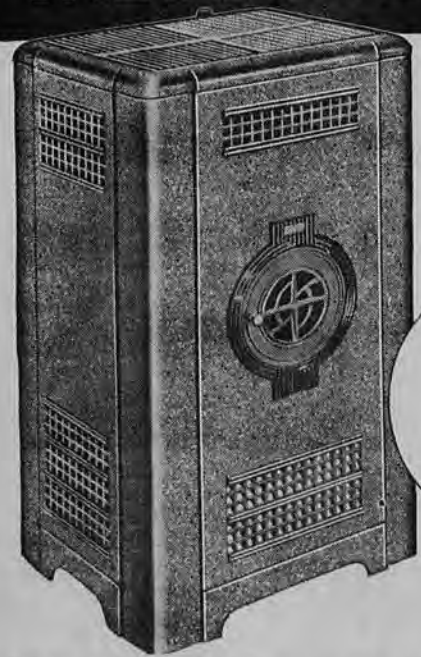
The Polyphoto method is a sensational new development in the art of portrait photography. Yet it's as simple as A B C. You come to our studio anytime (no appointment is necessary) spend about 4 minutes before an amazing new camera and then very soon after 48 proofs are ready for your selection. Just think . . . our expert photographer takes 48 different pictures of you in less than 4 minutes. No fuss . . . no ordeal of stilted posing . . . no self-conscious jerking . . . your pictures are natural . . . life-like . . . real!

Lovely 8x10 Portrait **\$1** You Choose From 48 Poses

Remember . . . Polyphoto portraits are available in Rochester exclusively at Lincoln's

PHOTO STUDIO—MAIN FLOOR

GREATEST OIL HEATER VALUE EVER OFFERED!



New 1938 **DUO-THERM**

Regular

\$79.50

NOW

\$59.50

Small Down Payment EASY TERMS!

THIS brand new 1938 Duo-Therm is far and away the year's best buy in fuel oil heaters! It's the only heater with the bias-baffle Dual-Chamber burner—the most efficient burner made! Gives clean, silent heat from pilot light to full flame!

Turn the dial! Get a flood of heat for zero weather—

or just enough to take the chill off on mild days! Duo-Therm's exclusive "Floating Flame" and special "Waste-Stopper" keep heat from rushing up the chimney—send more heat into the house—save oil! Co-ordinated Controls insure proper draft settings—perfect combustion! Six handsome models—heat 1 to 6 rooms!

Edwards

BUY ON OUR BUDGET PLAN

SIXTH FLOOR

SAVINGS

THIS WEEK-END IN THE BIG SELF-SERVE GROCERIES AT



Sale! W.N. CLARK QUALITY Canned Foods

The Lowest Prices at Which Clark Products Have Ever Sold!

3 No. 2 Cans 29c 3 Cans For 25c

FAVORITE SWEET PEAS
WHOLE KERNEL BAT. CORN
CUT WAX OR REF. BEANS
FANCY SPINACH
TOMATOES

CREAM STYLE CORN
20-OZ. TOMATO JUICE
RED KIDNEY BEANS
No. 1 APPLESauce

2 Cans For 15c

2 Cans For 35c

No. 2 DICED BEETS
SHOESTRING BEETS
No. 2 DICED CARROTS
SHOESTRING CARROTS
No. 2 1/2 SAUERKRAUT

No. 2 DAINTY PEAS
MIDGET REF. BEANS
No. 1 SUPERIOR LIMAS
No. 2 MIDGET BEETS

"BAKE A CHERRY PIE!"

NO. 2 SIZE CAN SOUR CHERRIES ea. 10c

MOST VARIETIES OF THOSE

DELICIOUS HEINZ SOUPS can 12c

TRY A POUND OF THIS

FRESH EVERY DAY FAVORITE COFFEE lb. 15c

A BLEND OF THE FINEST GROWN!

KILBOURN HALL BEST COFFEE lb. 21c

THE FAVORITE OF THE MEN FOLKS!

SPECIAL BLEND COFFEE lb. 25c

A SMOOTHER, MORE FLAVORFUL BLEND

GREEN GABLES SALAD DRESSING qt. 27c

THREE FAMOUS TIME-SAVERS!

CHIPSO, RINSO OR OXYDOL pkg. 19c

FOR QUICK DISH-WASHING

RED. PACKAGE SUPER SUDS ea. 8c

TRY PANCAKES FOR SUNDAY'S BREAKFAST

PILLSBURY'S PANCAKE FLOUR pkg. 9c

HERE'S "TOPPING" FOR PANCAKES!

VERMONT MAID SYRUP bottle 19c

ROLL FOR 1c WITH

NORTHERN TOILET TISSUE 4 rolls 19c

BIRD BISCUIT FREE WITH

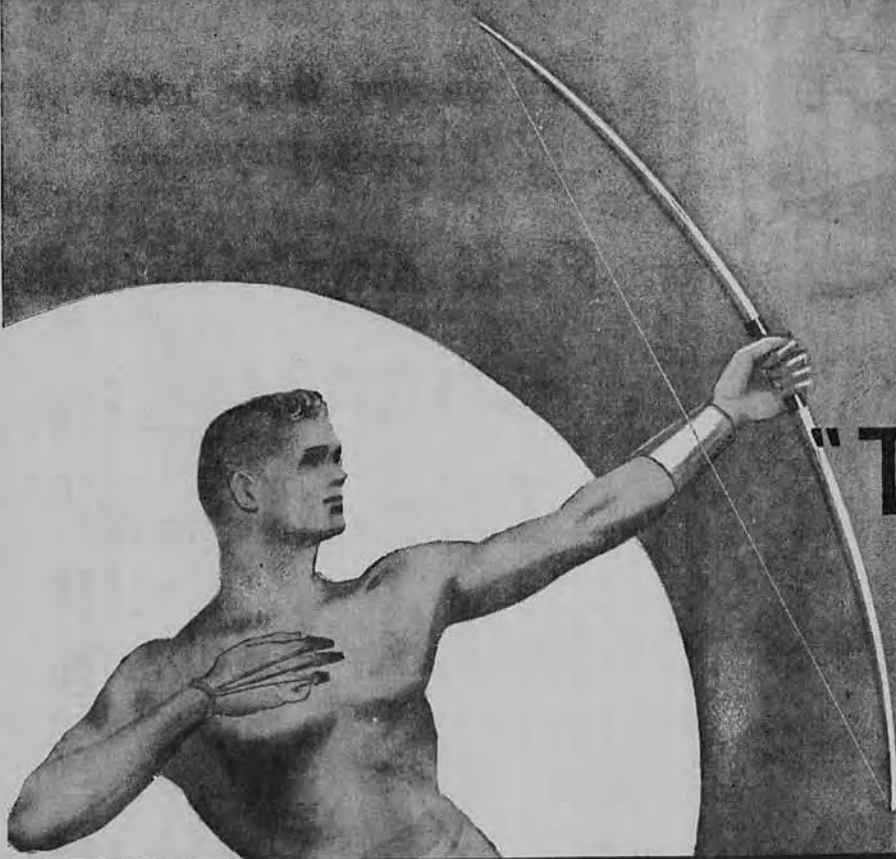
FRENCH'S BIRD SEED package 12c

SEA LEGION BRAND

MEDIUM RED SALMON can 17c

HOME-TOWN FOOD MARKETS

LINCOLN'S GREAT 14th ANNIVERSARY SALE



"To Save You Money"

The One Outstanding
Sale Event of 1938

8 DAYS ONLY *Beginning* FRIDAY
...OCTOBER 14th

Main at St. Paul Sts.

ROCHESTER, N. Y.

LINCOLN'S 14th Anniversary SALE

Made by one of the foremost and largest mills in the country

Save 31c a pair on these famous make "RINGLESS"

(genuine 2 carrier construction)



Silk CREPES

Regularly \$1.00
You save 31c

69^c
pr.

This sensationally low price is made possible because of the tremendous concession from one of the largest hosiery mills in the country who really sacrificed his profits to make this the outstanding Anniversary value in silk hosiery. Choice of the newest colors of Charmbeige, Praline Beige, French Toast, Tropic Glow, Tile Beige and Mist Beige.

*Compare these with
79c hosiery anywhere*

**Full Fashioned
FIRST QUALITY
Ringless
Silk Hose**

45^c

It is only because we buy and sell thousands upon thousands of silk hosiery that we can go to the mills once a year and ask for these tremendous price concessions. As clear as water because they're ringless exquisitely sheer or the longer wearing 7-thread service. First quality, of course, and every new Fall color to select from.

Save 20c a pair on these "Famous Brand"

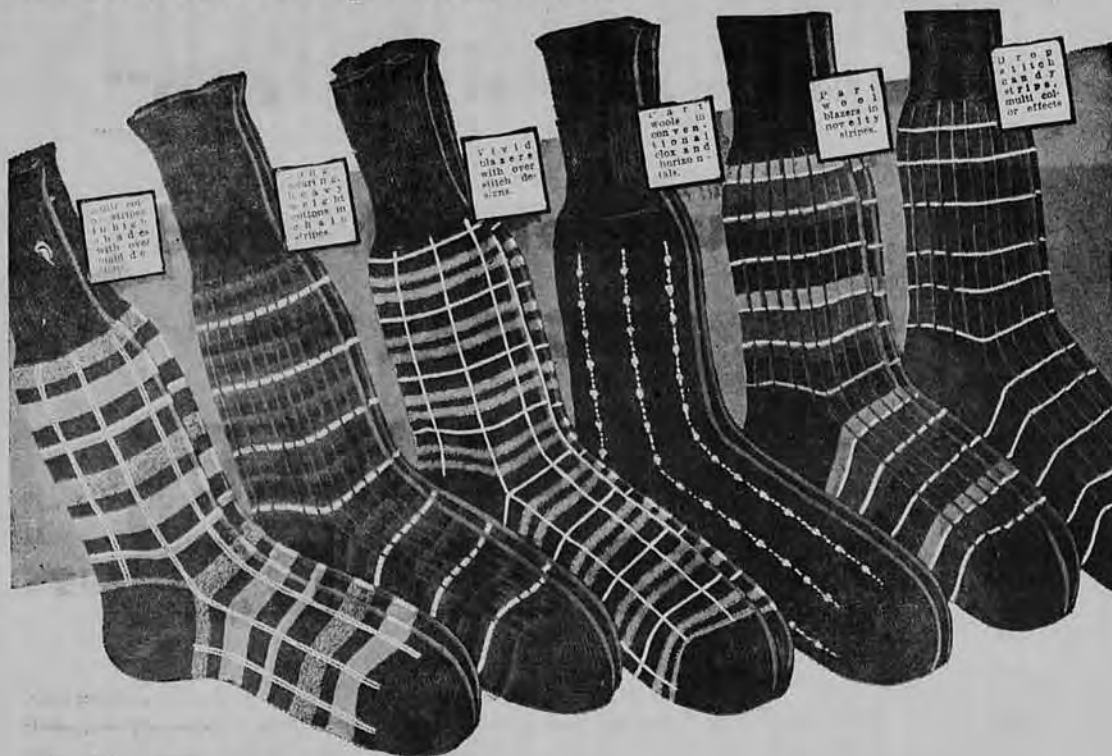
Ringless SILK CREPES

Just compare this hosiery any place around the country selling at 89c. Because they're knit to fit, they wear longer and look better. Full fashioned, first quality and genuine ringless hose in all the newest Fall colors.

59^c

LINCOLN'S 14th Anniversary SALE

The largest single purchase of men's hose ever made by Lincoln's



Men's reg. 35¢ HOSE

1. 1st quality blazer HALF HOSE
2. Men's part wool FANCIES

First quality, drop stitch blazer half hose in multi color stripes. And, a special group of part wool irregulars in a wide assortment of all-over designs, verticals, clox and solid colors.

Men's 40% wool HOSE at HALF PRICE

Vivid contrasting colors in stockings that would sell for 50c if first quality. Plaids, blazers, horizontals and clox. All lisle lined with 50% to 100% wool facing. A marvelous assortment of patterns.

18¢

25¢



Half price SALE CHILDREN'S HOSIERY

12½¢

BOYS' GOLF OR CREW SOCKS and CHILDREN'S 5/8th HOSE

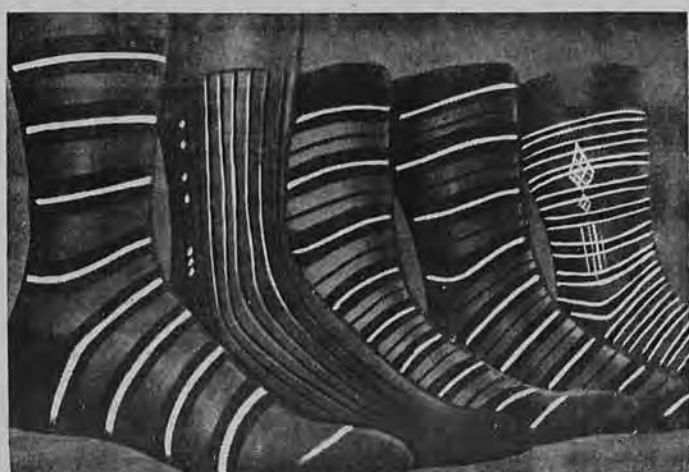
Irregulars and first quality 5/8 hose in navy and brown including some blazer stripes. Boys' golf hose with contrasting colored tops, novelty checked and diamond all-over designs. And, boys' blazer stripe crew socks. Slight irregulars.

Men's Virgin 100% WOOL HOSE

Irregulars of 59c hose

100% virgin wool multi colored blazer stripe half hose from a famous mill.

39¢ pr



Men's stockings from 3 leading mills at ½ PRICE

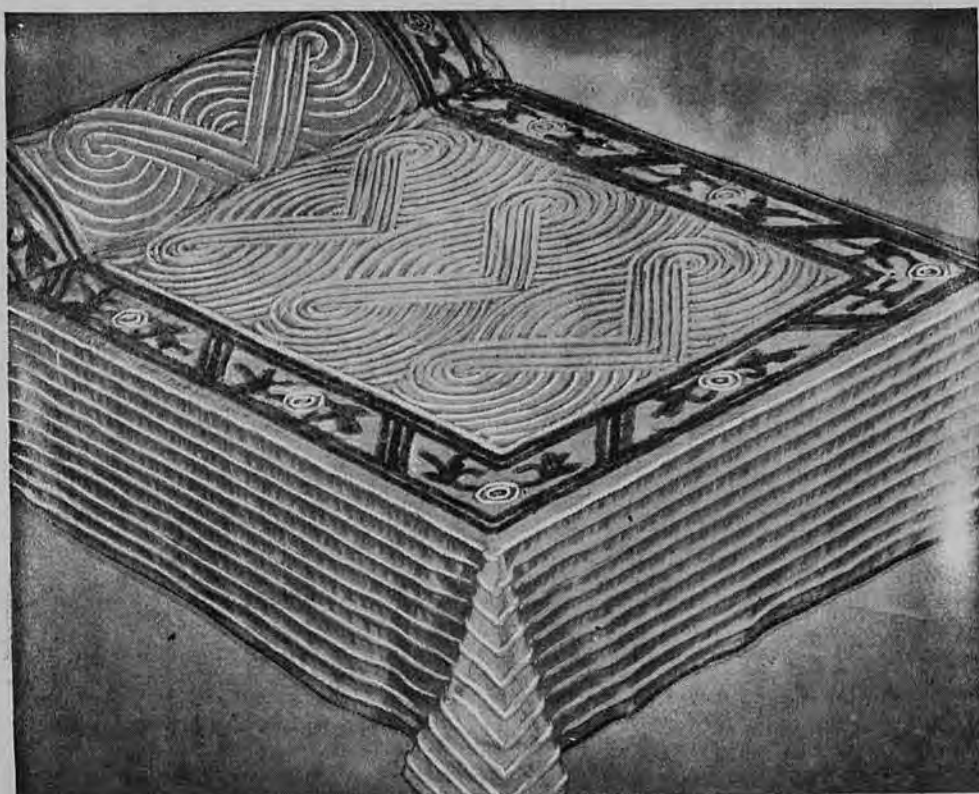
1. First quality fancy zephyr fleece half hose
2. Twinkle lises in blazer stripes and multi colors
3. Plain and blazer stripe, heavy cotton crew socks ..

12½¢

LINCOLN'S 14th Anniversary SALE

Our greatest offering and sale of hundreds of new and colorful

CANDLEWICK and CHENILLE SPREADS



Full size heavily tufted

REGULAR \$5.00

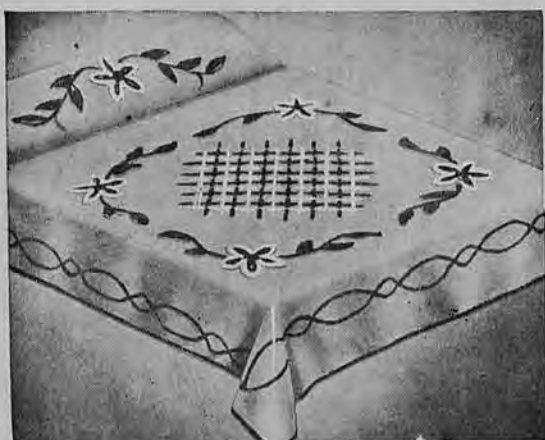
CHENILLE SPREADS

Rose, Dusty Rose, Peach, Gold, Blue, Hello, Green, Wine

\$3³⁵
You Save \$1.65

Examine closely the beautiful solid wave design on these multi-colored, heavily tufted chenille spreads made on one of the finest quality sheetings that Pepperell Mills put out, then you'll realize what a sensational value this is. Full bed size, of course.

Floral inner border -- full bed size \$2.49

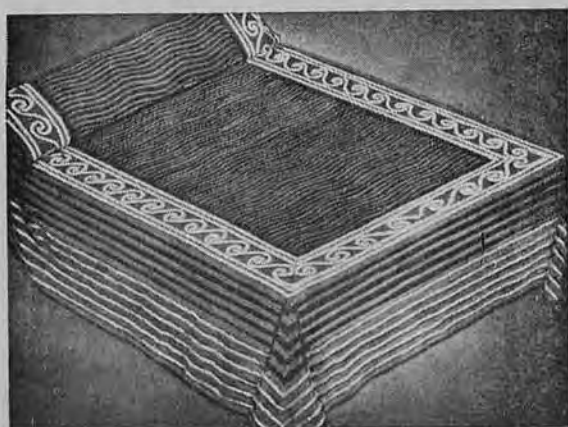


CHENILLE SPREADS \$1.69

Dusty rose, burgundy, rose, blue, green, peach and hello.

Heavy chenille tuftings on a fine grade of sheeting. Lattice work center with floral inner border and chain outer border.

All over tufting finest grade wave design



CHENILLE SPREADS \$3.98

Regularly \$4.91

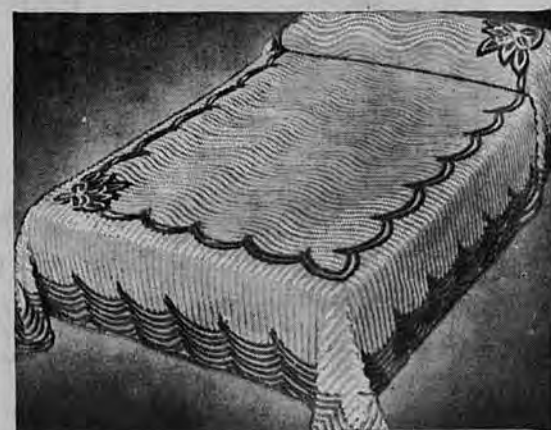
Green, rose, peach, blue, dusty rose, yellow, tan, turquoise and woodrose.

Extra heavy multi colored \$7.98

CHENILLE SPREADS \$5.50

Peach, wood-rose, rose, tan, green, blue, orchid, aqua.

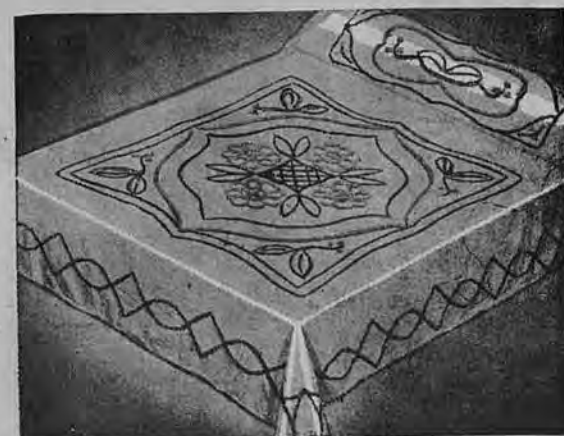
We have seen spreads of this quality selling for even as high as \$10. Finest grade, piece dyed sheeting closely tufted chenille with wave design center and contrasting colored floral effects on bolster and base.



Beautiful genuine hand tufted \$1.79

CANDLEWICK SPREADS \$1.19

Either full or single size, 2 tone floral center design spreads with chain outer border. Rose, blue, green, orchid, white, brown, rust, wine, gold and beige.



LINCOLN'S 14th Anniversary SALE

One of the greatest MONEY-SAVING VALUES of all time

12,842 FAMOUS MAKE
(Bought for entire chain)

BLANKETS

at about today's WHOLESALE PRICES

100% WOOL BLANKETS

• Guaranteed first quality

Pure virgin wool, big size, closely woven blankets made by the American Woolen Company. Lustrous satin bound at an Anniversary savings of \$1.34.

Blue, rose, green, cedar, peach, and tan.

\$3⁶⁶

Usually \$5

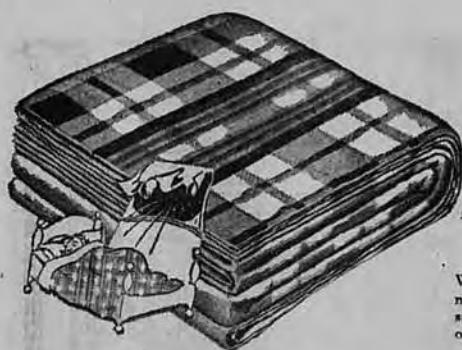
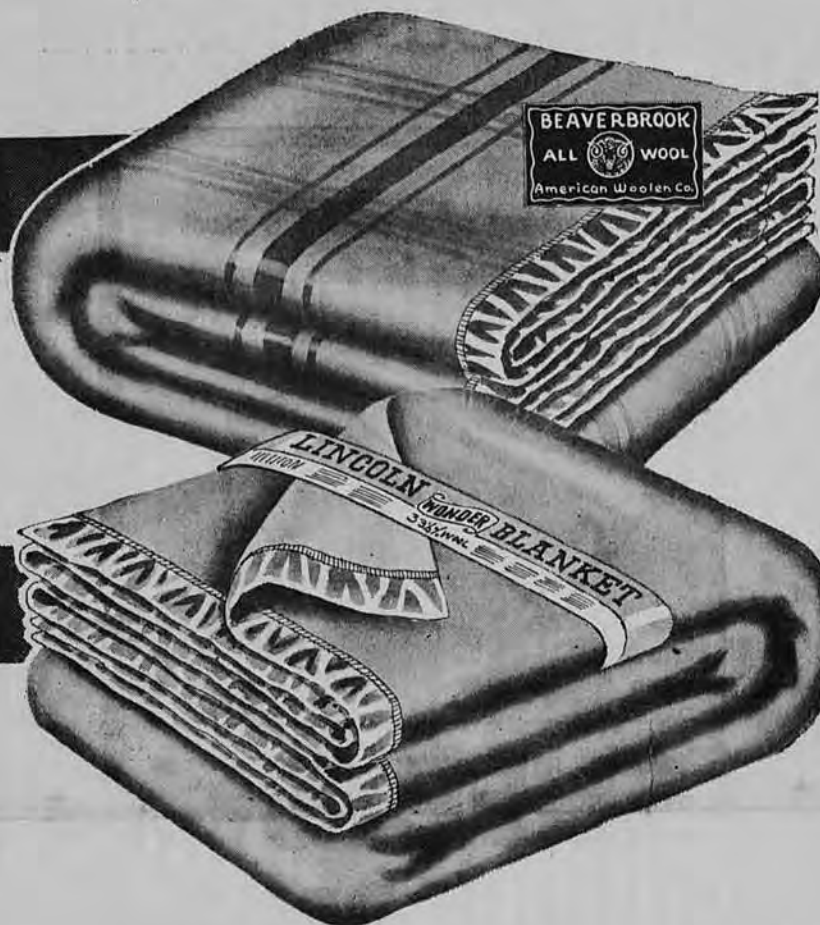
33% WOOL TWO TONE REVERSIBLE BLANKETS

• Guaranteed first quality

Rose and blue, rose and green, helio and green, mahogany and tan, green and peach, rose and gold, cedar and peach.

\$3³⁵

Usually \$4.50



PART WOOL FULL SIZE

BLANKETS

Usually \$1.59

\$1

Warm, part wools with a deep, thick nap and neatly bound ends of 3 inch sateen. Choose in green, rose, blue, orchid or peach.

Full size plaid sheet

BLANKETS

Usually 59¢

43¢

Full bed size sheet blankets that are at a premium on cold winter nights. Pastel plaids.



FULL SIZE SHEET BLANKETS 59¢

Regular 79¢ white



Part wool DOUBLE

BLANKETS

Perfect blankets woven carefully of selected yarns and with firmly stitched cotton sateen bindings. Extra heavy, double sizes.

\$1³⁹

First quality full bed size

COMFORTERS

Unbelievably light, yet extra warm and comfortable, plumply filled with war China cotton.

\$1⁶⁹



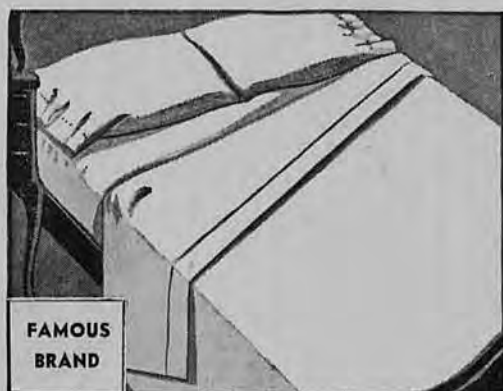
LINCOLN'S 14th Anniversary SALE

CHAINWIDE BUYING SMASH
OF A MILLION YARDS OF

REMNANTS

TREMENDOUS ASSORTMENTS . . . ONCE IN A LIFETIME BARGAINS

Carload purchase of two of the most famous brands made in the country



SHEETS AT HALF PRICE

63x99 and 72x99

Regularly \$1.19 to \$1.29

You'll recognize them the minute you see them
. . . finest quality muslins . . . extra full size
. . . all hemmed ends . . . free from filling.

59^c

81x99 and 81x108

Regularly \$1.39 to \$1.59

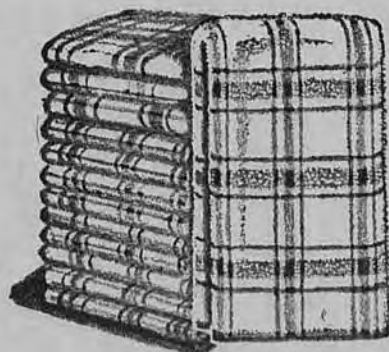
The same sheets you've paid at least twice this price for and because we're selling them at this ridiculous price the maker forced us to remove all labels.

69^c

First quality 18 x 36 TURKISH

TOWELS 11^c

Regularly 19^c Colored border



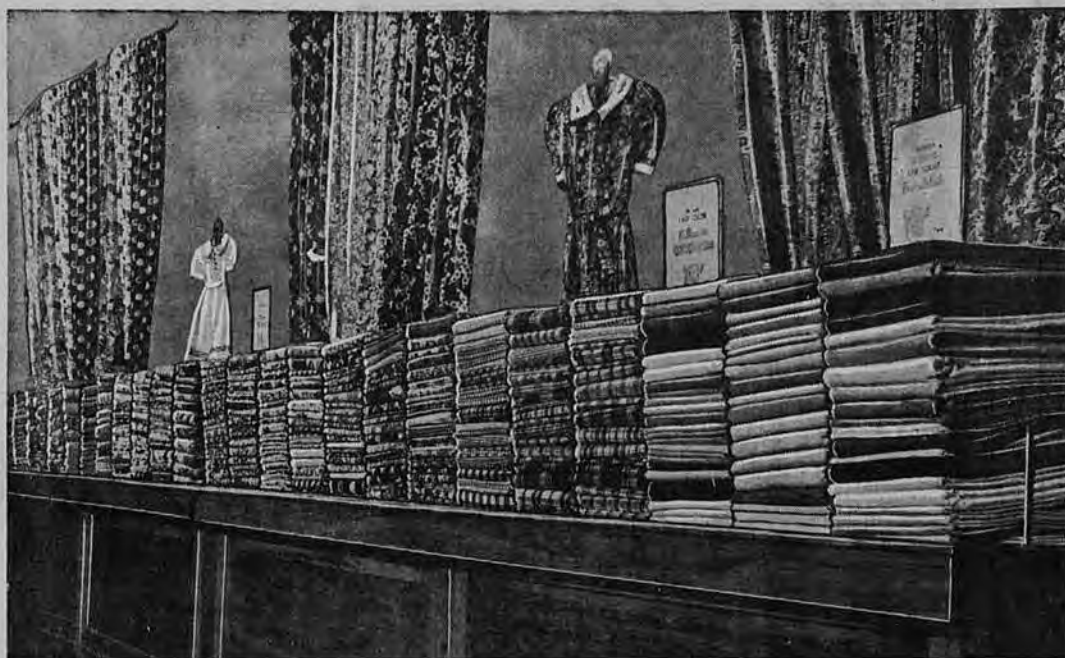
20 x 40 Plaid

TURKISH
TOWELS

19^c

First quality, double-thread Turkish towels in red, green, blue, gold and black plaids.

First Quality linen DISH TOWELS . . . **14^c**



New fall fine count PERCALES . . . yd. **9^c**

27 inch 10^c WHITE FLANNEL . . . yd. **7^c**

36 inch fast color 15^c BROADCLOTH . yd. **9^c**

36 inch white or striped 15^c FLANNEL . yd. **10^c**

38 inch regular 10^c
UNBLEACHED **MUSLIN** yd. **5^c**

Remnants of 39^c Spun RAYON CHALLIS yd. **19^c**

36 inch 15^c Floral CRETONNES . . . yd. **9^c**

New fall printed PONGEES and POPLINS yd. **14^c**

Run of mill DISH CLOTHS or POT HOLDERS ea. **3^c**

36 inch printed
FLANNEL
Juvenile and floral prints
Usually 20^c
14^c yd.

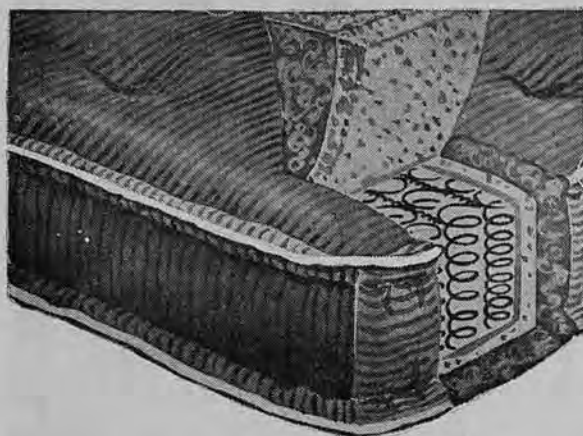
80 square finest grade
UNBLEACHED
COTTON **8^c** yd.
Usually 15^c

HOWE & ROGERS 83rd Anniversary SALE

MANUFACTURERS LOSS—YOUR GAIN

We Purchased Manufacturers Entire Stock—

INNERSPRING MATTRESS



This manufacturer had just 197 more of these mattresses. Made to sell regularly at \$24.50. We bought them all. Howe & Rogers during their 83rd Anniversary Sale mean to give you values such as you have never received before, that is why we are selling this quality Innerspring Mattress for only \$13.75. Remember there are only 197 mattresses, the last time we advertised these mattresses we sold 75 in one day. We advise you to shop early.

MADE TO SELL AT \$24⁵⁰

NOW
\$13⁷⁵
ALL SIZES

YOU SAVE \$10.75

- NACHMAN SPRING UNIT
- TEMPERED 180 COIL SPRINGS
- IMPERIAL BOUND TAPED EDGE
- AIR VENTILATORS
- HANDLES FOR TURNING
- SISAL INSULATED

50c WEEKLY

IT'S THE EVENT ALL
ROCHESTER IS WAITING FOR

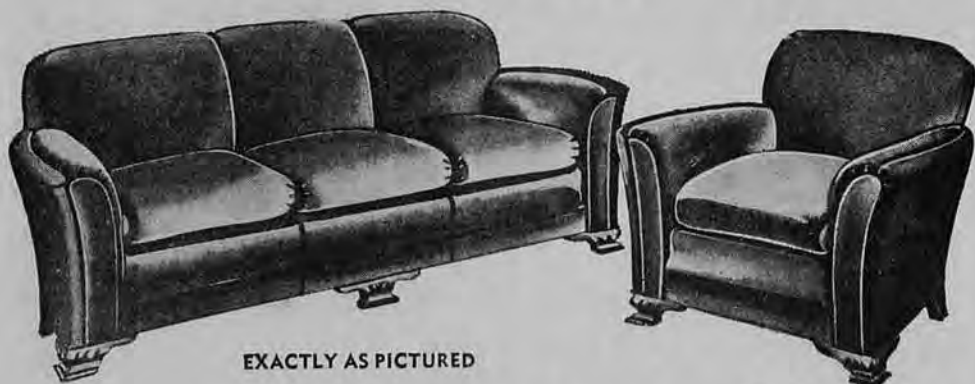
HERE'S WHY

- XTRA EASY CREDIT TERMS
- XTRA LIBERAL TRADE-IN ALLOWANCE
- XTRA-ORDINARY VALUES
- GUARANTEED LOW PRICES
- MERCHANDISE PURCHASED NOW—HELD FOR FUTURE DELIVERY IF DESIRED

OPEN ANY EVENING BY APPOINTMENT CALL STONE 1800

SALE STARTS TOMORROW at 9 A.M.

An Exceptional GOOD VALUE



EXACTLY AS PICTURED

2 PC. MODERN LIVING ROOM SUITE

\$69

\$1 WEEKLY

If you are looking for a quality suite at a reasonable price, you need wait no longer, Howe & Rogers during their 83rd Anniversary Sale have over 100 living room suites on sale, at drastically reduced prices.

Howe & Rogers told their buyers they wanted to make their Anniversary Sale sensational... with quality furniture at unbelievable low prices... this suite is what they brought you... a large modern two piece suite... covered in a heavy frieze... look at the depth of the cushion, the height of the back and the graceful lines of this suite. See this suite before you buy.

EASY CREDIT TERMS



3 PIECE BURL WALNUT SUITE

\$79

\$1⁵⁰ WEEKLY

For those who want exquisite beauty in their bedroom at little cost... Howe & Rogers 83rd Anniversary is offering a large sized chest of drawers or twin size bed, and your choice of either a large dresser or vanity.

Beautiful rich Burl Walnut fronts and top... solid oak interiors... neat modern waterfall design on all pieces... all hand rubbed finish... metallic hardware... this attractive suite is unbelievably low-priced at \$79... Just one of the many quality suites you will find low-priced, during Howe & Rogers 83rd Anniversary Sale. Visit Howe & Rogers now, and see for yourself why you hear everybody say, "Good furniture costs less at Howe & Rogers".

LIBERAL TRADE-IN ALLOWANCE

83 YEARS OF DEPENDABILITY

Howe & Rogers

89 CLINTON AVE SO.

HOWE & ROGERS--83rd Anniversary Saves You \$ \$

Solid Maple Bedroom Suite



Solid northern maple at only \$49.50 during our 83rd Anniversary Sale. Authentically designed... finished in a rich mellow honey tone... constructed as well as any suite selling at twice the price... dustproof and center-guided drawers... dove-tailed and glued joints... yes, and really beautiful to look at.

\$49⁵⁰

BED
CHEST
DRESSER OR
VANITY

Don't delay, come into Howe & Rogers at once... for just a few dollars down you can own the furniture you have always wanted... the balance can be paid on small monthly or weekly payments.

Liberal Trade In Allowance

TWIN STUDIO COUCH

Opens To 2 Twin Or A Full Size Bed



\$22⁷⁵

An amazing studio couch bargain... a genuine twin studio for only \$22.75... made to sell for \$32.50... opens to two twin or one full size bed... upholstered in a beautiful fabric... complete with three large box pillows... Genuine Inner-spring Construction... A Studio of Quality, Comfort and Lasting Service.

3 Pc. BED OUTFIT

\$14⁹⁵

COMPLETE



Save \$8.90 on this Simmons windsor style bed, Simmons coil spring and cotton mattress... This 3-piece bed outfit represents one of the outstanding values in our 83rd Anniversary Sale.

50c WEEKLY

EXTRA EASY CREDIT TERMS

2 Pc. London Club Suite



\$69

"ANNIVERSARY SALE" PRICE

Exceptional is the only word that adequately describes this suite... two big luxurious pieces... beautifully proportioned... You can see they're comfortable, just by looking at them... Covered in a wide assortment of fabrics... By all means see this sensational Anniversary Sale Value.

PAY ONLY \$1 WEEKLY

YOUR CREDIT is GOOD

IT'S EASY TO PAY
THE
HOWE & ROGERS WAY

OPEN EVENINGS BY APPOINTMENT
CALL STONE 1800



A RARE VALUE

Conventional Walnut BEDROOM SUITE

Frankly we do not believe you will ever again be able to buy such splendid quality bedroom furniture at a price so amazingly low as now! Beautiful burr walnut... attached swinging mirrors on vanity and dresser... you must see this suite to really appreciate it.

\$79

Don't confuse this suite with just an ordinary conventional style suite... Graceful lines and beautiful to look at and the construction is without doubt equal to any suite selling at a far higher price. See this suite at Howe & Rogers, and save money.

BED—CHEST
DRESSER OR
VANITY

LIBERAL TRADE-IN ALLOWANCE

Manufacturer's Close Out Of AMERICAN ORIENTALS



\$24⁹⁵

9x12 Ft.
SIZE

If your rugs need replacing... we advise you to do it right now... for never before have we been able to offer such fine rugs for only \$24.95. Reproductions of original orientals... heavy axminster rugs... in a wide assortment of patterns to blend with any type of furniture... Come in at once... for best choice of patterns.

EASY CREDIT TERMS

10,000 YARDS EXTRA QUALITY BROADLOOM

DEEP PILE

10,000 yards, and every yard perfect... not dozens of miscellaneous colors, but five of the smartest, newest decorator shades... cut to fit the size you require... Broadloom from one of the country's foremost manufacturers whose name is synonymous with quality... Your saving is great during this sale... and you get carpeting which you will be proud to own.

\$3⁵⁰

SQ. YD.

Regularly \$5.95 Sq. Yd.

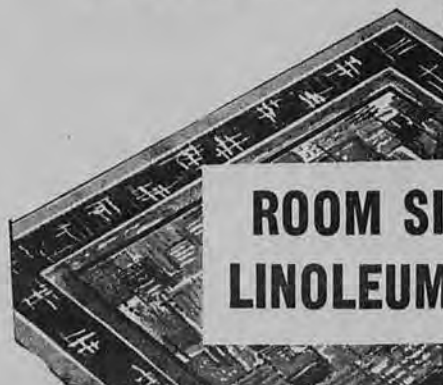
GENUINE GOLD SEAL CONGOLEUM RUGS

To help celebrate our 83rd Anniversary Sale Congoleum-Nairn Co. sold us 390 Gold Seal Congoleum rugs in all sizes at greatly reduced price... they are last years patterns and some are slightly imperfect... the imperfection is so small that the human eye can barely see it. Take advantage of this sale, you will save money.

\$4.95

9x12 Ft. And
Room Size

CHOICE OF PATTERNS

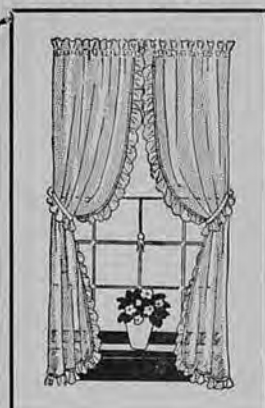


ROOM SIZE REMNANTS OF
LINOLEUM 1/4 OFF Reg. Price

Howe & Rogers 83RD

Anniversary SALE

GREAT SALE OF DRAPES



40% OFF

Reg. \$6.95

\$3.98

Over 200 pairs of drapes to choose from. All full length, most all 50 in. wide, a few pair 40 in. wide. Every pair of these drapes on sale are satin lined. Now is the time to buy your drapes when you can get a pair of these Howe & Rogers quality drapes at this unusual low price.

1/3 OFF ON LACE AND NET CURTAINS

Howe & Rogers have 150 pairs of lace and net curtains. The regular price on these curtains are from \$2.98 up. Now during our 83rd Anniversary Sale you may buy any of these curtains at 1/3 off the ticket price.

EASY CREDIT TERMS



24 Dining Room Suites At GREAT REDUCTIONS

Here Are a Few

- \$209 Duncan Phyfe Mahogany, 9-pieces . . \$179
- \$265 Prima Vera Swedish Modern \$219
- \$275 Mahogany Sheraton Design \$200
- \$260 Mahogany Hepplewhite Design . . . \$219
- \$215 Crotch Mahogany Chinese Chippendale \$179

LIBERAL TRADE-IN ALLOWANCE

5-Piece PORCELAIN BREAKFAST SET



\$22⁷⁵

This breakfast set complete, during Howe & Rogers 83rd Anniversary Sale at only \$22.75. Guaranteed heatproof stainless porcelain extension table, and four extra heavy box seat chairs. Available in Black and White, Cream and Green, Solid Maple and Red and White. Notice the modern effect of the leg, and the sturdiness of the chairs. Come in at once for a choice of color.

REG. \$34.50 VALUE

\$2 Down — 50c Weekly

The Most Outstanding Value Of The Year NATIONALLY ADVERTISED 14 TUBE RADIO



MANUFACTURER WILL NOT PERMIT US TO ADVERTISE THE NAME

COME IN AND SEE THIS SET THE NAME IS RIGHT ON IT

REG. PRICE \$119.50

1/2 Price
\$59⁹⁵

- Automatic Push Button Control
- 12-Inch Dynamic Speaker
- American — Foreign — Police — Aviation — Short Wave Reception
- Victrola Plug-In
- Automatic Volume Control

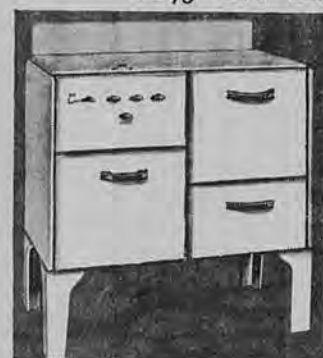
Here is one of the most famous makes in radio—we can't mention the name, but you'll recognize it immediately, as the radio selling at twice the price. At this price sensation our stock should sell out rapidly. We advise you to come in at once.

\$1 WEEKLY

LIBERAL TRADE-IN ALLOWANCE



All Porcelain GAS RANGE 30% OFF LIST PRICE



\$39⁹⁵

- One-Piece Top
- Pull-Out Broiler
- Rock-Wool Insulated
- Bakelite Handles
- New White Porcelain
- Fully Guaranteed

75c Weekly

83 YEARS OF DEPENDABILITY

Howe & Rogers
89 CLINTON AVE SO.

THE NEW 1939

NORGE

AUTOBILT WASHER

\$48⁸⁸

Reg. Price \$69⁵⁰

- Fully Porcelained
- Synchro-mesh Gears
- Lifetime Oiled
- Rubber Mounted Motor
- Balloon Wringer Rolls
- Steam Sealed Tub
- Porcelain Finished Agitator
- Pressure Indicator Wringer

A large size tub, will enable you to do your washing in less time. You must see this washer to appreciate its value.



Pay As Little As 75c Weekly
OPEN ANY EVENING BY APPOINTMENT — CALL ST. 1800

ANOTHER SCOOP

New Model N52-7

NORGE

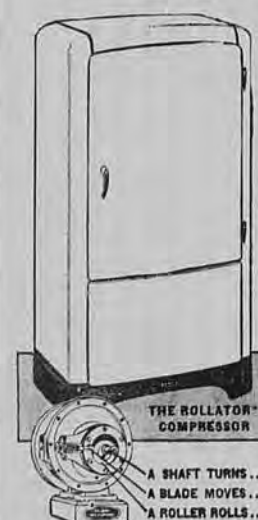
REFRIGERATOR

SAVE \$50

\$139⁵⁰

REG. PRICE \$189⁵⁰

Large Family Size

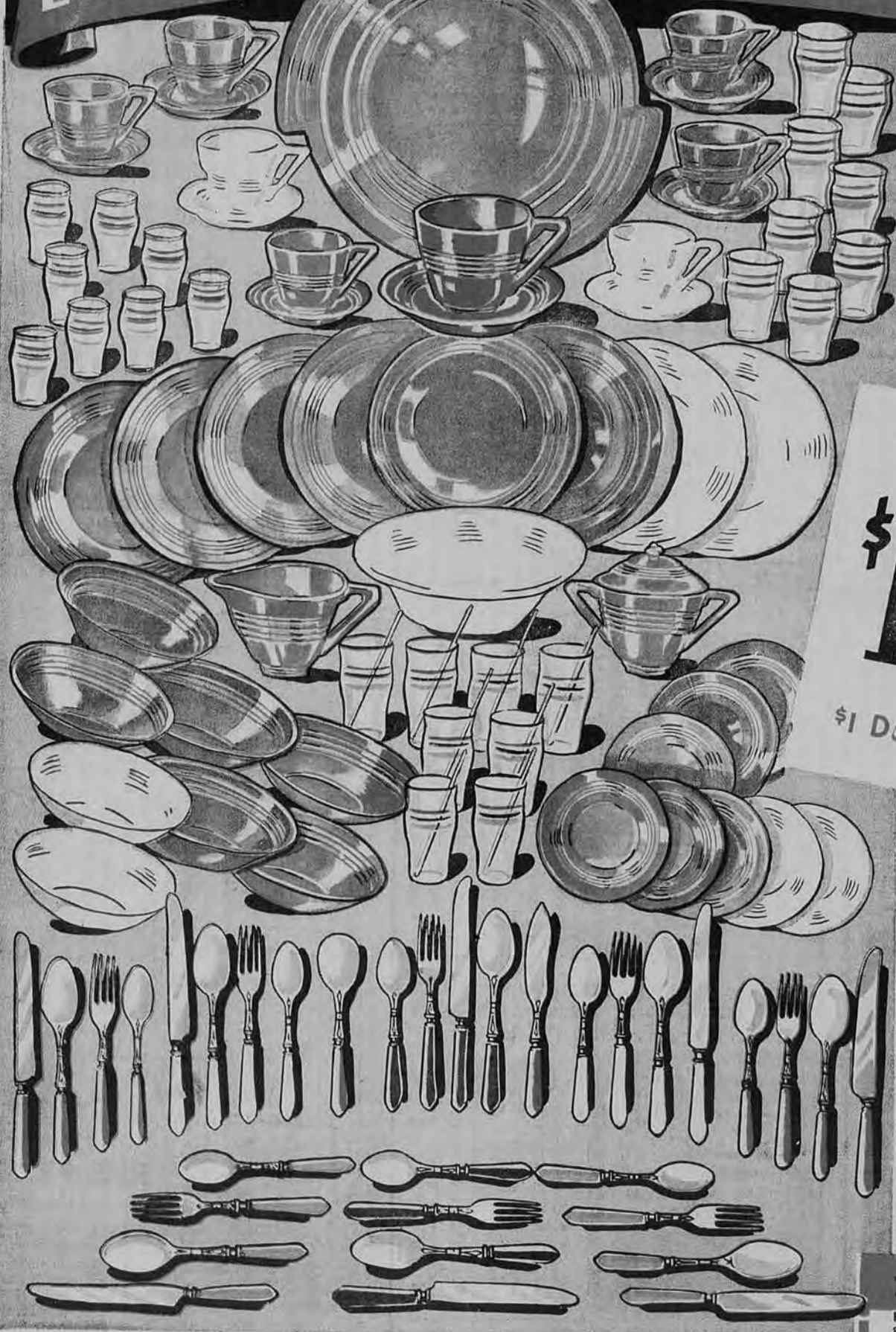


10-YEAR WARRANTY on the rollator compression unit you buy today, will still be in effect in 1948. It is another Howe & Rogers 83rd Anniversary Sale special. This Norgé regularly sells for \$189.50, now during our great Anniversary Sale only \$139.50.

TERMS — 75c WEEKLY
STORE OPEN DAILY
9 A.M. to 5:30 P.M.

Only at *Howe & Rogers* This New

110 Pc. Streamlined **"LUCIENTE"** COLORED DINNERWARE ENSEMBLE Complete Service for 8



In The Brilliant Hues of Old Mexico! Tangerine, Cobalt Blue, Canary Yellow and Apple Green! Cutlery With Catalin Handles! Multi-Striped Glassware!

\$11.95

\$1 DOWN! 50¢ WEEKLY!

Here's What You Get:

44 PC. DINNER SET 8 Dinner Plates; 8 Cream Soup Plates; 8 Bread and Butter Plates; 8 Cups; 8 Saucers; 1 Sugar Bowl and Cover; 1 Vegetable Bowl; 1 Creamer; 1 Platter.

34 PC. CUTLERY SET 8 Dinner Knives; 8 Soup Spoons; 8 Teaspoons; 8 Dinner Forks; 1 Butter Knife; 1 Sugar Spoon. Stainless Steel! Colorful Catalin Handles to match dinnerware.

32 PC. GLASS SET 8 Fruit Juice Glasses; 8 Water Glasses; 8 Highball Glasses; 8 Drink Sippers. All with multi-color striped trim to match dinnerware and cutlery.

ONLY \$1 DOWN

The vogue, today, is COLOR, and here is an ensemble that will give you all the color you need to set a beautiful dinner table . . . the very table setting you've admired in your favorite home-making magazine. You get 2 each of Tangerine, Cobalt Blue, Canary Yellow and Apple Green . . . a complete service for 8 . . . all at this one sensational price!

MAIL THIS COUPON

HOWE & ROGERS
89 CLINTON AVE. SO.
ROCHESTER, N. Y.

Please send me the 110-Piece Luciente Dinner set at \$11.95. I agree to pay \$1 on delivery and pay the balance 50¢ weekly.

NAME

ADDRESS

CITY

ONLY 1/2% PER MONTH CARRYING CHARGE

HOWE & ROGERS CO.
Clinton Avenue South



LINCOLN'S 14th Anniversary SALE



HALF PRICE—Crepe and Rayon **UNDIES**

- Chardonized undies
- Plenty of Extra sizes
- French Crepe Panties
- Rayon Satin Panties

25¢

Bloomers, panties and vests. Tea rose. Regular and extra sizes. **25¢**

Rayon satins trimmed with lace or embroideries. Tea rose and blue. **25¢**

Lady Lincoln striped chardonized rayon undies. Sizes 5, 6, 7. **25¢**

French crepe, satin stripe panties in tea rose and blue. **25¢**



High style new 1939 Flannel **GOWNS and PAJAMAS** **78¢**

New, dainty flannel gowns in shirt waist styles, dirndls with short sleeves and zippers. And Russian or shirt waist pajamas in sizes 15, 16 and 17.

"Fruit of the Loom" 80 square PERCALE Coverall or Bib **APRONS**

Regularly 39¢

25¢



Regular and extra size

Flannel **GOWNS** **48¢**

Regularly 79¢

Yoke, Vee or round neck gowns in sizes 16, 17, 18, 19 and 20. Solid color flannels with print trims.



Gleaming taffeta or CREPE **SLIPS, GOWNS and DANCE SETS**

The Slips

Lustrous French crepe slips smartly tailored, trimmed with lovely laces or daintily embroidered. Tea rose in sizes 34 to 44.

50¢

The Gowns

Taffeta gowns in sizes 16 and 17. Dainty trimmings. Vee tailored, in Tea rose and blue. **50¢**

The Dance Sets

Printed satins, lace trimmed and tailored dance sets in and tailored dance sets in tea rose and blue. Sizes 32 to 36. **50¢**



Floral French Crepe **GOWNS PAJAMAS and mixed silk satin SLIPS**

78¢

Satin Gowns

Printed or plain rayon satin gowns, lace trimmed, tailored styles. Tea rose and blue. **78¢**

French crepe gowns

Striped and print designed crepes with lace trims. Form-fitting bias cut gowns with a full sweep. **78¢**

The Pajamas

Satin stripes, florals, pin dots and solids in tea rose, blue, royal and wine. **78¢**

The Slips

Form-fitting bandeau tops, tailored or lavishly lace trimmed styles. Tea rose. Sizes 32 to 44. **78¢**

Luxurious quality down within your means

Silk **SATIN GOWNS SLIPS and PAJAMAS**

HALF PRICE

\$1 49

Regularly \$1.98

SLIPS

Luxury bemberg and satins that just mould to your figure... no twisting nor riding. Beautifully lace trimmed styles with deep cocktail bottom, smart tailors. Tea rose in sizes 34 to 44. **1 49**

PAJAMAS and GOWNS

Silk satin or bemberg matching gowns and pajamas. Tailored pajamas with frog closing... lacy gowns with boat necks. Tea rose or blue... sizes 15, 16 and 17. **1 49**



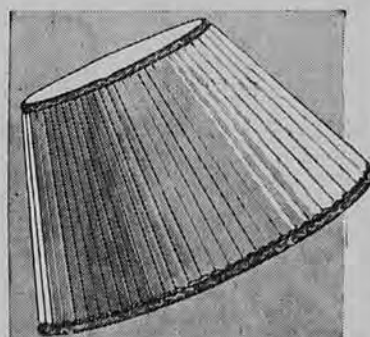
LINCOLN'S 14th Anniversary SALE



**Combination Table
or pin up
LAMPS**

Usually \$1.29 **88¢**

Bronze finished metal base and maple finish ball type lamp with attractive matching parchment shade.



SILK SHADES

88¢

Usually \$1.29

Floor lamp and bridge size shades of pleated silk with rayon linings. Egg-shell, gold and rust.

MAPLE Table FLOOR LAMPS **\$1.98**

SHADE Extra
Regularly \$2.50

Novelty styled bridge lamps, smartly finished in a rich, mellow maple. Novelty 3-legged base, adjustable top and table center that can be used for occasional use.

Note the authentic
Colonial 3 leg base




**Bridge or Table
Parchment
LAMP
SHADES**

22¢

7, 8, 10 and 12 inch shades for vanity, boudoir, table and bridge lamps. All colors and designs.



**BRIDGE
LAMP
SHADES**

14¢



**"RAILLY"
PIN UP
LAMPS**

59¢

COMPLETE

Buy your TOYS NOW on our LAYAWAY PLAN from complete selections

A small deposit plus small weekly payments and they'll be paid for by Christmas

Children's Roll Top Desk and Chair Set



\$9.98

Maple finished roll top desk and swivel chair. Desk is 37 inches high, 2 slide drawers, slide and pigeon holes.

A wide selection of

DOLLS

\$1.98

A marvelous selection of Mama and baby dolls with composition bodies, turning heads, moving eyes and voice that cries Mama.



DOLL PRAMS

\$9.98

usually \$12.98

Upholstered in leather cloth, wire wheels, English 1-bow hood with sun visor, 25 1/2 inches high and 13 inches wide. Grey or black.



Here are typical examples of the RUG VALUES that the Lincoln Stores are becoming famous for



FAMOUS MAKE

9 x 12 Room Size

**FELT BASE
RUGS**

Usually \$5.98 **\$4.44**

Longer wearing, heavy felt base rugs. Crisp, high-lighting colors with contrasting undertones. Bath-room tiles, kitchen patterns and rug-like florals and mixtures, discontinued patterns and seconds.

Size 7.6 x 9 Feet . . . \$2.66

27 x 50 inch heavy Axminster

RUGS

Thick, heavy Axminsters richly designed and colored, seen only on rugs selling at twice this price. **\$1.66**

24x36 and 21x34 Scatter RUGS

Adaptable for bathrooms or occasional mats in plain colors or pattern effects. Colors are woven through to the back to insure you of longer wear. **\$1**

3x6 feet famous make Felt Base MATS

Usually 79¢

3x6 famous make, heavy felt base mats in florals, geometric, tile effects. For bathrooms, halls and kitchens. **37¢**

4x6 Feet Reproductions of Oriental RUGS

Usually \$3.98 **\$2.98**

Deep, thick Orientals in rich, colorful Persian designs. 4x6 foot size.

LINCOLN'S 14th Anniversary SALE

Outstanding Savings on HOUSEWARES

Genuine "Paden City" 32 piece floral

BREAKFAST SETS

Service for six

- 6 cups and saucers
- 6 fruit saucers
- 6 dinner plates
- 6 bread and butters
- 1 platter
- 1 baker

\$2.98
Usually \$3.98

Genuine Paden City dinnerware... 32 piece breakfast sets attractively designed in dainty floral patterns. Every piece first quality.



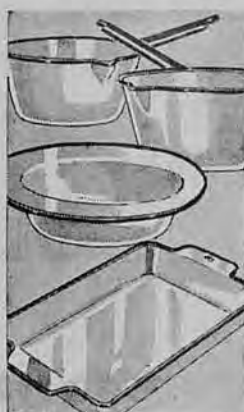
Modernistic
guaranteed
**ALARM
CLOCKS**
84c



Kitchen
Guaranteed
**ELECTRIC
CLOCKS**
\$1



Open stock
**DELMAR
BAKING
DISH**
19c



First Quality
Red and White
**ENAMEL
WARE**

19c each

- 2 qt. sauce pan
- 3 qt. sauce pan
- Basin
- Bake Pan

First quality
heavy grade
ALUMINUM
59c
usually 79c

- 8 cup percolator
- 1 1/2 qt. double boiler
- 6 qt. covered conv. kettle
- 5 qt. Tea kettle



27 by 10 inch
Adjustable
Glass
**WINDOW
VENTS**
59c



25 quart
**METAL
WASTE
BASKETS**
48c

6 Ivory Cups and
6 Matching Saucers

All 12 for

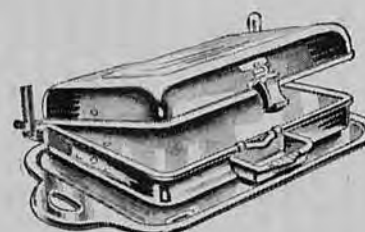
29c



Heat resisting
ivory base
glass cups and
saucers. 12
pieces for 29c
during our An-
niversary Sale
only.



5 pc. white
**OIL SILK
BOWL
COVER SETS**
25c



Streamline GRILLETES
Streamlined Grillette or sand-
wich toaster. Nickel-plated
box, removable grease receiver
and grids. **\$1**



Modernistic
**BRONZE
SMOKERS**
\$1.98



Genuine Rome
**CHROME
TEA
KETTLES**
5 quart size **\$1**



Keystone
**FOOD
CHOPPERS**
59c
with 3 grinders



4 piece crystal
SALAD SETS

usually \$1.50

10 inch round bowl
12 inch round plate
Crystal glass fork
and spoon set

\$1



Hand Rubbed Mahogany Finished

OCCASIONAL FURNITURE

- Coffee table with glass tray
- Drum table
- Pier Cabinet
- Book trough end table

\$2.98
\$3.98 value

Heavy Art Leather

HASSOCKS

Pillow top, art
leather hassock
with art leather
cord trim. Two-
tone combinations
of maroon and
sand, green and
eggshell, rust and
brown.

\$1.66



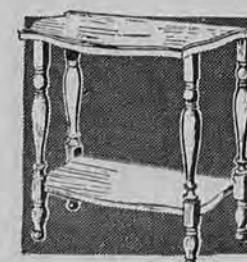
Walnut or Maple Finished
16 lb. Heavy

END TABLES

1.98 value

Highly polished end
tables in rich mel-
low or deep walnut
finishes. One shelf.

\$1.14



**Ezyflow 3 Hour
ENAMEL**

1 pint **59c**
1/2 pint

FOR BOTH

- 16 COLORS
- Usually \$1

LINCOLN'S 14th Anniversary SALE

Headline VALUES in new FALL HATS



Brimmed or turban, smart, dressy felts in the new forward tilt trend. **\$1.49**



Casual spectator sport fur felts, an-telope suedes, wool felts and suede velours. **\$1.49**



"Profile Flattery" . . . always smart and modish are these heret and tam styles. **\$1.49**



Copies of imports in soft suede velours and wool fabrics. Velled and feathered turbans. **\$1.49**



Sweeping, off-face styles with side roll brim. Black, brown, green, wine. **\$1.49**

\$1.49

Regularly \$2.00



Only Lincoln's can sell coats like these for \$7.77

Regular \$10.75 to \$14.95

Sport or Dress COATS

\$7.77

- FLEECE SPORT COATS
- CAMEL HAIR REVERSIBLES
- HIGH STYLE BOUCLES
- ALL WOOL PLAID BACKS

Wait till you see what \$7.77 can buy. Wool boucles, heavy tweeds, soft fleeces, reversibles and plaid backs . . . fitted semi-swagger boxy styles. Sizes 14 to 52 in all shades.

Sizes 14 to 52



All wool \$1

SWEATERS

78c

All wool, short or long sleeve sweaters. Dirndl or wide ribbed waist bands. Black, rust, wine and blue in sizes 34 to 40.

Wool flannel plaid SKIRTS

Wool flannel and plaid skirts . . . some suspender styles. Sizes 24 to 34. **\$1.58**

A spectacular offering of a grand collection of brand new

Fall Dresses

\$2.49

Regularly \$3.98

- ALPACCAS
- FAILLE RASHAS
- RIBB ROLL CREPES

Grand frocks for you Career Girls . . . others just MADE for marketing and quick trips to town! Alpaccas, faille rashas, ribb crepes. Sizes 12 to 52 in black, wine, Boy Blue. Teal blue, rust, green and football shades.



The newest combination leather back and suede cloth palm

GLOVES
Usually \$1.29 **88c**

Novelty stitched gauntlet styles in black, brown, wine and green. Sizes 6 to 8.



Genuine CALF or SUEDE

HANDBAGS

Regularly \$1.29

Rich, lustrous leathers manipulated into trim little bags or huge sizes to dangle at the wrist. Scores of styles, colors and sizes to choose from.

88c



Gauntlet style

Piggrain GLOVES

Regularly \$1.59

Heavy, sporty gauntlet style piggrain gloves. First quality leathers in natural, black and brown. Sizes 6 to 7 1/2.

\$1

LINCOLN'S 14th Anniversary SALE



Save 30c on these First Quality

Girdles and Foundations

THE GIRDLES

14 inch knitted novelty lastex girdles with elastic binding at top and bottom. Small, medium and large sizes.

THE FOUNDATIONS

Satin finish lastex foundations with elastic shoulder straps and 4 hose supporters. Small, medium and large sizes.

59c



First Quality Lastex

GIRDLES

4 hose supporters

29c

Assorted lastex patterns in straight or pantie girdle styles. Small, medium and large.

16-Rib Translucent OIL SILK UMBRELLAS



Regularly \$1.29

88c

16 rib translucent oil silks in printed or plain colors. Red, green, blue, orange and natural.

Printed or Satin Stripe Taffetas, Floral Challis or French Crepe

House COATS

\$1⁷⁴

Printed or striped taffetas, satins, floral printed challis, pastel crepes. Zippered fronts with flare backs, wrap-arounds with long sweep backs. Deep-tones and soft pastel shades in sizes 14 to 20 and 38 and 44.

Our "TEEN SHOP" Features these outstanding Anniversary VALUES



Mothers Save $\frac{1}{3}$ on these regular \$6.00

All Wool SNOW SUITS

- Lined Pants
- Lined Jacket
- Matching toques
- Sizes 3 to 8

All wool outdoor togs for freedom, warmth and fun. . . fully lined suspender pants and lined zipper or double-breasted jackets. Brilliantly colored plaids or solids trimmed with contrasting plaids. All with warm, lined matching toques. Kelly green and brown, royal and grey or navy and brown in sizes 3 to 8.

\$3.99



Misses' 7 to 16 Street or Party

DRESSES

- Printed CREPES
- Plenty of DIRNDLS
- Suspender styles

\$1⁵⁹ \$1.98 values

Smart frocks for the Teen age youngster . . . whether she's short and chubby or tall and thin . . . she'll find her correct size in this tremendous assortment of better dresses. Suspender styles, fitted dirndls. Princess frocks in French crepe and acetates.

The new fleeces and nubby weave

GIRLS' COATS

\$4.98

Sizes 7 to 16

SAVE NOW
PAY LATER
USE OUR
LAY-AWAY
PLAN

Balmacaans and dress styles with beaver collars. Warm, nubby wools, soft fleeces that are interlined and lined. Sizes 7 to 16.

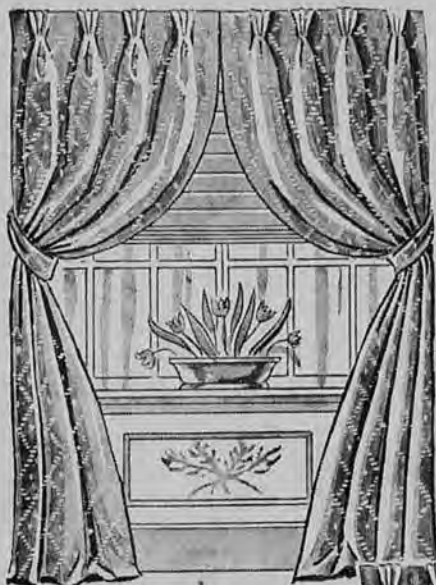


LINCOLN'S CURTAIN VAL

Thousands of new pairs - - exclusively designed - - every pair g

Because of their increasing popularity
Lincoln's feature these outstanding

DRAPERY VALUES



72 inch Repp
**DAMASK
DRAPES**

\$1.98
pair

Regularly \$2.98

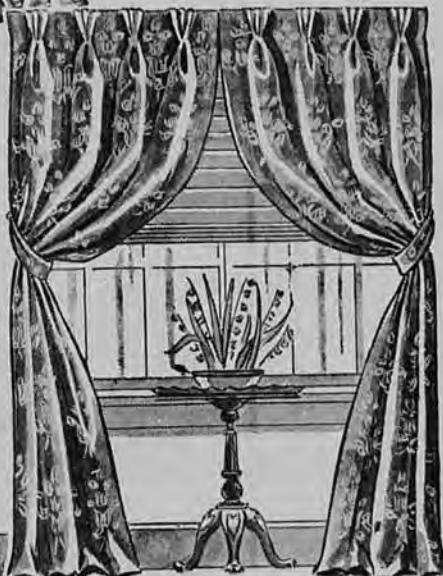
Rich, lustrous Damask drapes with pinch
pleated tops and fully lined with quality
broadcloth. Complete with tie backs
and pin-on hooks. Heavy repp Damasks
in gorgeous new Fall shades.

72 inch two tone
**JACQUARD
DRAPES**

\$2.98
pair

Regularly \$3.98

2-tone jacquard Damasks in red, rust,
woodrose, blue, gold and green. Fully
lined with broadcloth, pinch-pleated
tops, tie backs and pin on hooks.

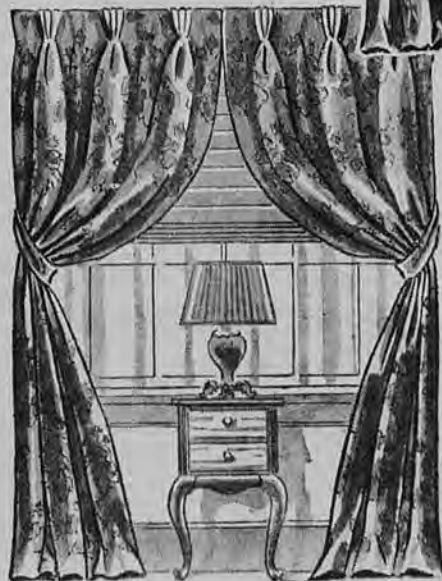


50 inch Sicilian
lined **DAMASK
DRAPES**

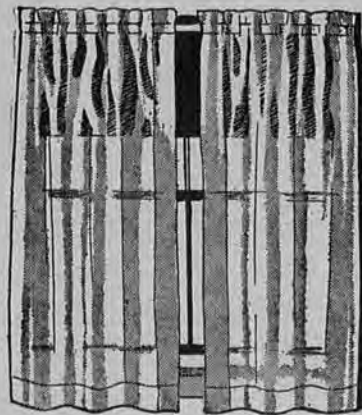
\$1.19
pair

Regularly \$1.79

Pebble cloth, Sicilian Damask in rust, wood-
rose, blue, gold, green and red. All with
pinch pleated tops, tie backs and pin on
hooks. Each side 25" wide.



Reg. 79c Decorative **DRAPERY CRANES** **49c**

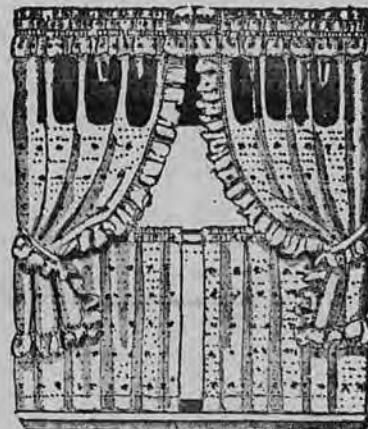


Colanese NINON
CURTAINS

Usually \$1.98

Beautifully sheer, transpar-
ent, genuine ninon colanese
tailored curtains with deep
1 inch hems at sides and
bottom. Eggshell or beige.

\$1.49

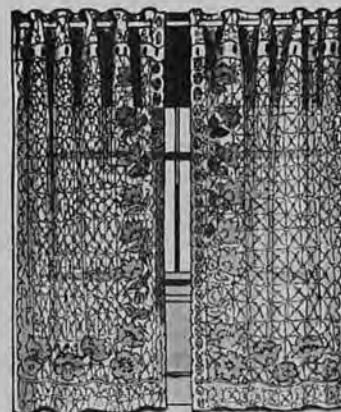


"Geneva" Marquisette
COTTAGE SETS

Usually \$2

Colorful marquisette cottage
sets with dainty, pleated
edged ruffles. Flecked in
3-tone dots and floral de-
signs. Red, green, blue,
gold, archid.

\$1.69



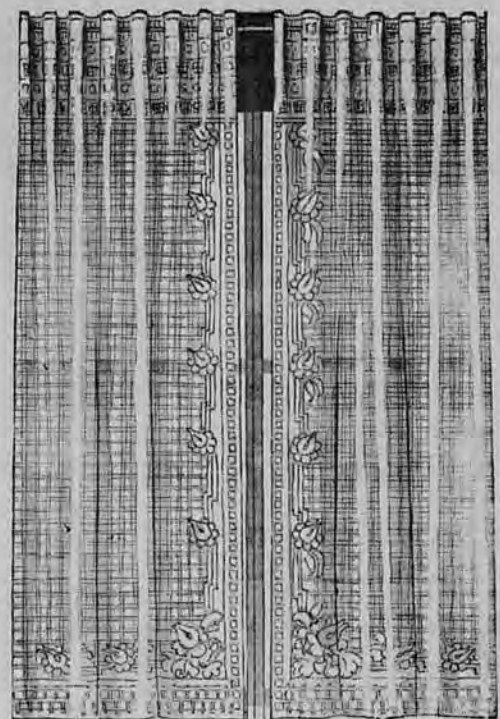
3 row adjusta
NETS

Usually \$2.19

Heavy lace nets with plain
centers and intricately de-
signed border designs. 4 new
series.

\$1.69

First Quality
CURTAIN RODS **6c**
Ivory or Brass Finish



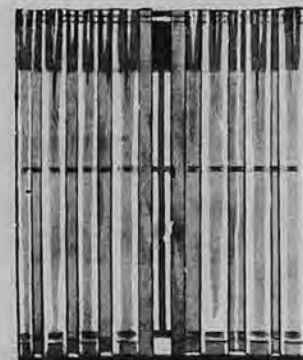
Lustre sheer or floral spray
Tailored CURTAINS

Delustrated tailored curtains designed through-
out with the new Floral Spray effect. Lau-
nder perfectly. Hemmed and headed, ready
to hang. Eggshell or beige.



Swag
COTTAGE

Styled exclusively. Line
attractive, fast on swag
green, red, blue & brown.



92 inch rayon
Tailored Curtains

\$1.19 Value

Exquisitely sheer, ray-
on gauze tailored cur-
tains all ready to hang.
Eggshell and beige.

89c



82" Point D'Esprit
RUFFLES

\$1.19 Value

Fine marquisettes
showered with thou-
sands of tiny embroid-
ered dots. Ivory and
ecru.

89c

Regular 39c washable fibre **WINDOW**

VALUES LEAD ALL OTHERS

Every pair guaranteed - - Now at the BIGGEST SAVINGS of the year!

A marvelous group of
regular \$1.39 **69¢**
CURTAINS

Imagine... **FIRST QUALITY**

3 Row Adjustable Top

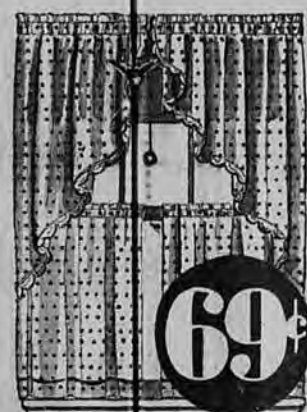
NET CURTAINS

Regularly \$1.19

From all our curtain history have we ever been able to offer such a tremendous value. When you see the fine quality, truly smart designs, the expert workmanship, you'll want them for your living room, den and dining rooms. And, all have 3 row adjustable tops.

Colors Beige - French Ecru

69¢



**Swagger style
COTTAGE SETS**

Styled exclusively Lincoln's. New, smart, attractive, fast set swagger cottage sets in green, red, blue and brown.



**Puffy dotted
MARQUISETTES**

Extra wide, crisp marquisettes literally covered with huge puffy dots and edged with yards of wide, billowy ruffles. White, ivory or ecru.



**D'Esprit
CURTAINS**

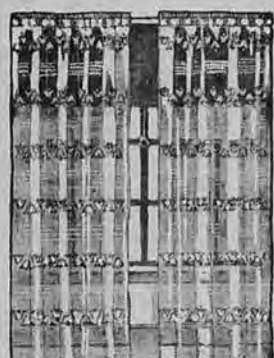
89¢



**Windmill
COTTAGE SETS**

\$1.29 Value
Tailored marquisette cottage sets, flocked with fast color windmill designs. Green, red, blue or gold.

89¢



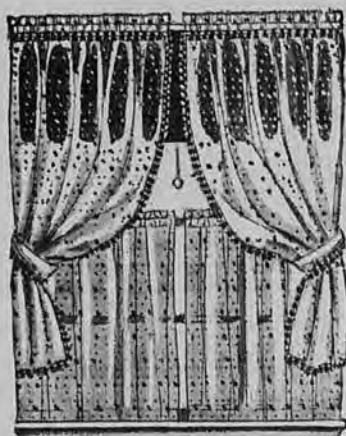
**Ribbon stripe tailored
CURTAINS**

\$1.29 Value
Deluxed marquisettes in an effective ribbon stripe throughout the body. Eggshell and beige.

89¢

WINDOW SHADES 26¢

Green - Buff - Ecru

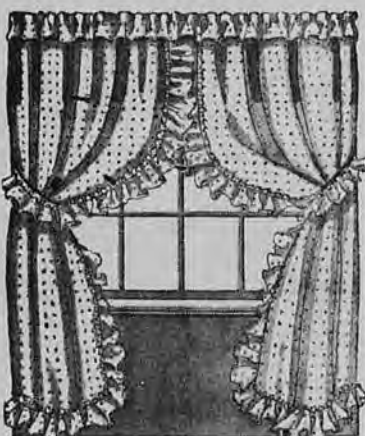


**Pin dot marquisette
COTTAGE SETS**

Regularly \$1.49

Exquisitely sheer, colored figure and pin dot marquisettes trimmed with a tassel effect edging. Green, red, blue and gold.

\$1

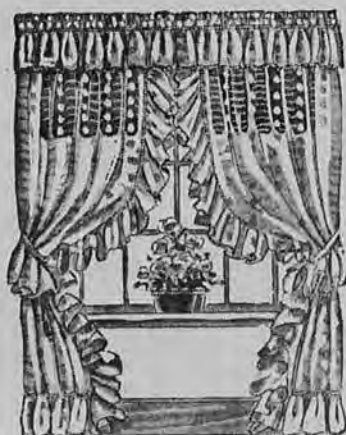


**92" snowball dot
RUFFLES**

Usually \$1.59

Each side is fully 47 inches wide and showered with over 13,000 big, puffy snowball dots. White, ivory and ecru.

\$1



**92" Chenille Marquisette
RUFFLES**

Usually \$2.19

Lace, wavy design, chenille marquisettes edged with big ruffy ruffles. White, ivory and ecru.

\$1.69

**First quality marquisette
SASH CURTAINS 10¢**

Thousands of regular 79c to \$1

CURTAINS

Sensationally
underpriced at

59¢

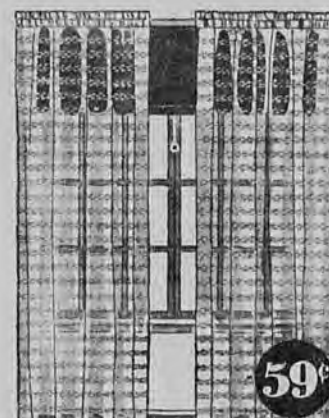
Chain stripe mesh

**TAILORED
CURTAINS**

59¢

Regularly 79c

Novelty mesh, chain stripe tailored curtains for sun parlors, living rooms or dens. All hemmed and headed, ready to hang. Choose in eggshell or beige.



59¢

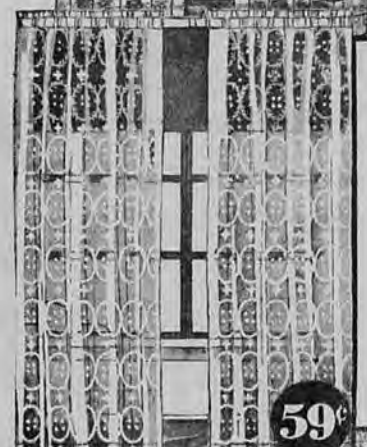
Flocked lacy

MARQUISETTES

59¢

Regularly 89c

Neat, crisp marquisettes flocked in an all over lacy design. Appropriate for any room in the home. Every pair is hemmed and headed, ready to hang. Beige.



59¢

Braid trimmed voile

**COTTAGE
SETS**

59¢

Regularly \$1

Clever valance style cottage sets exclusively designed for Lincoln's. Dainty flocked tops and plain voile sash. Green, red, black, gold and blue.



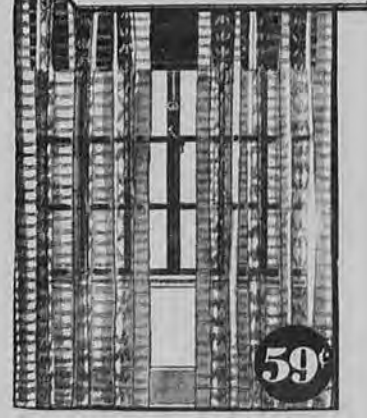
59¢

Cleverly designed

**TAILORED
CURTAINS**

59¢

Heavy mesh tailored curtains with an attractively woven figure throughout. Adaptable to living rooms, dining rooms or dens. Beige or eggshell.



59¢



Boys' Hockey Caps 29c

Boys' ALL WOOL MACKINAWs and Ziipper CORDUROY SUITS

\$3³⁵ \$4.98 value

CORDUROY SUITS
Lined zipper jacket and size 6 to 16 knickers or 12 to 18 longies. Herringbone or salt and pepper corduroys in grey, brown and blue.

2 button adjustable tab sleeves, 2 patch pockets, 2 slash pockets and pleated action back. Sizes 6 to 16. In blue, red, brown or green plaids.

Our 79c "LUCKY BOY" SHIRTS 59c



- 80 Square Shirting
- Fine Count Broadcloth

Regulation or Duke of Kent style collar. Fast color, washable. 80 Square shirtings in stripes, checks and British stripings or white broadcloths. In sizes 8 to 14½.

Boys' Part Wool Regular \$1.98 ½ Zipper Front SPORT SWEATERS \$1.49



Part wool, raglan sleeve, half zipper sweaters with novelty fancy back and front panel. Rib knit waist band and cuffs. Navy, royal and brown in sizes 20 to 36.

Boys' Zipper All Wool JACKETS \$2.29

Boys' Part Wool KNICKERS usually a dollar 78c



Heavy weight, fully lined, part wool winter knickers in smart over-plaid and checked suitings in grey or brown. Sizes 4 to 16.

Boys' Winter Weight UNION SUITS usually 50c 39c



Warm fleece lined, grey random union suits. Ankle lengths, long sleeves, knee length, short sleeves. Sizes 24 to 34.

Boys' Heavy Denim "GRANTEER" OVERALLS usually 59c 39c



Heavy, long wearing "Graniteer" overalls with high back, new rounded pockets and fully cut throughout. Sizes 8 to 16.



Children's All Wool Jersey and Wool Flannel WASH SUITS 78c

Usually \$1.29

Finely knitted, all wool jersey suits with basque striped and solid tops long sleeves also solid color part wool flannel or corduroy pants in navy or brown. Little boys' sizes from 3 to 6.

Special Scoop! BEACON BATH ROBES 88c



Sizes 4 to 14

The same Beacon cloth used in robes selling as high as \$1.98. Colorful plaids in blues, reds and browns. Sizes from 4 to 14.

Children's genuine French Crepe and Challis DRESSES Half Price 88c



plenty of DIRNDLS

Every new creation for the tiny miss. Suspender styles, gathered dirndls, wide flaring skirts, pleated. French crepes, colorful challis and acetates. Sizes 3 to 6.



Infants' part wool 29c to 59c SHIRTS and BANDS usually 29c to 59c 17c

Part wools, combed cotton and rayon stripe shirts and bands that are warm and soft. Slight irregularities.

Baby 36x50 Beacon Blankets 39c



Infants' warm fleece, 3-piece Legging SETS usually \$2.98 2.25

Angora or velvet trimmed Princess coats for girls and real boyish coats with matching helmets for boys. Both with warm, full length leggings.

Zephyr Slipon or all wool coat SWEATERS usually \$1.59 78c



Slipon and coat sweaters with long sleeves. Navy, brown, red, rust in sizes 2 to 6.



"Sweetheart" SATIN built up shoulder SLIPS usually 59c 39c

"Sweetheart" plain or embroidered satin slips with built-up shoulders. Delicately trimmed with lace or embroidered styles. Tea rose in sizes 4 to 14.

Winter Weight Children's Elastic Drop Seat UNION SUITS 55c

Trunk or Knee Length Style Sizes 2 to 12

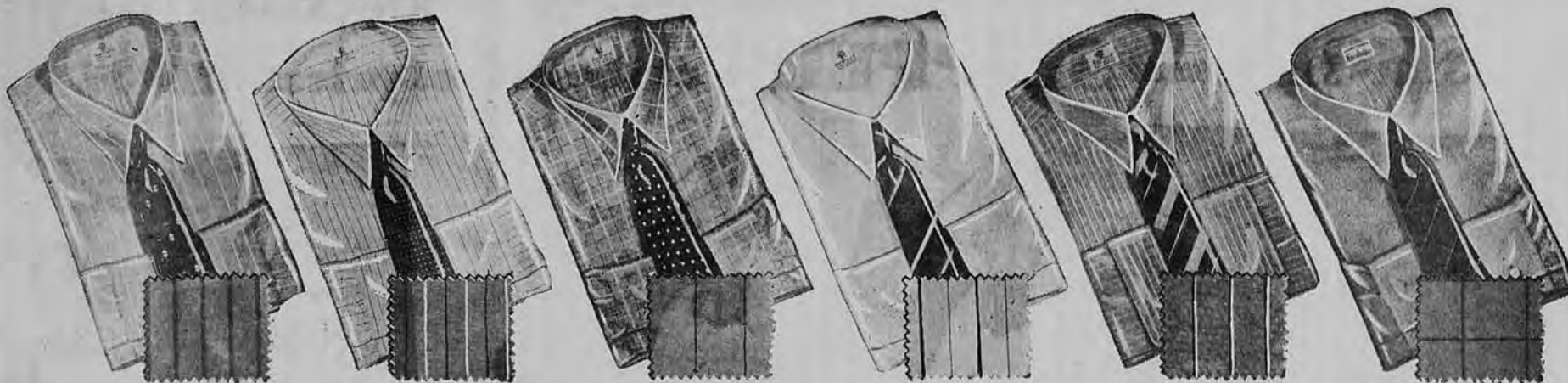
Children's Flannel PAJAMAS 45c



Pastel flannel sleepers and 2 pc. pajamas in nursery prints and plain colors. Sizes 4 to 8 and 8 to 16.

Children's rib knit SLEEPERS usually 59c 39c

The biggest MEN'S SHIRT VALUE for a dollar we've ever offered



Men's regular \$1⁵⁰ to \$2 SHIRTS

IMAGINE . . . Satin corded woven broadcloths . . . \$1
IMAGINE . . . Dobby woven rayon madras . . . \$1
IMAGINE . . . Heathertone and British stripes . . . \$1
IMAGINE . . . Satin cross stripes for only . . . \$1



Seldom in our history have we offered such QUALITY . . . such VARIETY, so much SHIRT for your dollar! An endless array of lustrous WOVEN fabrics! New colors and smart patterns. Fancy woven broadcloths, madrases, oxfords, Satin corded wovens, British stripings, pencil stripes, dark grounds and white grounds. ALL WOVEN FABRICS . . . Sizes 14 to 17.



Famous
"GRANITEER"
heavy weight
DENIM
OVERALLS
79c

- 8 new rounded pockets
- 2 button side facing
- 1 hammer loop
- Sizes 36 to 50

Men's YUKON
FLANNEL
SHIRTS

69c

2 front flap pockets. Mixed plaids of blue-gray-black, brown-green-black or red-black. Sizes 14½ to 17.

Flannel Work SHIRTS . . \$1



All wool coat
SWEATERS

\$1.49

Usually \$1.98

100% all wool, button front coat style sweaters. Heather patterns in navy, brown, dark oxford, heaver and blue. Sizes 36 to 46.



"Shriener" Finish

(the finest broadcloth finish obtainable)

Broadcloth and Flannel

PAJAMAS

Broadcloth Pajamas

\$1.15

"Shriener Finish." Silk-like in appearance. White ground blazer stripes and all-over satene patterns. Blue, red or brown combinations.

Flannel Pajamas

Extra warm flannel pajamas in brilliant blazer stripes and plaid patterns. Notch and middy styles in sizes A, B, C and D.

\$1.98
value



Men's heavy grey
random fleecy
UNION
SUITS

59c

Usually 79c

Heavy, fleece lined gray random union suits. Ankle lengths with short or long sleeves. Sizes 36 to 46.



Men's 20c Athletic
SHIRTS-SHORTS

14c

Printed percale shorts with elastic sides in sizes 36 to 44 and 1x1 fine rib cotton shirts in sizes 36 to 46. All first quality.

New fall TIES



14c

Brocade, satins, mo-gadores, acetate cloths in plaids, stripes. Repp twills and rayon boucle. Tipped or hemmed ends.

Men's gripper front
extra full broadcloth

SHORTS 27c

Fine count broadcloths and white ground shirtings. Easy "Gripper Snap" fasteners. Preshrunk shorts with elastic waist inserts. Sizes 30 to 44.



LINCOLN'S 14th Anniversary SALE

SHOES and SLIPPERS at the lowest prices of 1938

**YOUR UNRESTRICTED
CHOICE OF OUR
ENTIRE LINE of**



**Children's
Regular \$1.00
Delmar Junior**

SHOES

78c

Not a style held back. Patent straps and oxfords for girls and wing tip oxfords in tan and black for boys. Genuine leathers in sizes 8 1/2 to 2.



**YOUR UNRESTRICTED CHOICE of our
Entire line of famous "FLEX ARCH"
and "ARCH PROTECTOR"**

Health SHOES

\$1⁷⁷

Choose from our entire line of these two famous brands. Nothing held back... everything included. Suedes, kids, suede with patent leather trims, kids with contrasting patent trims and soft kids in high styles. All sizes from 4 to 8 in widths B, D to EEE in practically every style.



Men's, women's and children's

MOCCASINS

usually 39c

Every pair perfect... every pair brand new and every pair worth at least twice our Anniversary Sale price. All sizes for everyone.

19c



*The biggest variety and the best
values we've ever offered in*

**Women's \$1.00
SLIPPERS**

48c

More than 80% are perfect. Black velvets, printed broadcloths, Mexican trimmed boucles. Padded soles and Cuban heels. Sizes 4 to 8.



Genuine soft leathers

Men's OPERAS

\$1



Soft, calf leather operas with comfortable, soft leather padded soles. Choice of brown, blue or burgundy. Sizes 6 to 11.

Boys' 100% leather sturdy

OXFORDS

usually \$1.69

\$1²⁹



Wing tops, Algonquin patterns, brown ruffets, tans and blacks. Sturdy leather uppers with long wearing soles. All the wanted types. Sizes 2 to 6.

Men's padded sole 59c

FELT EVERETTS

29c

Soft padded soles and heels for extra comfort. Reinforced imitation leather tip for extra wear. Sizes 6 to 11.



Men's and women's regular \$1

MOCCASINS

59c

Built on the true moccasin last with soft padded soles and heels for extra comfort. Attractive fawn color with reinforced strap. Sizes 10 to 3, 4 to 8 and 6 to 11.



Women's glove leather \$1.69

COSSACK BOOTS

\$1

Soft glove leather thoroughly lined with warm, wooly sheepskin. Padded soles and heels. Blue or red.



Men's Kid EVERETTS

Genuine leather soles that are supple yet will wear as long as a pair of shoes. Rubber heels, fully lined throughout. In brown only.

88c

DON'T GAMBLE With COAL

A trial will convince you that this coal is the finest grade of Pennsylvania hard coal obtainable at any price.



Buy Pennsylvania's FINEST - HARD COAL

FAST, DEPENDABLE SERVICE WITH A FINE GRADE OF COAL
NO STONES—NO DUST—NO DIRT

EGG STOVE NUT **\$10.65** TON
WHY PAY MORE
PEA . . . \$8.75—BUCKWHEAT . . . \$7.75—RICE . . . \$6.75
ONE TON OR MORE—CASH—SHOVELED OFF

LAKE COAL & COKE Co.
Glen 538 **255 LYELL AVE.** Glen 537

Lincoln Store Celebrates Anniversary

(Continued from Page 1)
opened in May, 1934, has kept pace with the general progress of the organization.

UNUSUAL OCCASION
"This is by far the largest and most important sale that we have staged in Rochester," said Lawrence Cusolito, manager of the local Lincoln store. It requires sixteen pages of advertising to really show the unusual



Lawrence Cusolito

values that are offered. Our buyers have been working for months to obtain the values shown in today's Sun and many of them scooped the market. "There never has been a better selection of specially priced merchandise assembled under one roof than will be found in Lincoln's, beginning Friday. Our Anniversary Sale is the sale in which we endeavor to make as many new friends for Lincoln's as possible. It is a sale like this that demonstrates Lincoln's supremacy in giving the most for your money.

BROAD SCOPE
"We do not," continued Mr. Cusolito, "confine ourselves to the service of any one group. We cater to people of all wage earning classes. We feel that by purchasing quantities of merchandise for our chain of stores and obtaining lower prices, selling for cash, with no expensive bookkeeping department, delivery system or usual overheads that the average store has, we, in turn, can pass these savings on to our customers in the form of lower prices. That is the principle of Lincoln Stores operation and it is this sale which will prove it.

"There are almost thirty departments in the Rochester store, including curtains, for which Lincoln Stores are nationally famous; hosiery, of which we sell millions of pairs annually keeping several of the largest mills busy; house furnishings, yard goods, domestics, children's clothing, sportswear, shoes, ready to wear, occasional furniture, millinery, lamps and many other departments. Each of these departments is prepared for the biggest sales event that Lincoln's have offered in Rochester."

James W. Tabb, 3376 Mt. Road Boulevard, call at The Sun for guest ticket to "Drums" and "Pleasant Court" at Loew's Rochester Theater.

Niles Race, 28 Greig Street, see Robert Massey in "Drums" at Loew's Rochester Theater. Call at The Sun for guest ticket.

SPORTS

By JOHN BURNS

It's too bad that baseball records are mainly statistical. Posterity will read that the 1938 world series was captured by the Yankees, who moved down the Chicago Cubs in four successive games; the records also will testify that the Yanks are the first club to win three world championships in a row, but the records will not reveal the heartbreaks suffered by the National League in general, or the Cubs in particular.

Today most of the Cub players have their own private worries. Gabby Hartnett, smarting under the sting of the humiliation inflicted by the Yankees and disgusted with the futility of his players in the big series, promises to field practically a new club for the 1939 season. So all save a handful of the athletes on P. K. Wrigley's payroll are wondering what the future has in store for them.

Those Cubs have been called everything that could be printed and still get through the mails, but it remained for Hartnett to hit the nail on the head when he said: "The Yankees had it and we didn't."

The next step seems to be up to the National League, as a whole, and seven American League clubs. It's said that competition is the life of trade, and by the same token competition is the life of baseball. It is anything but a healthy condition when the Yankees roll along season after season steamrolling their own league and their National League opponent in the world series.

Col. Jacob Ruppert, wealthy owner of the Yankees, isn't trying to kill baseball—he merely demands the strongest club that can be assembled and puts it up to other major league club owners to match his team. The rest of the field hasn't come even close to matching the Ruppert Riffles and this condition cannot continue indefinitely without dimming interest in baseball.

Announcement of the appointment of Rogers Hornsby as manager of the Baltimore Club means that the Orioles will be a well-disciplined team regardless of what else happens to the outfit. The Rajahs, as boss of a nine, is really a martinet and his ability to keep the hard-bolled lads

in line may be one of the reasons for his appointment, because John Ogdan, general manager of the Orioles, is thoroughly tired of trying to keep recalcitrants in shape to play.

Every so often there is a wave of gossip concerning a new manager for the Red Wings and the current spread of talk concerning probable departure of Ray Blades, boss of the Wings through the last three seasons, is so sustained that this time there really may be something to it.

But Blades is still manager of the Rochester club, so far as anyone knows to the contrary, and, if he is to be replaced by Billy Southworth or someone else, this change will not be made until the Cardinal brass hats pick a successor to Frankie Frisch at St. Louis.

If anything is certain in baseball, it's guess that Blades, whether he remains here or operates elsewhere, will continue to work for the Cardinal chain. Our Raymond is a loyal soldier, one who came up the hard way through various branches of the chain, and he will have a job with the St. Louis outfit as long as he wants it.

Football has taken on a new lease of life at the University of Rochester and, regardless of what happens on Saturday, when the Yellowjackets are to play Amherst, the performance of Bill Cox's boys against Oberlin and Ransseler will serve to keep interest alive in the Rochester eleven.

Miss Leora Tury, 1229 Lake Avenue, see Robert Massey in "Drums" at Loew's Rochester Theater. Call at The Sun for guest ticket.

Mrs. Gladys Westcott Pratt, 55 Spencer Road, be the guest of The Sun at Loew's Rochester Theater. Call at 419 Burke Building for your guest ticket.

The Rochester Sun

Published every Thursday by the Rochester Sun Corporation, 5 St. Paul St., Rochester, N. Y.
President, G. Curtis Gerling; Vice-President, Frank Bradshaw Kelly; Treasurer, William G. Bromley; Secretary, William A. Pfaff; Advertising Director, Eugene Davis; Managing Editor, John Burns.

You Can Buy Genuine Pennsylvania
HARD COAL
As Low As **\$9.70** EGG STOVE NUT
Delivered Off Shovel

JUST CALL
GLENWOOD 5960

COKE \$8.50 Why Pay More
TON

LIBERTY COAL CO.
727 DRIVING PARK

Majestic Leads The Way With Rochester's Greatest Furniture Values!

Only At Majestic A Value Like This!



A COMPLETE LIVING ROOM

★ 12 Lovely Pieces ★

ON EASY \$ **77** TERMS

You get everything! All included at this one sensational low price. Outfit includes: Huge dayenport, matching chair and ottoman, Occasional Chair, Bridge Lamp, Chrome Smoking Stand, Coffee Table, End Table, Occasional Table, Kneehole Desk, Junior Lamp, and Table Lamp.

HALF PRICE!
4 POSTER BED

\$444

In Walnut, Mahogany or Maple

A Genuine \$8.55 Value

HALF PRICE!
CARD TABLES
Just 112 To Go At This Price

97c
Reg. 1.98
Limit 2

FREE
Regular \$19.95
5 Pc. Solid Oak
BREAKFAST SET

Given free with every individual suite. Our gift to you!

Typical "Lower-Rent-District" Value

A COMPLETE BEDROOM

★ 12 Lovely Pieces ★

Pay \$5 \$ **66** Down

Everything for a lovely bedroom included: Modern walnut bed, chest of drawers, dresser or vanity, boudoir chair, 2 scatter rugs, nationally known coil springs and mattress, 2 full sized pillows, boudoir lamp and night table.

SHOP AT YOUR LEISURE
Open Every Evening Until 9 P. M.

★ FREE PARKING At Any Downtown Station ★

MAJESTIC
FURNITURE COMPANY
204 COURT ST.

Between Stone St. And So. Clinton

Leaders In The Rochester Night Club Field

The CHATEAU

MONROE AVE. AT THE TWELVE CORNERS

— Another Big Floor Show —

HELD OVER! POPULAR DEMAND!

NELSON AND HIS BOXING CATS

Direct From 14 Weeks at Leon and Eddie's in New York City



Fine Food and Drinks
Famous For Capon, Duck, Turkey And Fish Dinners

\$1.00
Steak Dinners \$1.50

PLUS

Don & Dona Costello
Masters of Tap

The Lovely Nortonettes

Mona Stafford
La Danse Exotique

The Popular
Thelma Walters
Mistress Of Ceremonies

2 Orchestras

Cover Charge
25c

ROCHESTER'S LARGEST LIQUOR STORE

BERGHASH SPECIALS FOR THURS. FRI. & SAT.

IMPORTED BY SCHENLEY
100%—10 YR. OLD
SCOTCH \$2.78 25.6 OZ. BOTTLE
WHISKEY
Regular 3.39 Value
Priced Lower Than 8 Year Old Scotch

IMPORTED GOLD LABEL
RUM \$1.89 25.6 OZ. BOTTLE
Regular \$2.50 Value
PRODUCT OF CUBA
5 Years Old
Large 25.6 Oz. Bottle

American Bottled in Bond, 5 Years Old
RYE \$2.78 25.6 OZ. BOTTLE
100 Proof
A \$3.69 Value—A Schenley Product

LONDON INN
GIN \$1.00 25.6 OZ. BOTTLE
Regular 1.39 Value
90 Proof
Excellent In Tom Collins

STRAIGHT BOURBON WHISKEY 2 YRS. OLD
CREAM O'GRAIN \$1.39 FULL QUART
BUY BY THE CASE
12 QUARTS \$15.00

EXTRA 40 YEARS OLD IMPORTED SPANISH
BRANDY \$3.50 LARGE BOTTLE FIFTH
One Of The Smoothest Brandies Imported In This Country
A REGULAR \$4.50 VALUE!

OUR FAMOUS Alcohol 20% By Volume
CALIFORNIA WINES \$1.53 500 ml.
DIPLOMAT
Choice of Sweet, or Dry
Try a Gallon—Like It—Or Your Money Back gallon 89c

ARROW—Regular \$1.39 Value!
Creme De Menthe 99c Full 16 oz. bottle
A Delicious After Dinner Drink
First Time At This Low Price

SANDERSON'S RARE OLD 100%
SCOTCH \$2.99 25.6 OZ. BOTTLE
OUR SPECIAL
ALL 12 YEARS OLD
Regular Value \$4.39
Product of Scotland

CANADIAN STRAIGHT
RYE \$1.39 25.6 OZ. BOTTLE
WHISKEY
7 Years Old
Full 16 oz. bottle
Regular \$1.35 Value

And Many More Bargains Too Numerous to Mention
BERGHASH LIQUOR STORE
124 CLINTON AVE. SOUTH
TELEPHONE MAIN 786—WE DELIVER
Free Parking Opposite Our Store

EVERY DAY IS BARGAIN DAY AT JEANS!

Here Is The Place Where
You Can Buy Smart New

SILK DRESSES

For **\$1.95**
Sizes
12 to 60

This is not a special sale
price! You can buy these
dresses at this price every
day of the week.

Remember... we said NEW
fashions... not last year's...
not last month's New styles
arriving every day. Wide choice
of colors. See them!

JEANS

Cotton and Silk Dress Shoppes
1162 CLINTON AVE. N.
500 LYELL AVE
197 GENESEE ST.
Open Evenings

Probation Cuts Crime Increase

More than 80 per cent of the
1,500 persons placed on proba-
tion in Monroe County Court,
Adult Division, during the last
ten years made good, and slight-
ly less than 4 out of every 100
probationers committed new
crimes, according to a ten year
survey of Abram N. Jones, chief
probation officer.

The survey covers the period
from 1928 to 1937, when the de-
partment investigated offenses
and social histories of nearly
2,000 convicted offenders, and it
was on the basis of these re-
ports that sentences for the of-
fenders were determined. Of
those investigated, the survey
sets forth 80 per cent. had prior
convictions.

While the survey is generally
optimistic, it shows a steady de-
crease in the ages of offenders.
More than 50 per cent. of major
crimes committed were changed
to persons between 16 and 20
years, while 50 per cent. of the
total were committed by per-
sons from 16 to 25 years. Nine-
teen years seems to be the most
dangerous age, according to
Jones.

Mrs. R. Eber, 11 Millburn Street, see
"Drums" and "Juvenile Court" at
Lew's Rochester Theater. Call at The
Sun for guest ticket.

Mead To Speak At Kelly Day

Representative James M. Mead
of Buffalo, Democratic candi-
date for senator, will be the
principal speaker at the field
day for Representative George
B. Kelly of Rochester, Point
Pleasant, Sunday.

Postal employees and railroad
union men are aiding the gen-
eral committee promoting the
event. Mead was chairman of the
Post-Road committee and has
won the endorsement of the
Postal and Railway Association.
Pat Lester is general chair-
man, assisted by John Schreiner
and William Mostyn, arrange-
ments; Ambrose Hart, finance;
Ernest (King) Mahoney, tickets;
Dr. Anthony Schinta, speakers,
and Burdette Shaw, grounds.

Mrs. Norton to Review Southerner's Volume

"A Southerner Discovers the
South" will be the subject of a
book review by Mrs. Oakley W.
Norton tomorrow at 11 a. m. in
The Roosevelt.

The book is considered par-
ticularly timely because it touches
some of the New Deal's projects
now under way in the Mason
and Dixon areas. The author is
Jonathan Daniels, son of Ex-
Secretary of the Navy and now
Ambassador to Mexico. Jose-
phus Daniels. The lecture is
open to the public.

Really and Truly



Dear Jane:
There are Bows and Beaus—
but there is only one kind that
you should let go to your head.
You are already familiar with
the many interesting coiffure ar-
rangements for evening fas-
hions. Some are half up and
half down. In comparison with
the very severe swept upward
lines. Not an insignificant part
of the new evening coiffures are
the many little black bows that
I have pictured above.

I have pictured several styles
of hairdo, showing how these
little bows are adapted to each
style.

This is an important acces-
sory, Jane, that will add much
charm to an already attractive
coiffure—and, best of all, it is
being worn to concerts, theater,
etc. by all smartly attired wo-
men—not only the young wo-
men, and it's brand new!
Love 'n' stuff
Babe

REMINGTON:

(Continued from Page 1)

Motion Bandit who "played"
liquor and drug stores, but all
along, until his apprehension,
they had another person, a
former prison and cocaine
"bird," jotted down as the cul-
prit. They even showed the lat-
ter's prison "mugged" photo to
liquor store dealers.

The error is explained by the
fact that the real bandit appears
startlingly like the suspected
one. As the coppers never saw
the bandit and had only descrip-
tions by his victims with which
to identify him, they made their
deductions, a la Sherlock Holmes
and Dr. Watson, in their Baker
Street apartment, and although
coming fairly near the truth,
they missed by a couple of coun-
ty miles. But they did, like the
Northwest Royal Mounted, get
their man.

Rochesterians: Beg your par-
don! It's not Fro-Joy but White
Tower that purchased north-
east corner at Ridgeroad and
Dewey avenue, now occupied by
abandoned hotel building. They
will erect white tower and use
remainder of lot for parking
space. Karl Baumohl, who
combined with Mack Doyle in
lossing famous duck dinner at
Liederkrantz, can talk interest-
ingly for hours on Kaiser Wil-
helm's old Germany, from which
he came. He holds forth as ef-
ficient waiter at Englewood. It
takes all kinds of persons to
make a world, observes Sol
Schwartz, including those who
think Joe Penner is funny...

Add to city's congested bot-
tlenecked streets, South Avenue at
Main Street East. With motor-
cars parked at either curb,
there's only room for single row
of cars traveling north and
south and when trolley happens
along, which is often, traffic
practically comes to halt.

Completion of Broad Street,
over old viaduct, which was to
accelerate downtown traffic and
which was part of the grand
city planning scheme, helped
congest and not clear an already
crowded South Avenue at the
Main Street intersection, for a
large part of Broad Street, go-
ing east, turns north into South
Avenue and makes, believing
patrolmen, a bad situation a lot
worse.

So much for city planning
which, unfortunately, doesn't al-
ways result as planned.

Mrs. Frederick F. Church of
Oxford Street, motored at
Englewood, N. J., where she will
spend some time as the guest
of her daughter, Mrs. Garret V.
Weston, and Mr. Weston.

Russell Bolton, 142 Eastland Avenue,
see "Drums" and "Juvenile Court" at
Lew's Rochester Theater. Call at The
Sun for guest ticket.

**Does Bladder
Irritation Wake You?**
It's not normal. It's nature's warning
"DANGER AHEAD." Make sure you
don't have bladder irritation. Take
Daw's Bladder Tablets. They are
other drugs made into green tablets.
Help the kidneys flush out excess acids
and other wastes which can cause the
irritation resulting in getting up nights,
frequent or scanty flow, burning of
urine, etc. Ask any druggist for Daw's.
Your life back if not pleased in 4 days.
Locally at J. K. Post Drug Store.

Unusual Camera At Lincoln's

A modern and unusual camera
is in operation at the photo stu-
dio of the Lincoln Store, Main
Street East at St. Paul. Through
the use of this camera it is pos-
sible to photograph a subject
naturally and quickly in 48 dif-
ferent poses, according to Wil-
liam E. Campbell, manager of
the Lincoln Studio.

This camera eliminates all
self-consciousness in posing, as
the pictures are taken while the
subject is entirely unaware that
he is being photographed.

As this camera is so construct-
ed that it can actually stop mo-
tion, Mr. Campbell declares that
he can successfully photograph
babies of six weeks, as well as
children who ordinarily are full
of pep and difficult to photo-
graph. Those who feel that their
individuality has not been cap-
tured in previous pictures usual-
ly discover pleasing poses in the
48 pictures made by this camera.

GET A ROOF OVER YOUR HEAD!
A BIRD DUTCH LAP ROOF
Free Estimate — TERMS AS LOW AS **\$5 PER SQ. YD.**
\$95.00 up
KEMP ROOFING 331 W. Main St.
Main 1786

Daylight Saving Proponents Busy

First gun in the fight for
Daylight Saving for Rochester
was fired this week, when T.
Carl Nixon, chairman of the or-
ganization committee, an-
nounced that the committee
hopes to enroll 50,000 Rochester
voters in the Rochester Day-
light Saving Association. An en-
rollment blank appears in to-
day's Sun.

"We have not fixed any dues
for membership in the Ro-
chester Daylight Saving Associa-
tion," Chairman Nixon said.
"No contribution is too small to
help the cause. It is hoped that
everyone who can see the bene-
fits which an additional hour
of daylight will bring to him
and his family will contribute
at least one dollar."

The Rochester Daylight Sav-
ing Association has established
its campaign headquarters at
the office of its secretary,
Charles G. Lyman, 295 State
Street.

Mrs. Albert E. Copeland of
Beckwith Terrace, Mrs. Allen S.
Crocker of East Avenue, Mrs.
George B. Hart of Pelham Road,
and Miss Mary H. Pyott of Ar-
nold Park, will be hostesses for
tea to the Current Topic Group,
led by Mrs. Milton E. Gibbs, on
Monday in the home of Mrs.
Crocker.

Mr. and Mrs. V. A. Coleman,
formerly of Rochester, celebrated
their golden wedding anniver-
sary on Tuesday at their home
in Louisville, Ky.

YOU Can SAVE
By Using Miller's
SPECIAL High Quality,
Long-Burning
\$10.65 TON **COAL**
Prepaid or
Cash Only
STOVE, EGG, NUT
PEA. \$8.75
BKWT. \$7.75
RICE. \$6.75
Prompt, Clean Deliveries
Modern Trucks
Courteous Drivers
**EVERY TON
GUARANTEED**
Quality and Finest Service
Since 1912
500 West Ave.
ARDEAN R. MILLER
Phone
GEN. 20
R. G. & E.
Dry-Quenched
COKE

Extra-Saving This Week-End in Burke's
Anniversary
WHY
You Should Buy
the Furniture You
Need at BURKE'S
NOW
BECAUSE... not only
do you get the advantage
of Burke's economical
manufacture savings of
these Anniversary reduc-
tions!
The biggest furniture values in five years! Take
advantage of this special Anniversary Sale week-
end and see the furniture at BURKE'S... furni-
ture at savings you never imagined for such quality
of construction and material.
SAVINGS TO 40%
Open Tuesday
and Thursday
Evenings
Choose from Over 60
Living Room Suites
\$79.00 Charles of London style in
your choice of colors... **\$59**
\$100.00 Two-piece suite in luxurious velour,
built in our own factory... **\$79**
\$109.00 Full-size Semi-modern, in wear-proof
Loompoint covering, for only... **\$89**
\$129.00 Hollywood suite fashion, deep-spring-
ed and comfortable. Sale priced at... **\$99**
\$139.00 Large, overstuffed suite in famous
Needletex... durable and lovely... **\$109**
\$169.00 A regally rich suite in handsome
Pastel Mohair... mud proof... **\$129**
Anniversary Bedroom Values
\$89 Waterfall Bedroom Suite,
Bed, Chest and choice of
vanity or dresser... **\$69**
\$119 But-Walnut, hand-rub-
bed suite. Dust-proof
construction. Three
pieces... **\$89**
\$69 Bedroom suite in mellow,
hand-rubbed maple. Three
pieces, sale priced at... **\$49**
SIMMONS INNSPRING
MATTRESS... the big-
gest value in all Roches-
ter... **\$14.95**
CONVENIENT TERMS OF PAYMENT
Burke's "Furniture of Quality"
34 South Ave.

TODAY THRU WEDNESDAY AT
DAW'S
CUT-RATE DRUG STORES
1. OPPOSITE Temple Theatre
56 Clinton Ave. So.
2. CORNER AUBURN
31 Main St. East
3. 1 DOOR FROM STILLSON
353 Main St. East
4. CORNER DEWEY
464 Ridge Road W.
5. AT THE BULL'S HEAD
880 Main St. West
DAW'S LUX FLAKES
Large Size
2 Boxes for **33c**
(Limit of 2)
With This Coupon
DAW'S Fitch's TALCUM
POWDER
25c Size **9c**
(Limit of 2)
With This Coupon
GILLETTE BLADES
Pack of 8
19c
DAW'S Vanilla FLAVOR
5-Oz. Bottle
25c Size **8c**
(Limit of 2)
With This Coupon
DAW'S Sweetheart SOAP
Regular Size
4 for **15c**
(Limit of 4)
With This Coupon
WAX PAPER
Extra heavy...
cutter-edge box.
4c 30 ft.
Closing Out! Dr. WEST'S
WATER-PROOF TOOTH BRUSH **27c**
In Glass Container
FOUR-WAY Cold Tablets Regular 15c **8c**
Woodbury's Hand Lotion Reg. 50c **21c**
WITCH HAZEL Pint Bottle **6c**
HEAT PADS Electric \$2.50 Value **\$1.79**
MOSCO Corn Salve Regular 30c Size **16c**
DAW'S CHOCOLATE
Malted MILK
Reg. 50c Lb. **19c**
(Limit of 2)
With This Coupon
DAW'S Toilet TISSUE
HY-TEX SOFT
1,000 Sheet Rolls For **3.11c**
(Limit of 3)
With This Coupon
DAW'S Phillips MILK of MAGNESIA TABS
Reg. 25c **9c**
(Limit of 1)
With This Coupon
DAW'S SUPER-PURE Shaving CREAM
Giant 50c Size **16c**
(Limit of 2)
With This Coupon
PREP For Shaving Reg 35c Tube or Jar **3 for 50c**
CUTICURA SALVE Regular 25c **16c**
HYGEIA BABY BOTTLES Regular 15c **8c**
COD LIVER OIL Norwegian Vitamin Testa 75c Pint **39c**
LUDEX'S Cough Drops Regular 5c **2 BOXES FOR 5c**
DAW'S Malted MILK
Reg. 50c Lb. **19c**
(Limit of 2)
With This Coupon
DAW'S Toilet TISSUE
HY-TEX SOFT
1,000 Sheet Rolls For **3.11c**
(Limit of 3)
With This Coupon
DAW'S Phillips MILK of MAGNESIA TABS
Reg. 25c **9c**
(Limit of 1)
With This Coupon
DAW'S SUPER-PURE Shaving CREAM
Giant 50c Size **16c**
(Limit of 2)
With This Coupon
We Reserve The Right To Limit Quantities

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

VOL. 1 NO. 48

ROCHESTER, N. Y., OCTOBER 20, 1938

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Philander Cronk, 148 Eastman Avenue, aged 70 years, won't go deer hunting this fall. He feels that he's getting a trifle stiff in the joints for intensive mountain climbing and bush-whacking, as he terms following a mountain trail.

"I've killed more than a hundred deer in my time," he remarked, "and I've enjoyed my share of good hunting. It's time, I guess, that I gave the young fellows a chance."

Mr. Cronk is lean and lank, like the typical mountaineer, and he was born and reared in the Adirondacks, near Old Forge. His Cray Remington grandfather, who served in the early American wars, was, so his friends and neighbors claimed, 105 years old when he passed away. The Cronks come from a hardy pioneer stock.

"I came to Rochester 23 years ago," said Mr. Cronk, "and I've been employed by the Rochester Gas & Electric Company all these years. I'll be retiring on a pension soon, and I'll call it a day."

Mr. Cronk advised that boys and men of any age who go hunting in the Adirondacks and who are unfamiliar with the mountains employ a guide.

"The average city man is almost sure to get lost in the mountains if he's alone or with another city bred man," he explained. "And, realizing that they're lost they become frightened," he resumed, "and then they walk 'round an' round in circles and, if the weather is cold, they may perish from starvation and exposure."

The mountain guides, though, he confessed, do not always inconvenience themselves to find game for their city slicker patrons. Some of the novice hunters, he believed, shouldn't be in the mountains at all, for they not only endanger their own lives but the lives of their companions, as

(Continued on Page 4)

Campaign Becoming Livelier

Political Chiefs Concentrate On Rochester

Veterans of many political wars; men who have been accustomed to heavy firing, especially during gubernatorial campaigns, had been at a loss to account for the lack of fireworks in the current political struggle, which some of the oldtimers branded as a "sissy" affair.

But events of this week convinced those who mourned the lack of action that political campaigns still have their lively moments.

Several thousand members of the American Labor Party flocked to Convention Hall on Tuesday night to hear Sidney Hillman, president of the Amalgamated Clothing Workers, and Congressman James M. Mead, Democratic-ALP candidate for United States Senator, proclaim President Roosevelt's program as identical with that of the American Labor Party.

Thomas E. Dewey, the famous young racket buster and nominee of the GOP for governor, was enthusiastically received last night as he opened a statewide tour with a speech at Convention Hall.

Although shrewd political observers within the Republican party admit that they doubt whether Dewey will be able to defeat Governor Lehman, they hope that Dewey's swing through the state will turn the tide in his favor. At the same time, these observers express the hope that Dewey will quit praising certain features of Lehman's administration; praise which they translate as a lukewarm invitation for support.

The apex of the Democratic campaign will be reached locally on Friday, October 28, when Governor Lehman comes here to address voters at a mass meeting in Convention Hall.

November Commentator Carries Timely Articles

The November issue of The Commentator continues apace with its excellent new cover design. Inside November Commentator you'll find great names commenting upon the news of the day. James Truslow Adams answers the question, "What Would a Third Term Mean?" There are two articles about Czechoslovakia: one, "Czech and Checkmate" by Emil Lengyel; the other, "The New Czechoslovakia" by Henry C. Wolfe.

Clara Barton Tent Gives Bazaar Supper

Clara Barton Tent, Daughters of Union Veterans will hold a bazaar, supper and card party, Friday afternoon and evening, October 28 at Odd Fellows Temple. Supper will be served at 8 p. m.

Mr. and Mrs. Herbert G. Williams of Dartmouth Street, spent the week-end in Troy as guests of their son, Gilman Williams.

Miss Melissa A. Jokes, 89 Quincy Street, called at The Sun for guest ticket to Lew's Rochester Theatre.

Rochester on Parade ★ ★ ★ By W. L. James



Subway Shows Increase In Passenger Business

Business is improving on the Subway, Rochester's municipally-owned transportation line. This high-speed system, which runs over a nine-mile route in the bed of the old Erie Canal, is steadily gaining favor with car riders, as is evidenced by figures for the last two months.

During August the Subway reported a gain of 8,000 passengers over the same month a year ago, while September, during which 91,764 passengers were carried, showed a gain of 16,000 over September, 1937.

The Subway, representing a capital investment of \$13,000,000, is the city's largest investment in a utility, but in some quarters it is regarded as an orphan or a white elephant.

One of the signs of such an opinion is the inclusion in the 1939 city budget of an item of \$1,000 for Subway maintenance, a figure which shows that the city administration either does not think much of the Subway or does not realize that such a comparatively minute appropriation will not begin to keep this property in such shape that it will appeal to those who use its facilities.

Grace Presbyterian Church To Install New Pastor

The Rev. David Ayers, formerly with the Seneca Falls Presbyterian Church, will be installed as pastor of Grace Presbyterian Church, Sunday, at 7:30 p. m. Visiting pastors from the presbytery will take part in the ceremony.

C. Roy Fisher, 488 Arnett Boulevard, call at The Sun for guest ticket to Lew's Rochester Theatre.

'39 Budget Center of Hot Fight

GOP Councilmen To Dissect Document

A sharp division of opinion—not only politically, but also along economic lines—promises a series of lively sessions before the City Council finally disposes of the budget for 1939.

Forces within and without the Council are marshalling their strength for this fight and during at least a few rounds of the impending scrap this battle cry will resound: "This budget represents City Manager Baker's desires; not the desires of the Republican majority in the City Council."

In addition to expected objections from GOP councilmen, former Councilman Julius E. Hoare, a Democrat, has made it known that he is preparing to attack the budget at the first public hearing on this bulky document.

The Citizens Tax League will register objections, and officials of that organization are mapping their attack.

One of the items likely to be deleted from the 1939 budget is the provision for a salary increase for Mayor Rapp. Republican chieftains contend that the proposed pay boost does not square with their platform and they add that such an increase, plus the raise granted the Mayor's secretary, would place operating expense of the Mayor's office above the figure that prevailed when the Democrats were last in power.

Mrs. J. Benson, 1103 University Avenue, "Listen, Darling," is playing at Lew's Rochester Theatre beginning October 21. Get guest ticket from The Sun.

Proponents Work To Get Out Vote For Referendum

Advocates of 'Fast Time' Feel Confident of Success This Year

As determined as Republicans or Democrats of any other recognized political party, friends of daylight saving are concentrating their efforts this week on the registration of voters.

Preparedness is the watchword of members of the Rochester Daylight Saving Association and this time they declare that they will not be caught napping, as they were four years ago, when the daylight saving referendum was last presented to voters for action. At that time 46,752 votes were cast against daylight saving, while 42,077 voters favored the measure.

Remembering that 32,791 voters ignored the referendum in 1934, the association for daylight saving is working with might and main to inculcate voters with what might be called consciousness of civic duty. Members of the association feel that the measure they advocate would have been carried four years ago if only a small proportion of the 32,791 who voted blank had indicated their preference.

Posters showing the location of the daylight referendum on voting machines are being prepared and these will be distributed as part of the association's plan to educate voters usually indifferent to such matters.

"No matter how anxious a person is to secure daylight saving, there is only one way in which he can make his wishes effective," said T. Carl Nixon, chairman of the Rochester Daylight Saving Association.

1/2 PRICE FOR QUICK DISPOSAL

We'll clear our counters in a hurry at these prices! Get here early—and get your share of these savings.

Main Floor

Perfect Quality!
Pure Silk Chiffon
HOSE
29c Value 50c pr.

All sizes. All colors. Some with black heels.

Stevens
New Fall Styles!
HAND BAGS
47c Value \$1.00

Black and Brown. Novelty Fitted

Stevens
Novelty Plaid & Tweed
SKIRTS
55c Value \$1.19

All sizes. All Styles. An Unusual Value

Stevens
Chenille Knit
SWEATERS
48c Value \$1.00

New high shades. Short puff sleeves.

Stevens
Lace Trimmed Toffets
SLIPS
37c Value 79c

Tea-Rose. All sizes. All colors. Tailored styles.

Stevens
210-214 Main Street East

Delicious!
LOVE'S
honeycomb
MOLASSES
CHIPS
39c
Sold Only at Love's 7 Stores
530 Monroe Ave., 1730 East Ave.,
618 Lake Ave., 598 E. Main
1235 Lake Ave., 825 W. Main
4340 Culver Road
Opp. Huron Eastman

SPECIAL PURCHASE
for Champion Customers
LIMITED QUANTITY! WHILE THEY LAST!
ELECTRIC RAZOR
\$1.23
Champion
KNITWEAR CO. 71 ST. PAUL ST.
Free Parking 30 Minutes at Bills, Strand & Sparks Station

PRICES START AT \$5.00
EDWARDS, Sixth Floor
QUICK CREDIT Easy Pay PLAN
DIAMOND TIRES
AS LOW AS **\$6.15**
Slight Additional Credit Charge
Save Money This Winter!
EVEREADY PRESTONE DOES NOT BOIL AWAY **\$2.95** gal.
CAR HEATERS 47c Per Week
AS LOW AS
UNIT ROCHESTER PARTS CORPORATION
1105-1123 MAIN ST. E.
CULVER 250

**Another Demonstration of How
Lyons Furniture Saves You Money!**
**A Big, Fashionable
Modern Suite
FOR MODERN HOMES**
\$66
FOR 3 Pieces
Only by buying direct from Lyons furniture factory is a value like this possible! Three big pieces, 100% hand-tailored coverings over genuine hardwood frames. Sagless construction all the way thru. You may have it in your choice of colors.
\$6.60 Down Delivers \$109 Retail Value
LYONS FURNITURE FACTORY
175 N. WATER ST.

LINCOLN'S

Main St. E. cor. St. Paul

POLYFOTO PORTRAITS

Are Real! Life-Like!
Natural!

A NEW METHOD OF
PORTRAIT
PHOTOGRAPHY

We now use the sensational new
polyfoto method exclusively in
our studio. A marvelous new
camera that takes 48 different
poses in less than 4 minutes.
Think of it—now you can choose
the portrait you like best from
48 different proofs. Come in to-
day and let us show you how
easy it is to get artistic, life-like
portraits without the ordeal of
sitting posing. You'll be amazed
at the artistic quality of our
work.

BEAUTIFUL 8x10 SIZE
Polyfoto Portrait **\$1.00**

No Appointment
Necessary PHOTO STUDIO—Main Floor COME
ANYTIME

SIEBERTS

We Have A
Complete Line Of

ABC WASHERS

Priced
As Low
As **\$59.95**
And
Up

● French Type Agitator
● Finger Touch
Clothes Feeder
● One Piece All Steel
Girder-Type Construction

See The ABC today and
learn how to get whiter
clothes The ABC way.

TERMS

GIVEN!
Genuine "Muscoo"
**30pc. BATH
TOWEL SET**
Given with every ABC Washer at
no extra cost.
SET CONSISTS OF
12 Medium Bath
Towels 6 Large Bath
Towels 12 Heavy Wash
Cloths
THIS SET REGULARLY SELLS FOR \$10.00

DON'T DELAY!
**THIS OFFER FOR LIMITED
TIME ONLY**
SINCE 1888

SIEBERTS

ST. PAUL and ANDREWS ST.
FREE PARKING OPEN EVENINGS 'TIL 9

Everybody's Asking:

"What Can I Do to Help Get Daylight Saving?"

HERE'S THE ANSWER

1. REGISTER Friday or Saturday.
2. VOTE on Tuesday, November 8th, for DAY-
LIGHT SAVING.
3. ASK YOUR FRIENDS to Register and Vote
for DAYLIGHT SAVING.
4. WORK at the Polls on Election Day. Call
Main 8035 and Volunteer your services.
5. JOIN THE ROCHESTER DAYLIGHT
SAVING ASSOCIATION. Send in a contri-
bution if you wish to help the cause.

Rochester Daylight Saving Association

T. Carl Nixon, Chairman Hon. Charles Stanton, Vice Chairman
Charles Lyman, Secretary Richard W. Heberling, Treasurer

295 STATE STREET

Poor Defensive Strategy Punished by Squeeze Play

By VIRGINIA LEVY

Each week The Sun will present Virginia Levy's description of
the bidding and play of an "actual" bridge hand.

When a player is able to execute a successful squeeze play,
thereby fulfilling a practically unmakeable contract, it is not
always due to the exact lay of the cards, but very often is the
result of poor defensive play by the opponents.

Note the hand below. The de-
fense slipped and the declarer
was not alert enough to take
advantage of the situation.

WEST EAST
S A 2 5 5 S J 10 3
H 10 5 3 2 H A J 9
D 3 4 5 D A K 10 7 6
C 4 3 2 C 10 5

SOUTH
S Q 2
H K 4
D C 4
C A K Q 7 6

East was the dealer with neither side
vulnerable.

EAST WEST NORTH
1 Diamond 2 Clubs Pass Pass
2 Diamond 3 Clubs Pass Pass
Pass

West opened the jack of di-
amonds, his partner's bid suit.
East won with the king and re-
turned the ace of the same suit.
Another diamond lead by East
was ruffed by his partner, who
then led a small heart. East
went up with his ace and de-
clared less than a trump.
Declarer won this trick in the
dummy with the jack and with-
out any further planning, led a
low spade toward his queen.

South should have made his
contract with the defense he
got. When the trump lead was
made by East, declarer should
win in his own hand, lay down
his king of hearts, enter the
dummy with his jack of clubs
and ruff another heart. South

now holds three more trumps.
He plays them all, at the same
time watching carefully West's
discards. On the eleventh trick,
the North, West and South
hands are as follows:

WEST EAST
S K 4 S Q 2
H Q 3 H A J
D 3 4 5 D A K 10 7 6
C 10 5 C 10 5

South leads his last club and
West is squeezed. If he discards
his queen of hearts, dummy will
let go the nine of spades, and
declarer makes the last two
tricks. If, however, West chooses
to hold the heart and discard
the eight of spades, dummy will
throw away the ten of hearts
and as West's king of spades is

Victorian Influence Apparent

BY JONATHA JONES

Stylist of E. W. Edwards and Son
Overture! Overture! The offi-
cial social season starts with
OPERA AT THE EASTMAN.
And, as a prelude, ready-to-
wear and accessories depart-



A long and sweeping Vic-
torian type wrap in rich bro-
cade. Note the haughty leg-o-
mutton sleeves and high
collar.

ments of Rochester shops are
raising the curtain on the most
luxurious fashion spectacle in
decades.

Evening gowns that rival a
prima donna's operatic costumes
for sheer theatrical splendor...
decorous hoop skirts, blazes of
sequins, riots of color (King's
red, Schiaparelli's Aerostatic-
purple, Cameo-pink, Uranus-
yellow).

Wraps that take the opulent
Victorian era as their cue for
sentimental elegance...rich bro-
cades and velvets, long and
sweeping with high collars and
haughty leg-o-mutton sleeves.

Costume jewelry of such fa-
bulous beauty you'll find your-
self darning (for once in your
life) to discard the "family
jools" in its favor.

All this so that you, Mrs. Ro-
chester, or you, Miss Rochester,
can make the most brilliant
"entrance" of your career at the
opening performance of the
MARRIAGE OF FIGARO at the
Eastman Theater, Friday, Octo-
ber 28.

now unguarded declarer makes
both the ace and queen.

WASTED OPPORTUNITIES

West can do nothing once de-
clarer starts his squeeze play.
The defense, however, has more
than one opportunity to pre-
vent south from squeezing them.
The chief error probably was
made by East when he led the
trump. We ought to have a re-
ason for every play we make and
there certainly was no good re-
ason for the trump return.

A diamond lead was out of
the question, as it would give
declarer a ruff and a discard.
A heart return does not look so
good, either, but what is wrong
about leading a spade? East has
the jack, ten and if his partner

happens to have the king, and
south the queen, it stops the
squeeze. The jack of spades is
the correct play here. South
cannot possibly avoid losing the
spade trick if defended in this
way.

Jefferson Unit Seeks Home Bureau Members

Jefferson Unit of the Rochester
Home Bureau, will hold its week-
ly meeting at school number 4
at 1:30 P. M. on Tuesday, Oct.
25, under the supervision of Mrs.
Harry Trovost.

Jefferson Unit will launch a
membership drive at Tuesday's
meeting. All desiring to join this
Unit are asked to attend this
meeting.

Ideal For Framing
Full Page RICH COLOR PHOTO Of Your Favorite
Movie Star
HUGH HERBERT
16 Pages Hundreds of Ex- The Best in Cur-
clusive Features rent News Stories
A Special Edition Containing All Features On Sale
Every Friday In Rochester

5c SUNDAY NEWS 5c
NEW YORK'S PICTURE NEWSPAPER

POCOHONTAS PARTY

Starlight Council, Degree of
Pocohontas, will give a card
party Monday at 8:30 p. m. in
Odd Fellows Temple.

RUNDFUNK DANCE SET

Dutch Rundfunk Club will
hold a dance Saturday at Hotel
Powers. A floor show will be
staged.

To The Multitude of Patrons of

CUTALI'S

OUR kitchen has always been
open to the public for inspection. SEE
IT... and you will know why our
excellent food, flavored by the finest
of sauces, satisfy people who are par-
ticular about what they eat.

All Meats From • BECKER MARKET
All Spaghetti From • GIOIA CO.
All Butter From • SWIFT & CO.

(THE ONLY TWO ORIGINAL)

CUTALI'S RESTAURANTS

25 BROAD ST. 107 NORTH ST.

LINCOLN'S

Main St. E. corner St. Paul

10 Bargains for FRIDAY & SATURDAY

The Last 2 Days

Hundreds of Other Great Values on Sale While Quantities Last

① Full
fashioned
irregulars
SILK HOSE
39c
69c
Value

② Women's Tailored
**FITCH'S
TALCUM**
POWDER
25c
Size **9c**
(Limit of 2)
With This Coupon

③ Women's 59c
BAGS
Linen... 29c
30c VICK'S
Nose Drops... 24c
\$1.00 SQUIBB'S
Cod Liver Oil... 79c
75c ANACIN
Tablets, bot. of 50... 59c
50c PINE, TAR, &
HONEY Cough Syr... 29c
60c EDWARD'S
Olive Tablets... 39c
25c FEENAMINT
Gum... 19c
60c MCCOY'S
Cod Liver Oil Tabs... 39c

④ Fine count
**PERCALE
COVERALL
APRONS**
25c
Value **12 1/2c**

⑤ 150-inch Jabot
**JUMBO
RUFFLES**
59c
Regularly \$1.19

⑥ Solid Color
Pure Dye
**CREPE
Dresses**
1.49
\$1.98
Values
Semi-
tailored
dresses
for
misses
and
women
in
sizes 14 to
44. Bril-
liant foot-
ball shades
and dark
colors.

⑦ WAX
PAPER
Extra heavy
cut-edge wax.
4c 30

⑧ Closing Out! Dr
WATER-PROOF
BRISTLE
TO

⑨ First Quality
Seamless
**RAYON
HOSE**
14c
pr.
Usually 25c

⑩ Men's 15c
Zephyr fleece
SOCKS
9c
pair

⑪ 52x52 rayon
**LUNCHEON
CLOTHS**
50c
Value **29c**
Blocked and checked pat-
terns in bright kitchen
colors.

⑫ Filet Scarfs
DOILIES
and Chair Backs
10c
39c Values
Filet chair back sets
and lace edged scarfs.

LINCOLN'S GREAT 14th ANNIVERSARY SALE

OUR ONE AIM
TO
SAVE YOU MONEY

PTHIAN CARD PARTY

Genesee Valley Temple, Pythian Sisters, have arranged a card party Tuesday, 8 p. m. at the J. Y. M. & W. A. lodge room. Prizes will be awarded. Funds will be used for welfare.

KIWANIS ACTIVITIES

INCORPORATED presents
The Paddy Hill Players
in George M. Cohan's
Comedy-Mystery
"THE TAVERN"
Fri. Eve., Nov. 4, 1938
Masonic Auditorium
Tickets: 50c and \$1.00
PHONE STONE 3487



Miss Fortuna...

Returned yesterday, from the New York Couture Styling Show with completely new and scientifically improved methods in Permanent Waving, Milky White Facial Packs, Glorious Hair Rinses, Coloring for Gray or Faded Hair and exquisite Up-Swept Coiffures.

SPECIAL OFFER

Complete Beauty
TREATMENT
A New Hair Style
complete with
shampoo and treatment
a Milky White Facial
Treatment and
a manicure. All for Reg. \$3.75
\$2.75
105 Commerce Bldg.
STONE 4691

LADIES

YOU DON'T HAVE TO LOOK FOR A CLOTHES LINE

WHEN SENDING A THIRTY BUNDLE TO THE DE-LUXE LAUNDRY
ALL WEARING APPAREL FLUFFED-FLAT WORK FINISHED
STARCHED IF SO DESIRED
THIRTY BUNDLE \$1.00 Be the first to try it. 9 lbs. 81c
CALL STONE 6040
DE-LUXE LAUNDRY 96 South Ave. opp. Broad St.

WHAM Highlights

FRIDAY, OCTOBER 21

6:15 P.M.
Chevrolet Musical Moments
It's the same old popular gang
with the important addition of
Freddie Gibson.
7:00 P.M.
Charles Silverman's Orch.
7:45 P.M.
Tomorrow's Headlines
8:30 P.M.
If I Had a Chance
9:30 P.M.
March of Time
10:00 P.M.
Music's Meaning
11:00 P.M.
Your Esso Reporter

SATURDAY, OCTOBER 22

6:30 P.M.
Harry McTigue, Sports
Harry comes to you every Saturday night just laden down with important football news.
7:00 P.M.
Hank and Herb
7:30 P.M.
Rendezvous With Ricardo
8:30 P.M.
"MacLean" Man of Honor
An outstanding dramatic production from the NBC Studios.
9:00 P.M.
National Barn Dance
10:00 P.M.
NBC Symphony Orchestra

SUNDAY, OCTOBER 23

10:30 A.M.
Lake Avenue Church
12:15 P.M.
Catholic Hour
12:30 P.M.
Radio City Music Hall
1:30 P.M.
Rochester Community Choir
2:00 P.M.
Magic Key of RCA
3:00 P.M.
Don Heroes
5:00 P.M.
Metropolitan Auditions
7:00 P.M.
Jack Benny
7:30 P.M.
Seth Parker
8:00 P.M.
Charlie McCarthy
9:00 P.M.
Hollywood Playhouse
9:30 P.M.
Walter Winchell
9:45 P.M.
Irene Rich
10:30 P.M.
Cheerio

MONDAY, OCTOBER 24

2:00 P.M.
General Mills Hour
Presented every weekday, except Saturday at this same time
4:45 P.M.
Your Family and Mine
Get in early on this new contest. Seattest is sponsoring in connection with this program
5:00 P.M.
Al Sigi
6:15 P.M.
Harry McTigue, Sports

Householders Aid Survey

Rochester's housing survey, now in its fifth week, is well up with schedules, according to a statement issued by Harold S. Rand, project supervisor for the Bureau of Municipal Research, which is directing the work at the request of the city government.

"We believe that many of the questions regarding the project have been answered satisfactorily and that householders are now ready to give complete co-operation," Mr. Rand said. "With a force of 200 inspectors in the field, we expected some misunderstandings. Many points, however, have been cleared up by newspaper publicity and radio announcements."

"Nearly everyone in Rochester now knows the reasons for extending the survey to the entire city instead of confining it to the so-called blighted areas. Our inspectors report that the reception which they are now receiving in homes is making their work much more pleasant." Field work in the 11th Ward has been completed. Mr. Rand said and much progress has been made in the 7th, 9th, 10th, 15th, 16th and 23rd wards. As fast as blocks are completed, a force of clerks prepares the statistical data which may be the basis for requesting Federal aid in clearing congested areas of unsafe and unsanitary dwellings so that modern houses and apartments may be built.

CHURCH WOMEN'S LUNCHEON

The executive committee of the Council of Church Women will give a luncheon Friday at the summer home of Mrs. Ruth Lloyd in Canandaigua. Assisting Mrs. Lloyd as hostesses are Mrs. Lillian J. Kelly, Melville Street; Mrs. Jack Vandebout, Parsells Avenue, and Mrs. Pearl Smith, Merchants Road.

Miss Dorothy Lovick, 196 Brunswick Street, is the guest of Mrs. L. W. Rochester. Call at The Sun for guest ticket.

Friday and Saturday Only!
2500 Rolls 30-in. Brocaded

WALLPAPER

Regularly
29c and 39c
Special at **22c** Roll

We made a fortunate purchase of 2500 rolls of heavily embossed 30-in. brocades. And we're passing the savings on to you. Eight glorious patterns from which to choose at Edwards to-morrow.

EDWARDS, Fourth Floor Rear

Greater SAVINGS IN THE KITCHEN



Liberal
Trade-In
For Your
Old Stove

WITH THESE new, modern

A-B GAS RANGES

that are completely equipped
with exclusive A-B labor-saving features

- * A-B SPEED-SIMMER BURNERS—save all the flavor. No boiling away of healthful vitamins.
- * A-B CONTROLLED INSULATED OVEN—eliminates baking failures. Decreases meat shrinkage.
- * A-B TABLE SERVICE BROILER—safely broils all kinds and types of food. Smokeless and fast.
- * A-B WARMING COMPARTMENT AND THIRTY-MAID COOKER—cook whole meals with a minimum of fuel.

HANDSOME IN DESIGN—MODERNIZE YOUR KITCHEN WITH ONE OF THESE SPLENDID NEW ALL PORCELAIN A-B GAS RANGES NOW!

There's a smart new A-B for every purse and purpose

SMALL DOWN PAYMENT * EASY TERMS

Come in and inspect the new A-B without any obligation!

**A. B. GAS RANGE
PRICES START AT 69.50**

EDWARDS, Sixth Floor



Just 50 All Steel 6-Shelf UTILITY CABINETS

4.95
Regular \$6.75 Value

For the first 50 customers! Heavy grade steel utility cabinets made by one of the country's foremost manufacturers. Priced so low at Edwards, for a limited time only, that schools, offices and institutions will hasten to take advantage. White or ivory enamel finish. Size 15x18-12.

NOTE: These Measurements!

66 Inches High
18 Inches Wide
12 Inches Deep
EDWARDS, Sixth Floor

Arms and Back Studio Couch

With Upholstered Arms

29.95



You may have seen studio couches before. But wait until you see this one with UPHOLSTERED arms. It's an honest to goodness davenport by day and a full fledged double bed (or twins) by night. Choice of smart, new coverings including stripes.

EDWARDS, Seventh Floor

Pay
2.99
Down Color Combinations
5 New

REGULAR \$6. LUXURIOUS CHENILLE BEDSPREADS



COLORS:
Blue
Dusty Rose
Green
Orchid
Gold
Peach
Tan
Brown

Chic chevron centre in soft velvety chenille dyed to match the fine, colored sheeting of which these expensive looking spreads are made. Inserted chenille border and edge in contrasting color. Buy, and SAVE \$1.02.

4.98

Full Bed Size

EDWARDS,
Second Floor

SALE

Headquarters For 2" Slat VENETIAN BLINDS

Sizes 23" to 27" **2.98** EACH
Sizes 28" to 36" **3.98** EACH

With Custom Made Details Usually Found In More Expensive Blinds

- * Seasoned 2-inch cedar slats, won't warp
- * Facia board enclosing working parts
- * Worm gear lifting device
- * Automatic cord stop, positive action
- * Three coats of ivory enamel, will not chip or crack
- * Cadmium-plated hardware, won't rust or tarnish
- * Easy to install, brackets fit either inside or outside
- * Natural color woven tape, regular equipment
- * Smart loop pull cords

IVORY ONLY carried in stock. White may be ordered at the same cost. Your choice of Tape Colors at 30c extra. For blind, larger size blinds to match may be obtained at the per square foot. Measure exact inside width and length of your windows for accurate size.

EDWARDS, Fourth Floor

PAGE FOUR

TRUTHFUL NEWS

THE ROCHESTER SUN, THURSDAY, OCTOBER 20, 1938

TRUTHFUL ADVERTISING

Evelyn Haskin, 1623 East Avenue, call at The Sun for guest ticket to "Listen Darling" at Loew's Rochester Theater.

SPIRITUALIST SERVICES

Divine healing services will be held at 7:30 p. m. Sunday at the Open Door Spiritualist Church, 123 Union Street, North. A song service will follow at 7:45 p. m. at a sermon by the pastor, The Rev. B. Maxwell. "Just Beyond the Grave, Then What?" and at 8:30 messages by Dorothy Maxwell, Daisy De Rouchie and James McNeil.

D. Seigel, 75 Avenue E. see Freddie Bartholomew in "Listen Darling" at Loew's Rochester Theater. Call at The Sun for guest ticket.

OLD TIME DANCES

Every Friday Nite

Music by

FAIRPORT OLD TIMERS

Singing Prompter

WESTMINSTER PARK

Bring Your Friends

Goodrich



The PROFIT MOTIVE

We make a profit on every piece of furniture we sell. And so does every other furniture house! Remember that. Nobody gives anything away. The reason we can save you money on quality and distinctive furniture is that we can sell at lower prices and still make a profit because of our considerably lower overhead. Won't you come out to our beautiful new display rooms and see what low prices really fine furniture can be sold at? A comparison—both as to quality, individuality and price will convince you that it pays to buy Goodrich quality.

Open Evenings

GOODRICH
FURNITURE COMPANY
1683 DEWEY AVE.

PLENTY FREE
PARKING SPACE

TELEPHONE
GLENWOOD 4064

Grant's Anniversary Sale

SAVE \$5.00!
Spectacular 2 Day

SALE
OF
COATS
\$7.98

Friday &
Saturday
Only

WORTH
\$12.98

- PERSIAN FABRICS
- ALL-PURPOSE WOOLS

Luxurious, warm winter coats you'd be glad to pay \$12.98 for! Now, for the last two days of our 32nd Anniversary Sale you may choose your coat at a \$5.00 saving. Persian fabrics... so rich... so luxurious they look like real Persian coats. Smartly tailored woollens, lined and interlined. New Fall colors.



SIZES 14 to 44

Just 300 To Go At This Price!



Many With The
Popular New
"SKATER'S"
SKIRT

REG. \$2.98

NEW FALL

DRESSES

FRI. and SAT. ONLY

\$1.97

SILKS! WOOLENS!
TAFFETAS! CREPES!

You'll be proud of the slim youthful lines... the smart new fashions in this outstanding group. Styles for sport, dress, street and all occasion wear. Plan on buying two or three at this price... because it will be a long time before you see dress values like these again.



New Fashion
Features
For Every
Occasion

W. T. GRANT CO. EAST MAIN cor. EAST AVE.

The Way To A Man's Heart

BY IRENE MUNTZ

October's bright blue weather stirs up ravenous appetites and most housewives find that the good old-fashioned recipes that their grandmothers made famous do a grand job of satisfying modern families. Most of the desserts they made are brimful of sugar and spice, raisins and nuts and all those mouth watering ingredients that we associate with harvest time.

This applesauce cake is a delicious old-fashioned recipe. Its special advantage (besides its delicious flavor) is that it will stay fresh and moist for several days when stored away in your cake box.

APPLESAUCE CAKE
Temperature: 350 Degrees F
Time: 35-40 Minutes
1/2 c cake flour
1/2 c egg
1/2 c salt
1/2 c baking powder
1/2 c soda
1/2 c cloves
1/2 c cinnamon
1/2 c allspice
1/2 c chopped raisins

Sift, then measure the flour. Sift again with the salt, baking powder, soda, cloves, cinnamon and allspice. Mix the raisins with about 1-3 of the dry ingredients. Cream the butter thoroughly. Add sugar gradually. Add egg to the butter and sugar mixture. Add applesauce gradually. Add dry ingredients gradually. And lastly add the flour, raisins and nuts. Pour into a greased 9 inch cake pan and bake in a preheated oven.

The spicy flavors of this cake are deliciously brought out by either of the following icings:

ORANGE ICING
1/2 c butter
1/2 c confectioner's sugar
1/2 c orange juice
1/2 c orange rind
Cream butter. Sift sugar and beat in. Add orange rind and juice and spread on cake.

MOCHA ICING
2/3 c butter
2/3 c confectioner's sugar
2/3 c cocoa
1/2 c strong coffee

Cream butter. Sift confectioner's sugar with cocoa and work in. Gradually stir in the cold coffee until the mixture is of good spreading consistency.

An old-fashioned favorite with a new wrinkle is this Almond Meringue Gingerbread which comes out of the oven with a delicious brown topping that you'll love. In adding the topping, be sure to leave the unfrosted margin around the edge of the pan, as the meringue will spread as well as rise.

ALMOND MERINGUE GINGER BREAD
Temperature: 350 Degrees F
Time: 35-40 Minutes
1/2 c shortening
1/2 c sugar
1/2 c egg yolk
1/2 c molasses
1/2 c salt
1/2 c almonds
1/2 c boiling water

Cream together the shortening and sugar and beat in the egg yolks and molasses. Sift flour, measure and sift with dry ingredients. Add to first mixture. Lastly, stir in the boiling water, beating until smooth. Pour into a greased shallow pan. Add meringue by spoonful, leaving a half-inch margin uncovered around the edges. Sprinkle almonds over the top. Bake in a preheated oven.

Meringue: Beat 2 egg whites until frothy; add 1/2 sugar gradually and continue beating until stiff. Add 1/2 vanilla.

May your harvest meals be prepared with old-fashioned desserts and may your family hail this autumn as the best ever for good eating!

REMINGTON:

(Continued from Page 1)

well, because of their unfamiliarity with firearms.

Rochesterians: While Tower chain plans "Drive-In" restaurant, only one in Rochester, for their new Dewey Avenue Ridge Road West location. "When the weather is warm," says Ma Fisher, of Fisher's restaurant in Lyell Avenue, "I prepare to serve more dinners, for then housewives prefer to eat out, with their families, rather than at home." Proving that there are things to know, learned only by experience, in every line of business... "It's a poor day, indeed," remarks Jimmy Farrell, "when there isn't a brand new electric razor on the market... Delaware grapes, scarce in local markets and bringing growers \$75 a ton. Last year they brought as high as \$140. They're bought by champagne makers... True democracy, as advocated by noisy political orators, is exemplified by Greece open forum at Dutch Windmill, with Democrats, Republicans, Socialists and Labor Party candidates all having their say... Andy Walsh, Hotel Seneca porter since 1906, when holstery was opened, peered casually from his work at hotel train board the other day and noticed, to his surprise, that Century was scheduled for Rochester at 11:05 p. m. "Why," exclaimed Andy, "the Century doesn't stop here, and how did that get on the board?" There was no answer other than talk awhile back about the Century making a Rochester stop west-bound. However, Mr. Walsh explains to one and all that five good Chicago trains leave town every evening and one, the 10:38, has all the accommodations boasted by the Century and arrives at Chicago 45 minutes ahead of the Century... Democratic convention made \$1,000 week for Emory Mudge and his Hotel Seneca tobacco and news stand... Syracuse-Colgate game coming and so is Christmas.

Women Sponsor Democratic Tea

Candidates Day was observed with a tea given by the Women's Democratic Club today at Hotel Seneca. Mrs. Emily Plant was general chairman. She was assisted by Mrs. Helen Lockwood, Mrs. Agnes Brown, Mrs. Ann McNally and Mrs. Grace Kincaid, co-chairmen, and these committees:

Refreshments, Mrs. Elizabeth Henry chairman, Mrs. William Carey, Mrs. Jessie Howe, Mrs. Katherine Wooden, Mrs. Caroline Glidden, Mrs. Ella Pickering, Mrs. Charles Bauber and Mrs. Carl Campbell; decorations, Mrs. Genevieve Burke, Mrs. Charles Neffle, Mrs. Mary Gallagher and Mrs. Vina Bremer; Mrs. Nan McShea was chairman of entertainment, assisted by Mrs. Mildred Ward and Mrs. Agnes Moran.

LIFE SAVING CLASSES

Red cross senior and junior life saving classes are being held for members of the Columbus Youth Association each Saturday afternoon in the Columbus Civic Center. George Schaad and Miss Molly Promen are instructors.

19th Ward G.O.P. Sets Card Party

19th Ward Republican County and Ward Committee will sponsor a Halloween-bingo party, Friday, October 28, at the Hawley Street clubhouse, beginning at 8 p. m. Emmett R. Gauthier is honorary and Larry Rogers, general chairman, Henry Legg is vice chairman and Earl Manley, secretary to Mayor Lester B. Rapp, is general director of arrangements. Other committees include:

Tickets, Frank Van Lare; floor, Elmer Davies and Frank Dyer; announcers, Frank Schreier and Charles Rohrer; reception, Mayor Rapp, Emmett Gauthier, Harry Legg, Harold S. W. MacFarlin, Judge Arthur Wilder, Judge Raymond Westbury, Hampton Halsey, Councilman Charles Lambase, Councilman Tex Erwin, William T. Nolan, William H. Roberts, John Ideman, Mrs. Olive Goettel, Mrs. Agnes George, Mrs. Henrietta Lanning, Mary Foubister, Mrs. Carl Hampe, Mrs. Arthur Pope, Mrs. Delos Eldridge, Mrs. James Hoeman, Mrs. Thomas Silver, Mrs. George Boulton, and Mrs. John Bevilacqua.

Miss Lucie Wightman, 715 Averill Avenue, is the guest of The Sun and Loew's Rochester Theater. Call at 419 Burke Building for guest ticket.

THRIFTY SHOPPER'S SPECIAL FRIDAY & SATURDAY ONLY!

Waterproof Oil Silk
Shower Curtain
And Window
Curtain to
Match
\$2.59

in green, blue, peach, black, white, gold, or child, red and wine. In several popular patterns. We also carry a complete line of window curtains, bedspreads, and bath mats. Our motto: You must be pleased or your money cheerfully refunded.

ROCHESTER CURTAIN SHOP
(Rochester's Newest Curtain Shop)
134 CLINTON ST. IN LOEW'S ROCHESTER THEATER BLDG. STONE 5616

PORK at CLARK'S

Fresh Pork is cheap and better in quality this season of the year.

HAMS
FRESH SMALL CORN FED
WHOLE OR SHANK-END
18c

CHICKENS
Buy What You Need Of The Cuts You Prefer:
Breasts... lb. 39c
Legs... lb. 37c
Wings... lb. 20c

CLAMS
FRESH DUG CHERRYSTONE
30c HUNDRED
12c

CHICKENS
or FOWL
19c
3 Lb. AVERAGE

CLARK'S MARKETS

Our Poultry Is Not Cold Storage Stock
600 Jefferson Ave. Cor. Bartlett St. Gen. 1417
FREE PARKING At Both Stores
906 N. Goodman St. Cal. 4870



SEE BENDIX
The Successor to the Washing Machine
DEMONSTRATED!

WASHES • RINSES • DAMP-DRIES AUTOMATICALLY

This is all you do:
1 Put dry soiled clothes into the dry cylinder.
2 Set two controls: add soap and bluing.
3 Remove clothes damp-dry, ready for line.

See an amazing demonstration of the successor to the washing machine. See dry, soiled clothes put in the Bendix Home Laundry. See clean clothes taken out, washed, triple-rinsed, damp-dried. See the machine clean itself, stop, all automatically. Learn how it pays for itself. Bendix is simple, fool-proof, fully-guaranteed and may be purchased with a small down payment and terms to suit your budget.

Home or Store Demonstrations At
ALHART ELECTRIC CO. 1149 Culver Rd. Culver 3944
H. B. GRAVES State Street Main 3342
E. W. EDWARDS Main St. E. Stone 2300
I. S. HUNT 390 Thurston Rd. Genesee 6913

HARVEST SALE

Brings the Biggest Food Values
of the Season to the Big Wegman
Self-Serve Grocery Dept's!

ONE POUND
FREE
With Each 2-lb. Purchase at
WEGMAN'S KILBOURN HALL BEST
COFFEE
2 lbs. for **42c** and 1-lb. FREE
THREE pounds for the price of two... to acquaint you with this blend of the finest coffees grown!

LARGE 2 1/2 CAN TALISMAN
PEACHES
Firm, golden halves, preserved at the height of their rich, ripe goodness. Can...
12c

BIG 2 1/2 SIZE CAN NEW PACK
SAUERKRAUT
An extra low price! New-crop, long-tread sauerkraut... Harvest Sale priced at, can...
5c

CRISP FRESH ONTARIO CLUB
CRACKERS
Those famous crisp, Club Crackers at a real special Sale price! Pound package...
14c

BLUE-PLATE, MEDIUM SIZE
FANCY SHRIMP
Take advantage of the Harvest Sale and stock-up several cans, for salads and quick lunches. Can...
10c

DOLE CRUSHED, GEM OR TIDBIT
PINEAPPLE
Real fancy, Hawaiian pineapple, in your choice of three delicious forms. Can...
9c

RED ROSE BRAND EARLY SWEET
JUNE PEAS
Flavorful green peas... the nearest thing to fresh you've ever tasted! No. 2 Can...
5c

These Sale Prices Effective
Until Saturday Night Only!

Wegman's
HOME-TOWN
FOOD MARKETS

We Agree With Bishop Kearney!

**"MAKE IT EASY FOR PEOPLE TO
BUY AND PROSPERITY WILL RETURN"**

And We Are Doing Our Part For You!

Civic Leaders Join In Move to Aid Rochester Business

Reprinted from Rochester Sun October 13, 1938

Leaders in the Rochester industrial, business and labor world are working with the Most Rev. James E. Kearney in aiding Bishop Kearney to put through his plan to increase local employment through a united effort to spur business in this city.

In outlining his program, Bishop Kearney said:

"More optimism in our viewpoint and in our habits of thinking is not only desirable, it is actually a necessity. The depression years have tended to develop a pessimism of living."

ment of employment and business conditions will open about November 1 and continue January 1. It is not a "buy now" campaign, but a "buy now" campaign based on a definite business plan."

CAN
ally
terior
e

BUY A BRAND NEW 1938 LEONARD

ELECTRIC REFRIGERATOR

PAY
ONLY

2

**NICKELS
A DAY**

NO DOWN PAYMENT



HANDY BANK GIVEN!
Free With Every Refrigerator Makes It Easy To Save
Your 2 Nickels a Day

FREE!

WITH ANY
REFRIGERATOR
PURCHASED

FREE!

ANY ONE OF THESE ITEMS BELOW—OR ANY OTHER MERCHANDISE IN STOCK UP TO \$60 VALUE

GAS RANGE



**\$60 VALUE
FREE**
With Every
Refrigerator
Purchased

WASHER

Your Choice —
Westinghouse
or Kelvinator



**\$60 VALUE
FREE!**
With Every Refrigerator
Purchased

RADIO

Your Choice —
Philco, RCA
Victor or
Zenith



**\$60 VALUE
FREE**
With Every
Refrigerator
Purchased

**VACUUM
CLEANER**

Your Choice —
Westinghouse,
Eureka or
Sweeper-Vac.



**\$60 VALUE
FREE**
With Every
Refrigerator
Purchased

SENECA STORES

149 MONROE AVENUE

Open Evenings Until 9:30 P. M.

FREE DELIVERY
Anywhere In Rochester

Evelyn Haskin, 1625 East Avenue, call at The Sun for guest ticket to "Listen Darling," at Loew's Rochester Theater.

OLD TIME DANCES

Every Friday Nite

Music by
FAIRPORT OLD TIMERS
Singing Prompter

WESTMINSTER PARK

Bring Your Friends

SPIRITUALIST SERVICES

Divine healing services will be held at 7:30 p. m. Sunday at the Open Door Spiritualist Church, 123 Union Street, North. A song service will follow at 7:45 p. m. at a sermon by the pastor, The Rev. B. Maxwell. "Just Beyond the Grave, Then What?" and at 8:30 messages by Dorothy Maxwell, Daisy De Rouche and James McNeil.

D. Seigel, 73 Avenue E. or Freddie Bartholomew in "Listen Darling" at Loew's Rochester Theater. Call at The Sun for guest ticket.

Goodrich



The PROFIT MOTIVE

We make a profit on every piece of furniture we sell. And so does every other furniture house! Remember that. Nobody gives anything away. The reason we can save you money on quality and distinctive furniture is that we can sell at lower prices and still make a profit because of our considerably lower overhead. Won't you come out to our beautiful new display rooms and see what low prices really fine furniture can be sold at? A comparison—both as to quality, individuality and price will convince you that it pays to buy Goodrich quality.

Open Evenings

GOODRICH

FURNITURE COMPANY

1683 DEWEY AVE. TELEPHONE GLENWOOD 4064
PLENTY FREE PARKING SPACE

Grant's Anniversary Sale

SAVE \$5.00!
Spectacular 2 Day

SALE
OF
COATS
\$7.98
Friday & Saturday Only
WORTH \$12.98

- PERSIAN FABRICS
- ALL-PURPOSE WOOLS

Luxurious, warm winter coats you'd be glad to pay \$12.98 for! Now, for the last two days of our 32nd Anniversary Sale you may choose your coat at \$5.00 saving. Persian fabrics... so rich... so luxurious they look like real Persian coats. Smartly tailored woollens, lined and interlined. New Fall colors.



SIZES 14 to 44

Just 300 To Go At This Price!

REG. \$2.98

NEW FALL

DRESSES

FRI. and SAT. ONLY

\$1.97

SILKS! WOOLENS!
TAFFETAS! CREPES!

You'll be proud of the slim youthful lines... the smart new fashions in this outstanding group. Styles for sport, dress, street and all-around wear. Plan on buying two or three at this price... because it will be a long time before you see dress value like this again.

W.T. GRANT CO. EAST MAIN cor. EAST AVE.

The Way To A Man's Heart

BY IRENE MUNTZ

October's bright blue weather stirs up ravenous appetites and most housewives find that the good old-fashioned recipes that their grandmothers made famous do a grand job of satisfying modern families. Most of the desserts they made are brimful of sugar and spice, raisins and nuts and all those mouth watering ingredients that we associate with harvest time.

This applesauce cake is a delicious old-fashioned recipe. Its special advantage (besides its delicious flavor) is that it will stay fresh and moist for several days when stored away in your cake box.

APPLESAUCE CAKE
Temperature: 325 Degrees F
Time: 40-50 Minutes
1 cake flour 1 egg
1 salt 1/2 c butter
1 baking powder 1 c sugar
1 soda 1 c unsweetened applesauce
1 cinnamon 1/4 c chopped nuts
1 allspice 1/4 c raisins

Sift, then measure the flour. Sift again with the salt, baking powder, soda, cloves, cinnamon and allspice. Mix the raisins with about 1-3 of the dry ingredients. Cream the butter thoroughly. Add sugar gradually. Add egg to the butter and sugar mixture. Add applesauce gradually. Add dry ingredients gradually and lastly add the flour, raisins and nuts. Pour into a greased 9 inch cake pan and bake in a preheated oven.

The spicy flavors of this cake are deliciously brought out by either of the following icings:

ORANGE ICING
1/4 butter 1/4 orange
1 c confectioner's sugar 1/2 orange juice
Cream butter. Sift sugar and beat in. Add orange rind and juice and spread on cake.
MOCHA ICING
2/3 butter 2 T cocoa
2 c confectioner's sugar 1 to 4 T strong coffee

Cream butter. Sift confectioner's sugar with cocoa and work in. Gradually stir in the cold coffee until the mixture is of good spreading consistency.

An old-fashioned favorite with a new wrinkle is this Almond Meringue Gingerbread which comes out of the oven with a delicious brown topping that you'll love. In adding the topping, be sure to leave the unfrosted margin around the edge of the pan, as the meringue will spread as well as rise. **ALMOND MERINGUE GINGERBREAD**
Temperature: 325 Degrees F
Time: 35-40 Minutes
1/4 c shortening 1/2 c blanched and shredded almonds
2 egg yolks 1/2 c ginger
1 c molasses 1/2 c cinnamon
1/4 c salt 1/2 c flour
1 c almonds 1/4 c soda
1 c boiling water

Cream together the shortening and sugar and beat in the egg yolks and molasses. Sift flour, measure and sift with dry ingredients. Add to first mixture. Lastly, stir in the boiling water, beating until smooth. Pour into a greased shallow pan. Add meringue by spoonful, leaving a half-inch margin uncovered around the edges. Sprinkle almonds over the top. Bake in a preheated oven.

Meringue: Beat 2 egg whites until frothy, add 6 T sugar gradually and continue beating until stiff. Add 1/4 t vanilla. May your harvest meals be prepared with old-fashioned desserts and may your family hail this autumn as the best ever for good eating!

REMINGTON:

(Continued from Page 1)

well, because of their unfamiliarity with firearms.

Rochesterians: White Tower chain plans "Drive-In" restaurant, only one in Rochester, for their new Dewey Avenue Ridge Road West location. "When the weather is warm," says Mr. Fisher, of Fisher's restaurant, in Lyell Avenue, "I prepare to serve more dinners, for then housewives prefer to eat out, with their families, rather than at home." Proving that there are things to know, learned only by experience, in every line of business, "It's a poor day, indeed," remarks Jimmy Farrell, "when there isn't a brand new electric razor on the market... Delaware grapes, scarce in local markets and bringing growers \$75 a ton last year, are brought as high as \$140. They're bought by champagne makers... True democracy, as advocated by noisy political orators, is exemplified by Greece open forum at Dutch Windmill, with Democrats, Republicans, Socialists and Labor Party candidates all having their say... Andy Walsh, Hotel Seneca porter since 1909, when hostelry was opened, peered casually from his work at hotel train board the other day and noticed, to his surprise, that Century was scheduled for Rochester at 11:05 p. m. "Why," exclaimed Andy, "the Century doesn't stop here, and how did that get on the board?" There was no answer other than talk awhile back about the Century making a Rochester stop west-bound. However, Mr. Walsh explains to one and all that five good Chicago trains leave town every evening and one, the 10:38, has all the accommodations boasted by the Century and arrives at Chicago 45 minutes ahead of the Century... Democratic convention made \$1,000 week for Emory Mudge and his Hotel Seneca tobacco and news stand... Syracuse-Colgate game coming and so is Christmas.

Women Sponsor Democratic Tea

Candidates Day was observed with a tea given by the Women's Democratic Club today at Hotel Seneca. Mrs. Emily Plant was general chairman. She was assisted by Mrs. Helen Lockwood, Mrs. Agnes Brown, Mrs. Ann McNulty and Mrs. Grace Kincaid, co-chairmen, and these committees:

Refreshments, Mrs. Elizabeth Henry chairman, Mrs. William Carey, Mrs. Jessie Howe, Mrs. Katherine Wooden, Mrs. Caroline Glidden, Mrs. Ella Pickering, Mrs. Charles Rauber and Mrs. Carl Campbell; decorations, Mrs. Genevieve Burke, Mrs. Charles Neaffie, Mrs. Mary Gallagher and Mrs. Vina Bremer; Mrs. Nan McShea was chairman of entertainment, assisted by Mrs. Mildred Ward and Mrs. Agnes Moran.

LIFE SAVING CLASSES

Red cross senior and junior life saving classes are being held for members of the Columbus Youth Association each Saturday afternoon in the Columbus Civic Center. George Schaad and Miss Molly Promen are instructors.

19th Ward G.O.P. Sets Card Party

19th Ward Republican County and Ward Committee will sponsor a Halloween-bingo party, Friday, October 28, at the Hawley Street clubhouse, beginning at 8 p. m. Emmett R. Gauth is honorary and Larry Rogers, general chairman. Henry Legg is vice chairman and Earl Manley, secretary to Mayor Lester B. Rapp, is general director of arrangements. Other committees include:

Tickets, Frank Van Lare; door, Elmer Davies and Frank Dyer; announcers, Frank Schre-

ber and Charles Rohrer; reception, Mayor Rapp, Emmett Gauth, Harry Legg, Harold S. W. MacFarlin, Judge Arthur Wilder, Judge Raymond Westbury, Hampton Halsey, Councilman Tex Erwin, William T. Nolan, William H. Roberts, John Ideman, Mrs. Olive Goettel, Mrs. Agnes George, Mrs. Henrietta Lansing, Mary Foublater, Mrs. Carl Hampe, Mrs. Arthur Pope, Mrs. Delos Eldridge, Mrs. James Hoeman, Mrs. Thomas Silver, Mrs. George Boulton, and Mrs. John Bevilacqua.

Miss Leone Wightman, 715 Averill Avenue, be the guest of The Sun and Loew's Rochester Theater. Call at 619 Burke Building for guest ticket.

THRIFTY SHOPPER'S SPECIAL

FRIDAY & SATURDAY ONLY!

Waterproof Oil Silk Shower Curtain And Window Curtain to Match

\$2.59

in green, blue, peach, black, white, gold, or child, red and white in several popular patterns. We also carry a complete line of window curtains, bedspreads, and bath mats. Our motto: You must be pleased or you money cheerfully refunded.

ROCHESTER CURTAIN SHOP

(Rochester's Newest Curtain Shop)
134 CLINTON ST. IN LOEW'S ROCHESTER STONE 5616
THEATER BLDG.

PORK

FRESH SMALL CORN FED
HAMS
WHOLE OR SHANK-END 18c

FRESH HOME DRESSED
BROILERS 25c
FRESH SHUCKED
OYSTERS 35c
DIRECT FROM THE BEDS

CHICKENS

Buy What You Need Of The Cuts You Prefer:
Breasts 1 lb. 39c
Legs 1 lb. 37c
Wings 1 lb. 20c

MILK FATTED ROASTING

CHICKENS 19c
or FOWL 19c
3 LB. AVERAGE

FRESH BUCK CHERRYSTONE
CLAMS 12c
50c. HUNDRED

CHUCK OR SHOULDER
BEEF ROASTS 19c
Cut from U. S. Inspected Young Steers.

Our Poultry Is Not Cold Storage Stock

CLARK'S MARKETS

600 Jefferson Ave. Cor. Bartlett St. Gen. 1417

FREE PARKING At Both Stores

906 N. Goodman St. Cul. 4870

SEE BENDIX

The Successor to the Washing Machine

DEMONSTRATED!



WASHES • RINSES • DAMP-DRIES AUTOMATICALLY

This is all you do:

- 1 Put dry soiled clothes into the dry cylinder.
- 2 Set two controls—add soap and bluing.
- 3 Remove clothes damp-dry, ready for line.

See an amazing demonstration of the successor to the washing machine. See dry, soiled clothes put in the Bendix Home Laundry. See clean clothes taken out, washed, triple-rinsed, damp-dried. See the machine clean itself, stop, all automatically. Learn how it pays for itself. Bendix is simple, fool-proof, fully-guaranteed and may be purchased with a small down payment and terms to suit your budget.

Home or Store Demonstrations At

ALHART ELECTRIC CO. E. W. EDWARDS

1149 Culver Rd. Main St. E.

Culver 384. Stone 2306

H. B. GRAVES I. S. HUNT

State Street 390 Thurston Rd.

Main 3342 Genesee 6913

HARVEST SALE

Brings the Biggest Food Values of the Season to the Big Wegman Self-Serve Grocery Dept.

ONE POUND
FREE
With Each 2-lb. Purchase at
WEGMAN'S KILBOURN HALL BEST
COFFEE
2 lbs. for 42c and 1-lb. FREE
THREE pounds for the price of two... to acquaint you with this blend of the finest coffees grown!

LARGE 2 1/2 CAN TALISMAN
PEACHES 12c
Firm, golden halves, preserved at the height of their rich, ripe goodness. Can...

BIG 2 1/2 SIZE CAN NEW PACK
SAUERKRAUT 5c
An extra low price! New-crop, long-tread sauerkraut... Harvest Sale priced at, can...

CRISP FRESH ONTARIO CLUB
CRACKERS 14c
Those famous crisp, Club Crackers at a real special Sale price! Pound package...

BLUE-PLATE, MEDIUM SIZE
FANCY SHRIMP 10c
Take advantage of the Harvest Sale and stock-up several cans, for salads and quick lunches. Can...

DOLE CRUSHED, GEM OR TIDBIT
PINEAPPLE 9c
Real fancy, Hawaiian pineapple, in your choice of three delicious forms. Can...

RED ROSE BRAND EARLY SWEET
JUNE PEAS 5c
Flavorful green peas... the nearest thing to fresh you've ever tasted! No. 2 Can...

These Sale Prices Effective Until Saturday Night Only!

Wegman's
HOME-TOWN FOOD MARKETS

We Agree With Bishop

**"MAKE IT EASY FOR PEOPLE TO
BUY AND PROSPERITY WILL RETURN"**

And We Are Doing Our Part For You!

BUY A BRAND NEW 1938 **LEONARD**

ELECTRIC REFRIGERATOR

**PAY
ONLY**

2

NICKELS A DAY

NO DOWN PAYMENT



HANDY BANK GIVEN!
Free With Every Refrigerator Makes It Easy To Save
Your 2 Nickels a Day

FREE!

WITH ANY
REFRIGERATOR
PURCHASED

FREE!

ANY ONE OF THESE ITEMS BELOW—OR ANY OTHER MERCHANDISE IN STOCK UP TO \$60 VALUE

GAS RANGE



**\$60
VALUE
FREE**
With Every
Refrigerator
Purchased

WASHER

Your Choice —
Westinghouse
or Kelvinator



**\$60 VALUE
FREE!**
With Every
Refrigerator
Purchased

RADIO

Your Choice —
Philco, R.C.A.
Victor or
Zenith



**\$60 VALUE
FREE**
With Every
Refrigerator
Purchased

**VACUUM
CLEANER**

Your Choice —
Westinghouse,
Eureka or
Sweeper-Vac.



**\$60 VALUE
FREE**
With Every
Refrigerator
Purchased

FREE DELIVERY
Anywhere In Rochester

SENECA STORES

149 MONROE AVENUE

Open Evenings Until 9:30 P. M.

SHARE IN THESE Tremendous SAVINGS

With This
COUPON
ALL POPULAR BRANDS
CIGARETTES
10c
PACKAGE



With This
COUPON
2 POUNDS
DOMINO
SUGAR
8c
2-lb. pkg.



ACHTER'S

• Specials For Thursday, Friday And Saturday Only •

Women's Smartly Styled
FUR FABRIC COATS
Swagger And Fitted Styles
Sizes 14 to 46
\$8.64 Reg. \$12.98

Headline Values In
SAMPLE HATS
New Fall Colors
Misses and Matron Styles!
Sizes 21 1/2 to 24 1/2
87c Made To Sell For \$1.98

Unusual Values In
NEW FALL HANDBAGS
scores of styles, colors and sizes to choose from.
All Copies \$2.00 And \$3.00 Styles
44c

A Grand Collection of
NEW FALL DRESSES
All the latest colors and styles.
Sizes 14 to 44
\$1.37 Made To Sell For \$1.98




Women's Rayon Taffeta
SLIPS **25c**
Bias cut, well tailored. Sizes 34 to 44. Regular 59c!

Women's Full Fashioned
CHIFFON HOSE **35c** Pr.
Guaranteed First Quality!
New Fall shades. Made to sell for 59c pair.

80 Square Percale
HOUSE DRESSES **34c**
Guaranteed Fast Color!
All new Fall prints. Regular 69c. Sizes 14 to 32

Men's Cotton
HOSE **4c** Pr.
Assorted Solid Colors!
Regular 10c Value!

Men's And Boys'
GYM SHIRTS **9c** Ea.
Fine Combed Yarn
Made To Sell for 19c

30 FEET
WAX PAPER **2c** Pkg.
Packed in handy household package. Cutter box. Regular 10c value!

Special Value!
6-Inch All Metal
FRYING PANS **5c** Ea.
Made To Sell For 15c

42-Inch Bleached
PILLOW TUBING **11c** Yd.
Reg. 25c Value

Infants'
Flannel
SLIPS **6c**
Hand embroidered sizes 1 to 2. Regular 19c.

Fine Quality
Full Size
BED SHEETS **29c**
72 x 90 size. Made to sell for 59c.

Here's Value!
Approximately 1000
TOOTH PICKS **2 1/2c** Box
Regular 5c Value

LARGE 25c SIZE
RUBBER BALLS **11c** Ea.

Special Value!
Assorted Genuine
FUR COLLARS **39c**
All finished, ready to sew on coat or suit. Values to \$3.98.

SPECIAL
TOOTH BRUSHES **5c** Ea.
Made to sell 15c

Here's Value!
P & G WHITE NAPTHA SOAP **2 1/2c** Bar
Regular 3c

Children's
COAT, HAT & LEGGING SET **\$2.73**
All fully lined for sturdy winter wear. Zipper and snap style leggings. Pink, light blue, rust and royal. Sizes 1 to 4. Made to sell for \$3.98
Girls' Smartly Tailored

COAT AND LEGGING SET **\$6.99**
Never before such unusual values at such a low price. In wine, blue, and rust. Sizes 7 to 12. Values to \$9.98

REDUCED FOR CLEARANCE
GIRLS' NEW FALL
SILK DRESSES **87c**
Solid colors and prints. Sizes 1 to 14. Made to sell for \$1.98!

Children's 1 and 2-Piece
SNOW SUITS **\$1.87**
Complete With Hat
Just the thing for these cold chilly days. Sizes 1 to 4. Assorted colors and styles. Regular \$3.49




WE RESERVE THE RIGHT TO LIMIT QUANTITIES

OPEN Every NIGHT UNTIL **9 P.M.**
Store open every day at 9 A. M.

BED SPREADS **49c**
Full Size Colonial
Regular \$1.49

Look into THESE **Bargains**

FREE PARKING
AT THE GIBBS AND GROVE ST. STATION
OPPOSITE THE Y. M. C. A.

CLOSE OUT
SHOES **25c** pr. up
Women's and Children's
Value Up To \$2.98

Men's Extra Heavy All Wool
Melton JACKETS **\$2.49** Regular \$3.49
Assorted Plaids and Plain Colors!
Boys' Sizes \$1.95—Regular \$2.98

Men's Sturdy
WORK PANTS **81c**
Guaranteed washable. Regular \$1.49 value.

Boys' Corduroy
KNICKERS **78c**
Made To Sell For \$1.49

Boys' Corduroy
OVERALLS **48c**
Made to sell for 79c

Men's Heavy Flannel
FLANNEL SHIRTS **63c**
Full Cut Brown and grey. Regular \$1.00

Boys' Two-Tone
COAT SWEATERS **\$1.23**
With full zipper front. Regular \$1.98




Extra Heavy
SHEET BLANKETS **46c**
70 x 90 Size Pastel colors
Made to sell for 19c

Adjustable Curtain
STRETCHERS **87c**
• Easy Back • Graduated Pins
Real Value at \$1.19!

100% ALL WOOL
BLANKETS **\$3.98**
70 x 90 size. Made to sell for \$5.98.

Genuine Holland
WINDOW SHADES **44c**
Assorted Colors. Regular 69c.

Fast Color
CHENILLE RUGS **49c**
22 x 34 size. Made to sell for \$1.00.

Adjustable Top
Lace Curtains **79c**
• Ready To Hang • Self Pleating • Made to sell for \$1.19

All Metal
MEDICINE CABINETS **79c**
with decorated mirror door. Regular \$1.19

Rayon Damask
DRAPES **\$1.19**
• Pleated Tops • Fully Lined • Made to sell for \$1.98

Cannon Turkish
TOWELS **15c**
First quality Stripes and Plaids. Size 20 x 40. Regular 29c

Assorted Carbon Steel
KNIVES **10c**
Butcher, slicer, and bread knives. Regular 39c

FOR MORE OUTSTANDING DAILY SPECIALS, ACHTER'S SUGGEST YOU LISTEN DAILY OVER RADIO STATION WSAY and WHEC.

Genuine Taylor Tot
BABY WALKER **\$1.74**
With Removable Handle Made to Sell for \$2.49!

Large 4 Oz. Shein
POLAR YARN **39c**
Assorted colors. Regular 59c Value.

Infants'
KIDDIE BATHS **\$3.25**
Sturdy built. Pink, blue and ivory. Made to sell for \$5.98.

Genuine
TALON ZIPPERS **15c**
Assorted colors and styles. Sizes up to 9 in. Regular 25c

Regular 35c
DAISY CROCHET COTTON **17c**
Assorted Colors

Special Full Size
CHENILLE BED SPREADS **\$1.31**
Beautifully Designed Assorted colors.
Made to sell for \$2.98. Others priced up to \$12.48.




ACHTER'S

387 E. MAIN ST.
NEAR GIBBS ST.
And 35 GIBBS ST. OPP. EAST MAIN THEATRE
PHONE—STONE 5520
BUSIEST NEW DEPARTMENT STORE

BARGAIN ARCADE

SPORTS

By JOHN BURNS

Football fans are still talking about the thrilling finish staged by Bill Orange in turning what seemed certain defeat into a triumph over Cornell last Saturday at Archbold Stadium. And inseparably linked with this talk is the remarkable marksmanship of Sidat-Singh, whose bulls-eye passes set up the touchdowns which brought victory to Syracuse.

Ossie Solem, Syracuse coach, had more to do with Singh's passes than was apparent to the 50,000 eyes which watched this display of football legendariness. A few days before the Syracuse-Cornell combat, Sidat-Singh was passing so poorly in practice that the Orange coaching staff figured their No. 1 aerial threat as practically a total loss against Cornell.

So Solem went into a huddle with Singh and found that the youngster was suffering from an inferiority complex. Singh has not seen a great deal of action in the two games preceding the Cornell affair and the lad was feeling pretty low. Solem changed the picture when he told Singh he was being saved for Cornell and from there on no one could find fault with the manner in which Singh threw that football.

Bill Cox hopes to get his University of Rochester eleven back on the victory road Saturday afternoon, when the Yellowjackets are to play Hamilton at Clinton. Hamilton whipped the varsity, 16 to 0, a year ago.

call, did not have an outstanding record last season, but, nevertheless, the Skibos managed to beat Notre Dame, 9 to 7.

Baseball business goes on, regardless of what is happening in the line of seasonal sports. The latest transaction affecting the Red Wings concerns the acquisition of Stanley (Frenchy) Bordagaray from the Cardinals.

Bordagaray, who is equally at home in the outfield or infield, should prove a real asset for the 1939 Wings, provided he does not succumb to the idea that he is being railroaded out of the majors. In view of the fact that no big league club put in a claim for his services, it would seem that such an idea has no basis in fact.

The Bordagaray deal is the first of a series of steps intended to bring the Reds up to the strength promised by Branch Rickey when he declared that the 1939 Rochester club would be powerful enough to challenge Newark's domination of the International League.

In addition to numerous player changes, there may be a change in managers, too. There has been much talk concerning the return of Billy Southworth and the shifting of Ray Blades elsewhere in the Cardinal organization. If this switch is made, it will be done within the next three weeks.

Miss Mary Curtis, 345 Culver Road, is Freddie Bartholomew and Judy Garland in "Listen Darling" Low's Rochester Theatre. Call at the Sun for guest ticket.

John W. Dewhurst, 36 Electric Avenue, call at The Sun for guest ticket to Low's Rochester Theatre.

Kiwanis Gives Benefit Play

Rochester Kiwanis Club is sponsoring a production of George M. Cohan's comedy-mystery, "The Tavern," at the Auditorium, Friday night, November 4th. Proceeds from the play will go to the club's philanthropic activities.

The cast, under the direction of Walter L. Wheelahan, is drawn from the Paddy Hill Players of Greece. This organization thrice has won the Cornell trophy, retiring it, for the best amateur dramatic productions. The players have boast a theater of their own, in the woods of Greece, where throughout the winter months every night, groups of theatrically-minded young folks gather to amuse themselves with grease paint and voice the lines of famous roles.

Success of "The Tavern" will bring three additional plays by the Paddy Hill group under Kiwanis Club auspices.

St. Reynolds is general chairman. Tickets may be had by calling Stone 3487, or from Kiwanis.

"CALM YOURSELF"

Calvary Baptist Church players will repeat the comedy, "Calm Yourself," Friday, October 28, at 8:15 p. m. S. Begy Dixon is directing. Cast includes Boddy Hines Sr., Bill Peters, Ruth Hunter, Thelma Wegner, Lois Montgomery, Edward Belsham, Fred Baker, Jack Dixon and Ruth Berghorn.

TODAY AT BERGHASH

WINE & LIQUOR
• STORE •

RYE WHISKEY

\$1.29
17 MONTHS OLD
Only 4 to 8 Customer

BOURBON WHISKEY

\$1.39
2 YEARS OLD
CASE—12 QUARTS—\$15

LONDON INN GIN

90 PROOF
\$1.00
FIFTH

IMPORTED RUM

EXTRA HEAVY GOLD LABEL
\$1.86
2 Bottles for \$3.50

IMPORTED SCOTCH

12 YEARS OLD
\$2.99
FIFTH

RENAULT WINES

69c to 79c VALUES

SPECIAL 53c FIFTH

2 BOTTLES FOR \$1
Sherry — Port — Tokay
Muscatel — Angelica
Madeira — Marsala

Case — 12 Bottles \$4.50

CHATEAU BRISAC

100% California
WINE \$1.39
79c Half Gallon

AMERICAN 100 PROOF

Bottled in Bond
RYE OR BOURBON
WHISKEY

\$2.75
QUART

California BRANDY

\$1.39
FIFTH
Cherry or Peach Brandy
Proof \$1.69 Fifth

FREE DELIVERY
PHONE MAIN 786
Free Parking Opp. Store

BERGHASH

124 CLINTON AVE. SO.
Next to Low's Theatre

REPEATING LAST WEEK'S FURNITURE SENSATION

THESE LOW PRICES MADE POSSIBLE BY LOW OVERHEAD

Only At Majestic A Value Like This!

A COMPLETE LIVING ROOM

★ 12 Lovely Pieces ★

ON EASY TERMS \$77

You get everything! All included at this one sensationally low price. Outfit includes Huge davenport, matching chair and ottoman, Occasional Chair, Bridge Lamp, Chrome Smoking Stand, Coffee Table, End Table, Occasional Table, Kneehole, Desk, Junior Lamp, and Table Lamp.

BUY OUT OF THE HIGH RENT DISTRICT

Regular \$6.95 CRICKET CHAIRS Ideal for bedrooms. Lovely chintz covers. \$4.44	Nationally Known CEDAR CHESTS Reg. \$19.95 Value Walnut Finish \$12.95 50c Down—50c a Week	Regular \$16.95 INNERSPRING MATTRESSES A Real Buy \$8.95
---	--	---

SAVE AT MAJESTIC A COMPLETE BEDROOM

★ 12 Lovely Pieces ★

Pay \$5 Down \$66

Everything for a lovely bedroom included: Modern walnut bed, chest of drawers, dresser or vanity, boudoir chair, 2 scatter rugs, nationally known coil springs and mattress, 2 full sized pillows, boudoir lamp and night table.

SHOP AT YOUR LEISURE
Open Every Evening Until 9 P. M.

★ FREE PARKING At Any Downtown Station ★

MAJESTIC FURNITURE COMPANY

204 COURT ST.

MONROE AVE. THE CHATEAU

LEADERS IN THE ROCHESTER NIGHT CLUB FIELD

Held Over! Popular Demand!

All Star Floor Show

★ ★ ★ ★ ★
VERN WILCOX
Acrobatic Dancer
IRENE & ALYCE
Rhumba Specialties
MARGIE MAY
Aerobatic Dancer

THE COCKTAIL GIRLS
THELMA WALTERS
Magnetic Mistress of Ceremonies

DE CARMO MIDGETS

300 Seconds of Acrobatic Comedy with a Laugh a Second!

2 ORCHESTRAS
EVERY NIGHT

Cover Charge 25c
FINE FOOD AND DRINKS
Famous for Capon, Duck, Turkey and Fish Dinners.
\$1
Steak Dinners \$1.50

AS REPRESENTATIVE OF THE 38th DISTRICT CONGRESSMAN GEORGE B. KELLY HAS BEEN EVER ALERT TO THE NEEDS OF THIS COMMUNITY. HE HAS REPRESENTED ALL GROUPS FAIRLY AND ABLY WITHOUT SACRIFICING THE INTERESTS OF ONE IN FAVOR OF ANY OTHER.

ON HIS RECORD AS YOUR REPRESENTATIVE HE ASKS YOUR SUPPORT IN THE COMING ELECTION.

Mrs. E. Carroll, 3284 Culver Road, see "Listen Darling" at Loew's Rochester Theater. Call at The Sun for guest ticket.

Joseph B. Goodyear, 144 Strong Street, call at The Sun for guest ticket to "Listen Darling" at Loew's Rochester Theater.

DON'T WASTE TIME Hunting For Bargains!

Come Direct To Bargain Headquarters

WINES AND LIQUORS AT LOWEST PRICES

SEVEN YEAR OLD WHISKEY

Distilled, matured and bottled under Canadian Government Supervision. 90.4 U.S. proof. **\$1.63** Pint

SILVER DOLLAR WHISKEY

Spec. This Week **\$1.75** Full Quart

ROYAL BOX 100% GRAIN GIN

LONDON DRY **\$1.45** Quart

"CAMPBELL'S" PRIDE OF EDINBURGH

8 Yr. Old SCOTCH

"You Can't Buy For Less" **\$2.69** Fifth

Only 4 Bottles Left!

20 YEAR OLD CUBAN RUM

REG. \$3.20 FIFTH **SALE \$2.70** ENTIRE LOT **\$9.25** Fifth

SHOP BY PHONE! FREE DELIVERY

GENESEE 4928

No need to chase all over town looking for "bargains". We maintain lower prices. Not only an advertised special—but throughout the store.

MANHATTAN WINE and LIQUOR CO.

960 GENESEE ST. Cor. Brooks Ave.

Hi-Y Council Sets Charity Ball

The Central Y. M. C. A. Hi-Y Council has planned a charity ball Thanksgiving Eve, November 23. This affair will be the first step in the program for raising funds to aid underprivileged boys.

Raymond Francis and Paul Reichel of the chartering committee will meet with other clubs today, including Tau Epsilon, Phi Gamma, Phi Kappa, Alpha, The Rippers and Phi Delta. Council officers elected recently are president, Ralph Toepfer, Alpha Psi; vice president, Walter Hyler, Kappa; secretary, Paul Kinsella, Phi Kappa; treasurer, George VanNoy, Phi Delta.



The DeCarros Midgets are entertaining this week at The Chateau. They are comedy acrobats.

State To Reduce Bypass Signs

Motorists enroute to New York's world fair will be advised to linger awhile in Rochester, if they're in this vicinity. That is, the present billboard-size signs indicating how the city can be avoided, will be replaced by much smaller signs with the same information, according to Mayor Lester B. Rapp's Citizens Committee on the fair. Decision was made after a conference with Howard E. Smith, state district engineer.

The committee, headed by John P. Boylan, is trying to encourage fair-bound travelers, both coming and going, to stop and enjoy the advantages of this city.

BETSY ROSS PARTY

Betsy Ross Auxiliary, United Spanish War Veteran, will give a card party Saturday at the Bond Bakery, 392 North Street. Prizes will be awarded.

Comic Midgets



The DeCarros Midgets are entertaining this week at The Chateau. They are comedy acrobats.

Lecture, Ball Listed at U. R.

Tomorrow afternoon in Cutler Union, Hugh Selton, British historian and author will give the first university lecture of the year, "England and the Central European Powers" is his topic. Following the talk, tea will be served.

Saturday at 9:15 p. m. halls of Cutler Union will be transformed into an atmosphere resembling the pre-Hitler era of Vienna when the junior class presents the Croesus Ball for the benefit of the women's yearbook.

A "Croesus Queen" will be chosen from the dancers. Her likeness will be reproduced in full colors in the Croesus. Peggy McCarthy is chairman of the ball, assisted by the following committees: Orchestra, Arline French, Jean Livingston; tickets, Lois Holly; patrons, Jane Howes, Mary Sutton; decorations, Elsa Lapp and Virginia Ward; printing, Esther Teller; and publicity, Marion Natapow.

Perosian Choir To Give Concert

On October 31, at eight fifteen, in Nazareth Academy Auditorium on Lake Avenue, the Perosian Choir will present its second annual concert. The program will include selections by the entire choir and by a smaller group of choristers, who will offer songs from the light classics. Cantabibus Organus will be sung, Amelia Sibello taking the solo part accompanied by the choir.

One of the features of the evening will be the one-act dramatic musical, "In Mozart's Time," the setting of which is in the gay Vienna where intrigue played a large part in the lives of the main characters. The leading parts will be taken by Frances Briggs, Eileen Hanley, Doris Hemmer, Nancy Dineen and Suzanne De Prez.

The concert will be under the direction of Sister Irmma of the music faculty. Mrs. Gertrude Taylor is assisting with the dramatic and George Minges will be guest conductor.

PASTOR TO PREACH

"The Joyful Will of God" will be the Sunday sermon topic of the Rev. Paul C. Johnston, pastor of the Third Presbyterian Church. Sunday school session will be held at 10 a. m.

Mr. and Mrs. T. Franklin Preston of Beverly Street, have returned from Fairfield, Conn., where they were guests of Dr. and Mrs. Robert J. Lynch.

E. A. Ingalls, 44 Hamilton Street, see "Listen Darling" at Loew's Rochester Theater. Call at The Sun for guest ticket.

S. Silver, 928 North Street see "Listen Darling" with Freddie Bartholomew and Judy Garland, playing at Loew's Rochester Theater beginning October 21. Call at The Sun for guest ticket.

JEANS

Cotton and Silk Dress Shoppes

Rochester's Largest Selection of

New Silk DRESSES

At **\$1.95** Only

Sizes 12 to 60

Always Plenty of Large Sizes

WOMEN BOWLERS!

Complete assortment of solid color spun rayon tailored models in all sizes. Ideal for team uniforms.

1162 CLINTON AVE. N. 500 LYELE AVE. 197 GENESEE ST.

It's the Tooth Brush Without Bristles!

Dr. West's MIRACLE TUFT

NEVER SHEDS! LASTS LONGER! NEVER GETS SOGGY!

At last! The tooth brush without bristle troubles. Made with EXTON, a bristle-like filament that cannot break or split and is repellent. Cleans teeth better than ever before possible with a toothbrush.

47c

Made With Dupont EXTON Bristles

New Reduced Price! Dr. West's TOOTH BRUSH

Waterproof Bristle IN CARTON **33c**

AT ALL DAW'S CUT-RATE DRUG STORES

TODAY, TOMORROW & SATURDAY

DAW'S

CUT-RATE DRUG STORES

1. OPPOSITE Temple Theatre. **56 Clinton AVE. SO.**
2. CORNER ABERDEEN. **31 Main ST. EAST**
3. 1 DOOR FROM STILLSON. **353 Main ST. EAST**
4. CORNER DEWEY. **464 Ridge ROAD W.**
5. AT THE BULL'S HEAD. **880 Main ST. WEST**

DAW'S RINSO

10c Size

2 Boxes for **11c**

(Limit 3) With This Coupon

DAW'S WAX PAPER

Extra Heavy

125 Ft. **11c**

(Limit 3) With This Coupon

DAW'S Single-Edge BLADES

Pack of 4

4c

(Limit 3) With This Coupon

DAW'S Woodbury's SHAMPOOS

Reg. 50c—Coconut Oil Tar—Castile

16c

(Limit 1) With This Coupon

FREE Deliveries

On orders of \$1.00 or more, to any section of Rochester.

GLYCERINE

Suppositories (Infant or Adult) Reg. 25c **9c**

MARCHANDS

HAIR WASH Regular 50c **26c**

EPSOM SALTS

Reg. 25c Pound **6c**

TASTYEAST

Reg. 5c **5 for 10c**

VICK'S NOSE DROPS

Regular 35c **24c**

ZINC OINTMENT

Regular 25c Tube **8c**

HOPPER'S

Restorative Cream, Reg. \$1.10 **58c**

TINCT. IODINE

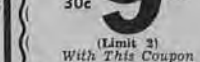
Reg. 15c **3c**

CASCARA

Sagrada Tabs 5-Gr., Bot. of 100 **9c**

EDWARDS OLIVE TABS

Tab. Reg. 30c **13c**



I FEEL LIKE A MILLION SINCE I TOOK PURSANG

Yes, Pursang contains, in properly balanced proportions, such proven ingredients as organic iron. Quickly stimulates appetite and aids nature by supplying the substance which makes rich, red blood. When this happens, energy and strength usually return. You feel like new. Get Pursang from your druggist.

KOTEX

2 Boxes of 12 Pads **39c**

DAW'S Laxative — Quinine

COLD Tablets

Box of 24 **9c**

Reg. 30c (Limit 2) With This Coupon

DAW'S Barbasol Shave Cream

Regular 50c **18c**

(Limit 1) With This Coupon

DAW'S Adhesive PLASTER

5 Yard Rolls **2 for 11c**

(Limit 3) With This Coupon

GILETTE Thin Blades, Pack of 8

19c

NASON'S Cod Liver Oil, Reg.

66c

VERACOLATE Tablets, Reg.

74c

NOXZEMA Cream, Reg.

49c

JERGEN'S Lotion and Face Cream, Reg.

39c

TYREE'S Antiseptic Powder, Reg.

41c

AMMONIA, Household Quart, Reg.

14c

DR. SCHOLL'S Corn Pads, Reg.

21c

SWAMP-ROOT Kilmier's, Reg.

39c

AGAROL, Laxative, Reg.

79c

SAYMAN'S SALVE Regular 25c

18c

PETERMAN'S Discovery, 35c Pint.

19c

REVELATION Tooth Powder, Reg.

29c

TEK Tooth Brushes Regular 50c, 2 for **51c**

GREEN SOAP, Tincture Pint, Regular 75c **44c**

FLAXSEED, Whole or Ground, Pound **16c**

SLOAN'S Liniment Regular 35c **29c**

NOW! AMAZING NEW SHAMPOO

SPECIAL DEERE FOR DRY HAIR REGULAR DEERE FOR NORMAL OR Oily HAIR

Medium **49c** Large **79c**

DAW'S Milk of Magnesia Tooth Paste

Reg. 25c **8c**

(Limit 1) With This Coupon

DAW'S Adhesive PLASTER

5 Yard Rolls **2 for 11c**

(Limit 3) With This Coupon

Right Reserved To Limit Quantities

There is nothing finer than a Stromberg-Carlson

PEDIGREE...

weis & fisher's

80 CLINTON AVENUE SOUTH

See our complete display of the sensational new 1939 Stromberg-Carlson! 24 models to choose from. Featuring unexcelled tone in a wide variety of cabinet styles and woods.

No. 320-H RADIO All wave table model with full vision dial. Beautiful walnut cabinet. **\$39.95**

No. 320-T RADIO An authentic Phyllis design mahogany. **\$99.50**

No. 335-L RADIO Full featured all-wave console with electric button tuning. **\$79.95**

The Labyrinth in a Stromberg-Carlson. **\$127.50**

No. 340-M Labyrinth Radio with Electric Flash Tuning **\$127.50**

ONLY THE LABYRINTH...

Eliminates distortion by absorbing the "boom" and blotting-up blurred sounds common to ordinary radio.

Projects sound at "Ear Level" above upholstery that absorbs and mutes true tonal values.

Improves the accuracy of the loud-speaker at all volumes.

Increases the number of bass notes heard to produce a new fidelity of startling realism.

Monastic Silhouette Suits All Figures and All Ages

BY JONATHAN JONES
Stylist for E. W. Edwards and Son
Extra! Extra! Paris
launches the MONASTIC SIL-
HOUETTE, the baggy dress
hit since the drindl.
Brought out of the middle
ages by a clever contemporary
designer, inspired by the free
flowing, rhythmic lines of a
fourteenth century Abbot's robe.
The gown swings free from the
shoulders to fall in soft grace-
ful folds above and below a
tiny girde waistline.
As versatile as it is practical,
this thrilling new trend is as
thrilling in sports and evening
dresses as it is in afternoon fa-
shions. Youthful yet dignified,
and extremely easy to wear...
it flatters all figures and be-
comes all ages.
Alert ready-to-wear depart-
ments of downtown Rochester
shops are among the first in the
country to feature this Modern
Medieval inspiration. So, you've
only to choose one of these
graceful MONASTIC DRESSES
to become a "fashion leader."



MONASTIC DRESS in rich
rayon crepe. Inspired by the
free flowing, rhythmic lines of
a fourteenth century Abbot's
robe.

Child Welfare Problems Told

Increased attention to the
problems of delinquent and ne-
glected children and a more
flexible system of handling re-
lief cases was urged by Whit-
comb, H. Allen, superintendent,
Society for Prevention of Cruel-
ty to Children.
Allen's plea was made after
his return from the recent Syra-
cuse conference on social wel-
fare at which state officials
planned to increase the state's
responsibility for relief, a plan
opposed by Allen. He also op-
posed a recommendation that
town welfare offices be abol-
ished and their function be ad-
ministered by the county com-
missioner of welfare. This lat-
ter proposal, he believes, smacks
of regimentation.
Another plan, that problems
of delinquency and neglect be
handled by relief agencies, Allen
labeled as dangerous, explain-
ing that a specialized agency is
needed in such cases, "other-
wise relief administrators would
threaten to take children from
their parents unless regulations
of the relief administrators were
followed."
More public interest, rather
than more money, is needed, he
said, if Rochester is to properly
cope with child delinquency and
neglect.

SAUERKRAUT SUPPER

Ladies of Emanuel, Evange-
lical and Reformed Church,
Hamilton and Bond Streets will
serve their annual sauerkraut
supper today at 5 p. m.

Mrs. Theodore B. Drescher of
Pelham Road, entertained at a
children's luncheon on Saturday
at the Chatterbox Club.



SHEER COLORING

for Gray and Faded Hair
Complete With

SHAMPOO
and
WAVE
\$3
FORTUNA
Hair Styling Salon
105 Commerce Bldg.
STONE 4691

LET'S EAT OUT!

Let's enjoy the indescribable pleasure
of having Sunday Dinner... served
in an atmosphere of pleasant hospi-
tality... prepared by Rochester's
most capable chefs... from \$1...
at the

SAGAMORE DINING ROOM

(Mezzanine Floor)

Coffee Shop (Main Floor),
open daily, 7 A. M.—9 P. M.

Lomb Circle To Give Flag

Captain Henry Lomb Circle,
Ladies of the G. A. R., will pre-
sent a flag to the Church School
of the Church of Ascension at the
Sunday morning service on
October 30. Patriotic Instructor
Mrs. Rose Green is in charge
of arrangements and will make
the presentation. Acceptance of
the flag will be made by James
Paine, superintendent of the
Church School.
Others to take part are Pres-
ident Mrs. Edith M. Bostwick,
chairman of the National Coun-
cil; Mrs. Gertrude M. Walbridge,
department patriotic instructor;
Miss Olive Smith, Miss June
Green, and special guest of
honor, Post Department Com-
mander Henry Lilly of the G.
A. R., who will lead in the
pledge of allegiance to the flag.
The following color bearers
are requested to report at 10:30
at the church, corner Lake Ave-
nue and Riverside Street: Mrs.
Hazel Kressman, Miss Helen
Stonegraber, Mrs. Grace Rowe,
Mrs. Lillian Gresser, Mrs. Flo-
rence Lohwater, Miss June
Green, Mrs. Edith Ryan and
Mrs. Nancy Thompson.
A card party will be given at
the home of Mrs. Edith Ryan,
3781 Lake Avenue, Saturday
evening. The public is invited.
The next regular meeting of
the Circle will be held at City
Hall Annex, Friday evening,
Mrs. Edith M. Bostwick presiding.
A penny supper, in charge
of the October Committee, will
be served preceding the meet-
ing.

School 26 Group To Picket Polls

"Remember School 26" badges
will confront north side voters
come Election Day when mem-
bers of the newly organized
North Side Non Partisan League
picket the polls. David Needer
is chairman of the group.
The club, formed as an after-
math of the fight between par-
ents of pupils who formerly at-
tended closed Bernard Street
School No. 26, and the Board of
Education, has opened head-
quarters at 690 Joseph Avenue.
The league opposes Daylight
Savings and has endorsed Henry
D. Shedd for Special County
Judge, Louis Cant, American
Labor Party, for the Assembly,
3rd District, and re-election of
Representative George B. Kelly,
Congress, 38th District.

Robertshaw Unit Committees Named

Members of the Frank E. Ro-
bertshaw Unit, American Legion
Auxiliary, will meet at the Ar-
mory on Wednesday evening,
November 2, at 8:15.
Gertrude Troit, president, has
named the following members
on committees: chaplain and
community service, Elizabeth
Attridge; color bearers, Minnie
Morrow and Elizabeth Hall;
sergeant at arms, Mary Noone;
finance, Erma Karle; member-
ship, Thelma Owens; memorials,
Ruth Cady and Adelaide Roe;
Americanism, Leona Springer;
historian and publicity, Irene F.
Stephany; social, Doris Rohr-
ling; sunshine, Elizabeth Kildea;
child welfare and child health
camp, Grace McCarthy; educa-
tional and vocational training,
Ruth McGarry; coupons, Eliza-
beth Hall; constitution and by-
laws, Irene Stephany; music,
Laura Pesch; national defense
and legislation, Marie Genter.

RUMMAGE SALE SET
Ruth Circle of Trinity Metho-
dist Church, Post Ave. at Sawyer
Street will conclude its three-day
rummage sale today, at 130 Main
Street, West.

Doctor's Deeds



ROSALIND RUSSELL
ROBERT DONAT

Stars of the photoplay at
Loew's tomorrow, "The Cita-
del."

They're at Old Heidelberg



Here are the Hyroleans who entertain—Signori Karmino, Hans Hohenberger,
nightly at Pittsford Inn's Old Heidelberg. Bob Mueller, Linson Jennings, Carl Stemm,
Front row—Lottie Mueller, Dorothy Carr, Otto Schuff, Walter Degan and Ernie Ettemm.
Helen Di Francesco, Kay Hohenberger; back

Timely Double Defeats Purpose of Psychic Bid

By VIRGINIA LEVY
Each week The Sun will present Virginia Levy's description of
the bidding and play of an "actual" bridge hand.
Frequently those who write on bridge tend to go over the
head of the average player in many of the phases of bidding and
play which they choose as their subjects.
It probably is a good idea to
stress some of the situations,
which baffle the weaker player,
and help him to clear up some
of the difficult bidding prob-
lems which confront him from
time to time.
One of the cases, which is in-
deed a problem for the fairly
inexperienced player, is that in
which he is outsmarted by the
clever opponent who psyches
him out of games and slams.
The following hand is a good
example of that type of psychic
bid:

NORTH
S A K Q
H J 7 5 3
D 4 3
C K Q J
WEST
S 10 3 4
H A K 5 5
D 10 5 4 2
C 10 5 4 2
EAST
S K J 7 2
H Q 2
D K 7 2
C A 7 6
SOUTH
S Q 2
H A K 10 4 3
D A Q 6 10
C 2
East is the dealer, with North and
South vulnerable.
With normal bidding, North and
South could easily reach a slam in
hearts by the following method:
NORTH SOUTH WEST NORTH
1 Club Double (A) 1 (B) Double
2 Spade (C) 2 Hearts Pass (D) 4
Pass 4 N Trump Pass 5 Spades
Pass (D) 5 Pass
A. After his partner's double
North shows his two honor
tricks by making a jump bid
in hearts.
B. South, with 4 honor tricks,
decides to make a slam at-
tempt, inasmuch as he feels
he can place all the missing
honors.
C. North shows the ace of spades
in response to South's 4 No
Trump.
D. The six heart bid by South

Doyle, McAvoy Named In Columbus Youth Drive

Edward J. Doyle will direct the
special committee, and George
B. McAvoy the men's division
when the annual membership
drive of the Columbus Youth
Association begins November 4.
Goal is 2,250 members.
The Rev. Gerald T. Lambert,
director of Columbus Civic cen-
ter and chairman of the cam-
paign, has outlined plans for 40
teams totaling 400 workers.
Chairman of the women's divi-
sion will be announced at a
later date.

Miss Bessie Murray, 35 Cameron
street, is the guest of Loew's Roches-
ter Theater at "The Citadel." Call at
The Sun for guest ticket.

**Jonas Knopf Continues
Public Speaking Course**
Jonas Knopf, Rochester elo-
quenter and Ad Club leader, will
conduct a course in "Effective
Speaking" in Powers Hotel be-
ginning today at 7 p. m.
The course, developed by Dale
Carnegie, author of "How to Win
Friends and Influence People",
will be under auspices of the
Business and Professional Wom-
en's Club.

KIWANIS ACTIVITIES
INCORPORATED
The Paddy Hill Players
in George M. Cohan's
Comedy-Mystery
"THE TAVERN"
Fri., Eve., Nov. 4, 1938
Masonic Auditorium
Tickets: 50c and \$1.00
PHONE STONE 3487

EASTMAN Fri. and Sat. Evns. Oct. 28 and 29

"MARRIAGE OF FIGARO"

(Grand Opera in English)

**METROPOLITAN OPERA STARS
CIVIC ORCHESTRA**

Seats \$1, \$1.25, \$1.50, \$2, \$2.50

SAVE 40% to 50% ON WOOLENS

THIS IS NOT JUST
A CLAIM
IT'S ACTUALLY
A FACT!

for COATS
for SUITS
for DRESSES

Comparable savings on all
other materials.

Check! Compare! Be Convinced!

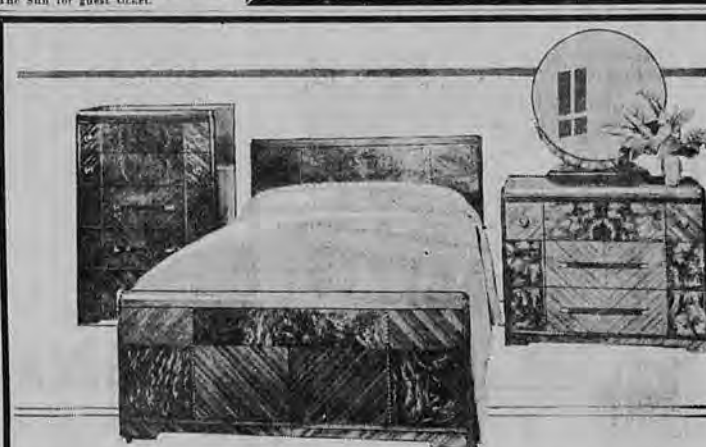
We know where to buy remnants in New York. We buy at lowest
prices! We sell at lowest prices! New materials arriving every day!

M. G. SILK STORE

350 MAIN ST. E.
(Corner Sullivan)

OPEN
EVENINGS
TO 9 P. M.

383 JOSEPH AVE.
(Opposite Herman)



LAUER'S WALNUT MODERN

A LIVEABLE 3-PIECE GOOD QUALITY SUITE
THAT COSTS VERY LITTLE—FOR SO MUCH

\$79

Notice the finely matched veneer, the beauti-
ful hand rubbed finish and the smart modern
hardware of this Lauer suite. It will lend a
gay, pleasant touch to your bedroom... and
Lauer's price is so low for such fine quality
because Lauer's aim is to sell you better
furniture at the lowest possible price. Visit
Lauer's and see our 10 huge floors of new,
smartly styled modern and period furniture
tastefully displayed. You will find the furni-
ture you are looking for and you will be
pleased with Lauer's low prices.

Those who wish may use Lauer's
businesslike budget terms. The
only additional is 1/2% per
month.

LAUER'S ARE FAMED

FOR THE FINEST SOLID MAPLE
SOLID CHERRY & BLACK WALNUT



PIECE PICTURED
70" Height
50" Width
SOLID MAPLE

\$59.50

What You'll Find In LAUER'S Display Of
Early American Period Furniture

CONSIDER H. WILLET

Only at Lauer's will you find this finest of solid maple
and solid cherry furniture in authentic, Early Ameri-
can styles.

VIRGINIA HOUSE

Colonial reproductions artistically styled by master
craftsmen. See the complete display on our floors.

FOREFATHERS' GROUP

Swiss Peasant, Dutch and French Peasant styles taken
from the furniture of our early settlers.

THOSE IN BETWEEN SIZE
BUT COMFORTABLE

CHAIRS

ARE NOT HARD TO FIND
IN LAUER'S GREAT STOCK



THE CROYDEN

A Period Style In Between Size

\$29.50

You will find at Lauer's those chairs you
can't get just anywhere... Comfortable,
attractively styled, and just a little
larger than occasional chairs—yet not
so bulky that they crowd your room.
Visit Lauer's tomorrow and select your
chair from over two hundred different
styles.

LAUER'S 50 STATE

By Way Of Mention

Mrs. Eleanor H. Haverstick of Barrington Street, entertained her bridge club for luncheon on Monday in her home.

Mr. and Mrs. John A. Holahan, Jr., of Hillside Avenue, and Mr. and Mrs. David H. Fulton of Westminster Road, spent the week-end in Wyoming.

Mrs. Eugene J. Chapman of San Gabriel Drive, entertained at luncheon and bridge on Tuesday at the Century Club.

Mr. and Mrs. John A. Morton of Sagamore Drive, entertained at a buffet supper on Saturday at their home.

Miss Margaret Conway of Chicago, is the guest of her sister, Mrs. Libanus M. Todd of East Avenue.

Mrs. Mortimer R. Miller and her daughter, Miss Mary Wolcott, are occupying their new apartment in Park Avenue.

Mrs. Cyrus C. Wells of Pinnacle Road, will entertain the Beau Desir Reading Club for tea on Monday in her home.

"The Horse and Buggy Doctor," by Arthur Hertzler, M. D., will be reviewed by Mrs. Joseph W. McGill.

Professor and Mrs. John B. MasHug of Alexander Street, entertained at dinner on Friday, later taking their guests to the Kreiser concert.

Mrs. Louis Ames of Arnold Park, will entertain the Garden Study Club for tea on Monday, November 7, in her home.

SEWED
Half
SOLES
75c
Leather or
Composition
WAITING
OR
PICK-UP
SERVICE
STONE
2300
Shoes
Made Longer
or Wider
25c

Edward's

BETTER Furniture Costs
You LESS When You Buy It

DIRECT

FROM LYONS FACTORY

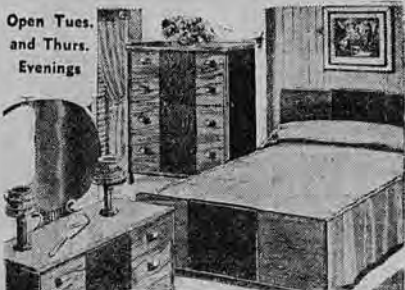


Liberal
Allowance
for Your
Old
Furniture

Three Pieces in Durable
HEAVY FRIEZE \$59

THREE pieces... at less than the price of an ordinary two-piece suite. You'll be amazed at the value, for so low a price... 100% hand-tailored, over a real hardwood frame... in your choice of colors.

Open Tues.
and Thurs.
Evenings



Rich Modern Walnut
Bedroom SUITE \$59

\$5.90
Delivers
Either Suite
No Interest or
Finance Charge

A new suite fashion that sets a new high standard of value! Selected walnut veneers, hand-rubbed to bring out the lovely grain. Bed, chest and choice of dresser or vanity.

LYONS

FURNITURE FACTORY
175 N. WATER ST.

The Rochester Sun

Published every Thursday by the Rochester Sun Corporation,
5 St. Paul St., Rochester, N. Y.
President, G. Curtis Gerling; Vice-President, Frank Bradshaw
Kelly; Treasurer, William G. Bromley; Secretary, William A. Pfaff;
Advertising Director, Eugene Davis; Managing Editor, John Burns.



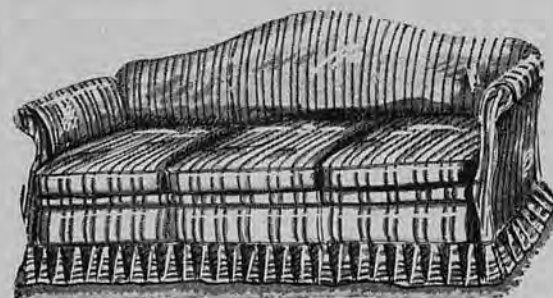
WELCOME TEACHERS!

Shop FRIDAY and SATURDAY

36-In. Wide "Dust-tite" SLIP COVER FABRIC

Regular 79c Value

A smart, versatile fabric that will afford your furniture complete and enduring protection... and at nearly half the price you would expect to pay. Guaranteed sunfast, washable and pre-shrunk! 24 decorator-approved color combinations from which to select, including the newest florals and stripes.



Slip Covers
Cut By An Expert
In Your Own Home
One Chair
Sofa and **24⁹⁶**
Extra Chairs \$8.98 Each
These Prices Include
French Seams and
Flounces, Trimming,
Slightly Extra.
EDWARDS, Fourth Floor

49^c

Yd.

JUST 3 DAYS MORE... EDWARDS GREAT PRE-HALLOWE'EN CANDY SALE

"Symphony Sweet" Red Seal
CHOCOLATES
Almond Nougats
Fiddlesticks
Butterscotch
Peppermint
Maple Walnut
Peanut Clusters
Pineapple Fingers
Raspberry Jellies
Raspberry Fingers
Apricot Jellies
Plantations
Opera Drops
Caramels
Chips
Fudge
EDWARDS, Street Floor

Reg. 39c lb.
29^c
Lb.

SYMPHONY SWEET CANDIES

(in one-of-a-kind pound lots)

- Chocolate Coated Peppermint Patties
- Chocolate Coated Wintergreen Patties
- Chocolate Coated Thin Mints
- Bridge Mixture
- Nut Butter Crunch
- Hallowe'en Buttercream Corn
- Black and Orange Buttercream Figures
- Chocolate Coated Dates
- Peanut Butter Chips
- Butter Peanut Brittle

19^c
lb.
(Reg. 29c lb.)

PECAN
STUFFED
DATES

29^c
lb.
(Reg. 39c lb.)

CHOCOLATE
COATED
BRAZIL NUTS

29^c
lb.
(Reg. 39c lb.)

IMPORTED
ENGLISH
LICORICE CAKES

23^c
reg. 29c

GLACE
MIXED FRUIT
(dates, figs, prunes)

29^c
reg. 39c
18 oz. pkg.

CANDIED APPLES **3^c**
each

HOME MADE CANDIES

(made fresh daily in our own kitchen by Reed)

- Molasses Cream Sticks
- Chocolate Coated Sponge
- Butter Caramel Corn
- Chocolate Coated Peanut Clusters
- Sugared Ginger
- Cream Wafers
(six different colors and flavors)
- Bittersweet Cream Drops

YOUR CHOICE
29^c
lb.
(Reg. 39c lb.)

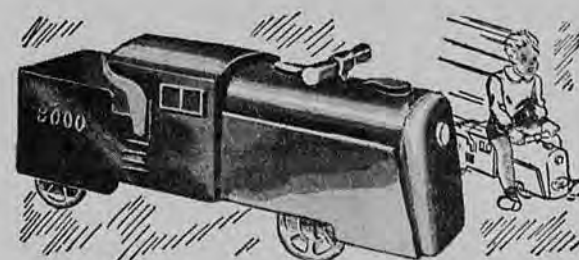
FANCY
HIGH GLOSS

HARD CANDIES

- CREME de MENTHE ASSORTED
- ASSORTED SUGAR WAFERS
- CHOCOLATE FILLED JACK STRAWS
- CHAMPAGNE WAFERS

29^c
lb.
(Reg. 39c lb.)
EDWARDS, Street Floor

Charge Purchases Made
Balance of Month
Will Appear on
DECEMBER BILLS



"ALL ABOARD" for an ALL STEEL LOCOMOTIVE KIDDIES CAN RIDE

We don't know when a dollar bill could buy more fun for children! This real-looking locomotive 2 feet long... easy to push about, with a steering wheel, yet sturdy enough to support 200 pounds. Finished in a flashy red that children love. If you can't come in person...

Phone or Mail Orders Filled. Phone Stone 2300

Lay Away Now For Christmas

EDWARDS, Sixth Floor

\$1

FURNITURE CLEARANCE

Quantity	Item	Reg. Price	Sale Price
2-3	Pc. Walnut B. R. Suites	\$139.50	\$ 99.50
2-4	Pc. Walnut B. R. Suites	199.50	119.50
1-4	Pc. Walnut B. R. Suite	249.50	149.50
1-4	Pc. Walnut B. R. Suite	169.50	119.50
1-4	Pc. Walnut Twin B. R. Suite	169.50	99.50
4-2	Pc. Walnut B. R. Suite	379.50	179.50
1-4	Pc. Walnut Twin B. R. Suite	249.50	199.50
1	Walnut Dresser	69.50	49.50
1	Walnut Dresser	49.50	29.75
1-2	Pc. Walnut B. R. Suite	79.50	49.50
3	Mahogany Chests of Drawers	14.95	10.95
1	Walnut Dresser	53.50	29.75
2	Walnut Chests of Drawers	16.95	11.95
2	Maple Chests of Drawers	14.95	10.95
2	Maple Vanity Tables	19.75	9.95
1	Maple Ladder Back Bed 4/6	29.50	9.95
3-3	Pc. Maple B. R. Suite	139.50	79.50
1-9	Pc. Walnut D. R. Suite	249.50	179.50
1-7	Pc. Walnut Dinette Suite	129.50	59.50
1-9	Pc. Mahogany D. R. Suite	219.50	149.50
1-2	Pc. Living Room Suite	199.50	129.50
1-2	Pc. Living Room Suite	129.50	99.50
1	Davenport	159.50	119.50
2	Lounge Chairs	69.50	39.50
3-2	Pc. Living Room Suites	139.50	119.50
14	Occasional Chairs	27.50	15.95
4	Occasional Chairs	34.50	19.75
11	Occasional Chairs	19.75	12.95
9	Occasional Chairs	17.98	12.98

EDWARDS, Fifth Floor

BEDDING CLEARANCE

We Are Rearranging Our Bedding Department For The Holiday Season. Hence This Drastic Clearance!

Quantity	Item	Reg. Price	Sale Price
1	"Simmons" Studio Couch	109.50	59.50
4	"Simmons" Studio Couches	39.95	29.98
5	"Simmons" Studio Couches	49.98	39.98
2	"Simmons" Studio Couches	79.50	48.00
3	"Queen" Matt. and Box Springs 4/4	39.95	29.00
4	"Queen" Matt. and Box Springs 3/1	39.95	29.00
6	Special Innerspring Matt. 4/4	19.95	10.95
7	"Certified" Mattresses 4/4	34.50	19.75
4	"Certified" Mattresses 3/1	34.50	19.75
2	"Raleigh" Matt. and Box Springs 4/4	79.50	39.95
2	"Georgian" Matt. and Box Springs 4/4	59.50	39.95
3	"Lady Mary" Matt. and Box Springs 4/x	79.50	39.95
2	"Aristocrat" Mattresses 4/4	39.50	19.75
4	"Quali-Comfort" Mattresses 4/4	29.50	19.75
5	"Super Hotel-Bilt" Mattresses 4/6	29.50	19.75
4	"Super Hotel-Bilt" Mattresses 3/1	29.50	19.75
5	"Restful" Mattresses 4/6	19.95	12.95
9	"Imperial" Mattresses 4/6	22.50	14.95
4	"York" Matt. and Box Springs 4/4	69.50	39.95
5	"Mayflower" Mattresses	39.50	27.50

EDWARDS, Seventh Floor

Buy Furniture And Bedding On Edwards
Budget Plan, 10% Down, Balance Monthly

Daughters of St. George Prepare for Convention

The convention committee of Primrose Lodge, No. 72 Order Daughters of St. George, will meet at the Hotel Seneca on Friday at 8 p. m.

A group will go to Niagara Falls, Ont., Saturday for school of instruction. Please let the secretary know if you are going.

On Monday there will be a card party at the Bond Bread Company.

B'nai B'rith Lists Style Show

On the program for the B'nai B'rith Fashion Show, to be held Sunday at the Y. M. & W. A. at 2:15 p. m., will be seventeen young dance pupils from the classes of Miss Fannie Beatrice Krouman.

Serving as models for junior styles, they will display smart clothes for the younger set, and

will feature styles for those aged four to fourteen. Among those who will act as models are Donna Starchan, Joy Markin, Suzanne Markin, Jane Moreau, Barbara Kellin, Doris Rehn, Julia Lipsky, Cynthia Kaufman, Mitzel Chorney, Eleanor Suraaky, Marcia Gwirtzman, Mildred Gwirtzman, Dorothy Simon, Ellen Greenberg, Alice Messinger, Barbara Robtgel, Dorothy Rosenberg and Harriet Fogel.

Senior styles will be presented by members of B'nai B'rith.

Open Door Spiritualists To Hear Buffalo Believer

Divine healing services will be conducted at the Open Door Spiritualist Church, 123 Union Street, North, Sunday at 7:30 p. m., followed by a trance lecture at 8 by J. J. Carroll of Buffalo, a message at 8:30 p. m., and a special seance at 10 p. m., also directed by Carroll.

Monday at 8 p. m. Carroll and Miss Dorothy Maxwell will direct a special message service.

Mechanics Art Alumni To Give Tea November 6

Alumni of the School of Applied Art, Mechanics Institute, will attend a tea sponsored by the art faculty, Sunday, November 6, in the Beaver Building. The event will be held in conjunction with a special showing of art work by the alumni.

Presiding at the tea table will be Mrs. Clifford M. Ulp. Mrs. Byron G. Culver, Mrs. Milton Bond, Mrs. Alving Clements, Mrs. Minnie R. Wyman.

Woman Wins Wide Support

Women of Monroe County, regardless of their political affiliations, are watching the campaign of Mrs. Maude E. Small, Democratic nominee for Assembly in the First District, with more than ordinary interest.

Mrs. Small, mother of four children, describes her political campaign as an adventure in "pioneering." She is the first woman in this county to be nominated by a major political party as a candidate for the Legislature and she and her adherents feel that in standing for office she is setting a precedent that will lead to the designation of other women for important elective positions.

Leaders of the Women's Democratic Club of Monroe County, of which Mrs. Small is honorary president, attribute increased interest in the current campaign to the fact that a woman is on the ticket.

This interest is being shown in a tangible manner. For instance, several years ago a request for volunteer workers with automobiles met with an indifferent response. Today the same request brings all the workers and cars needed for any particular phase of Mrs. Small's campaign.

Dress Shop Streamlined



JACK BAKER

Striking evidence of the development of community shopping centers is furnished by Jack Baker, owner of Lake's ladies' apparel stores at 664 Clinton Avenue North, in taking over Klenner's women's dress shop, Hudson Avenue at Clifford.

Mr. Baker has remodeled and streamlined the Klenner store, which will be reopened today with a new stock of dresses, lingerie and sports wear. This store will feature large sizes and half sizes, assuring a complete selection for women usually hard to fit.

Remington:

(Continued from Page 1)

business place with samples of tiny macaroons wrapped attractively in cellophane.

"Try one," he invites you as he thrusts the enticement at you, and the first thing you know you're munching one and declaring, "Pretty good."

"What's the racket, anyhow?" Charles was asked.

"Well, it's this way," was the answer. "We didn't have enough money to continue in college this fall and tried to get jobs and couldn't, and so we've made jobs for ourselves. If we could get retailers to handle them I think we'd make good. I know this is a sort of sandy way to go about it, but gosh, what can we do with no money or credit to advertise?"

One successful business man who's been through the w. k. mill remarked that these boys will learn more to their advantage in their new business in a single year than they would learn in four, even six, years in college.

The wagering is six to one that they will get along.

Fred Young, middle-aged farmer of East Barre, Orleans County, in town Saturday, summarized the week of pheasant hunting this way:

"Lost: five Rhode Island red hens, two of which were so riddled with shot from hunters' guns that they couldn't be dressed for market; two sheep peppered with shot, and two wire fences broken and cut by hunters."

Rochesteriana: Rumors of new store for men's clothing and haberdashery, to be located in downtown Main Street, persisting in Realty Row... Herbert Myers, of National shoe department, recovering from surgical operation... Jeremiah G. Hickey, clothing manufacturer, owns fine radio voice and talks more convincingly than average political orator but, unlike the latter, he doesn't care to talk... Ray Mantione created business for his Ridge Road West place by featuring wheat cakes with sausage and maple syrup... Slowly, but surely, as creeping paralysis, modernity is seeping into Spring Street which, notwithstanding new buildings here and there, succeeded for years in retaining its old Rochester patina, so to speak. And choicest spot of all remains: Humphrey book shop with its old-fashioned box stove, window display of antiques, dust and stacked volumes arranged haphazard on floor. It was there that I once stumbled on 1909 Cambridge edition of tiny Shakespeare volumes and toted them away for proverbial song... Gradually, as one would expect, it's becoming known as Suicide and not Veterans' Memorial Bridge. Autumn view, from a vantage point on this structure, still remains, by far, most glorious in town and in the county. Only tourists, with foreign license plates, ever stop to drink in its loveliness... "Where," asked woman of downtown traffic officer, "is Azo Street?" He didn't have the least idea, and admitted it, but news vender, on southwest corner of Main and Clinton, where Gentleman in Spotted Vest loiters, furnished information. And in case you don't know, and probably you don't, it runs off Eastman Avenue connects Dewey and Lake avenues north of the Ridge.

Mrs. Charles H. Miller of Park Avenue, entertained the Eleventh Twig for luncheon on Friday.

Miss Kathryn Rogers, 85 Curtis Street, hostess of the Sun-Lake's Rochester Theatre, call at 413 Burke Building for guest tickets.

Labor Leader Flays O'Brien

Arthur White, secretary of the Nonpartisan Committee of the Central Trades and Labor Council assails Joseph O'Brien, Republican candidate for Congress, on Mr. O'Brien's stand for the Townsend plan as a delusion for the aged and a bid for votes at \$200 per month.

"I gather from Mr. O'Brien's unintelligible jumble of words," said White, "that he will support and vote for the Townsend plan, deluding our worthy aged with the false hope of a possible \$200 per month. That is truly tragic."

"Rochester has never witnessed a more brazen example of political demagoguery. Of course, \$200 per month, or a substantial portion of that amount, will help any one of us, but whence will this reservoir of gold spring? It must come from producing citizens, the vast majority of whom have incomes, I think Mr. O'Brien will agree, definitely under \$200 per month. Is this an example of deputy sheriff statesmanship?"

"Because of Congressman George B. Kelly's sane and practical stand on all legislation, he received the endorsement of the American Federation of Labor and other straight thinking groups. His sound judgment and high integrity would not permit him to promise or advocate the impractical or impossible."

Thursday Aid Society To Give Rummage Sale

Mrs. Harold C. Batty is chairman of the Thursday Aid rummage sale to be held November 1-2 at 16 Clinton Avenue North. She is assisted by Mrs. Harold M. Kingston, Mrs. Arthur O. Pieper, Mrs. Thomas A. Sharp and Mrs. Norman R. Olney.

Proceeds of the sale will be devoted to charity. All members of the group will assist in marketing articles to be sold and also will serve as saleswomen.

Old Age Benefits Awarded 96 In Area

Ninety-six claimants were awarded old age benefits here in September, Walter Kruel, manager of the Rochester office, Social Security Board, announced. Kruel also announced that lump-sum payments in the New York State area under the Old Age Insurance program of the Social Security Act passed the 25,000 mark in the same month.

Open Tonight... And Every Evening

The Greatest Selling Event in ROCHESTER JOBBING HOUSE'S 18th Anniversary SALE



BIRTHDAY SPECIALS!

For Every Member Of The Family!

Our Birthday Special For BOYS

CAMPUS COATS

\$3.89

All Wool

Regular \$6.98 values! Heavy 32-ounce material, in bright plaids, 4-pockets, full belt, pleated back. Sizes 8 to 18.

Our Birthday Special For MEN

WORK SHIRTS

49¢

"Big Yank"

The best of work shirts... made from tested fabrics, sewed with double hard-twist thread, triple stitched. Stock-up at this special Anniversary price!

Our Birthday Special For Women

SLIP-ON SWEATERS

69¢

100% Pure Wool

Even brand new with the latest fashionable treatment and squared shoulders. A new high value for their money! Sizes 24 to 40.

Our Birthday Special For CHILDREN

Warm Lined Woolen SNOWSUITS

\$2.34

Reg. \$4.98 Values

A special for the kiddies... from the biggest assortment of snow suits in all Rochester! Lined ski pants with hood and bib-coat, lined jacket, and matching hat. Sizes 2 to 6.

BEGINS TODAY... with these Specials

On all our three big floors of sportswear, we're using this Anniversary event to demonstrate Rochester Jobbing House's ability to save you money! Manufacturers co-operated with us by making lower prices on all the big lots we buy... and we pass those additional savings right on to you, as every item in this big advertisement conclusively proves! Come in this week... get your share of our birthday savings... and get the whole family ready for cold weather!

FROM ONE SMALL STORE TO A THREE-FLOOR INSTITUTION CARRYING LARGER STOCKS OF SPORTSWEAR THAN WILL BE FOUND IN ANY OTHER ROCHESTER STORE!

Children's CORDUROY OVERALLS

Just the thing for playtime to save their clothes! Well-made, in all shades. Sizes 3 to 10. Regular \$1.29 values.

79¢

Boys' LONE RANGER SWEAT SHIRTS

Every boy needs several sweat shirts and this special low Anniversary Sale price counsels the purchase of several!

59¢

Boys' CORDUROY SUITS

Genuine Hockmyer's Texturoy Corduroy wears like iron! Lined sports-back jacket in new herringbone tweed. Roomy plus 4 knickers with aung-tex bottoms. Reg. \$6.98 values.

\$4.98

Boys' 2-PANT WOOL SUITS

New sports-back, double-breasted models with roomy full-cut and lined knickers. All colors. Regular \$7.98 values!

\$5.98

Ladies' LEATHER JACKETS

Fine, soft cape-leather with zipper fronts. Sports back, in colors of mahogany and tan. Sizes 14 to 20. Regular \$6.98 values!

\$4.98

Ladies' WOOL CAMPUS COATS

"Neva-Wet" processed, they're showerproof and mothproof! Complete lined, double-breasted, 3-pc. belt. Sizes 12 to 22. Regular \$6.98 values!

\$4.98

Men's ALL-WOOL DRESS PANTS

A typical Jobbing House bargain! Sport cashmeres and conservative patterns. Sizes 28 to 36. Regular \$2.98 values!

\$1.39

Men's NEW SPORTS SWEATERS

A wide assortment in solid colors and mixed patterns, with full zipper fronts. Sizes 36 to 44. Regular \$2.98 values!

\$1.39

Men's HEAVY COAT SWEATERS

All wool heavy Shaker knit coat sweaters with a large warm shawl collar. In navy only, sizes 38 to 46. Regular \$3.98 values!

\$2.89

Men's SHEEPSKIN ZIPPER VESTS

Finest quality heavy pelts with natural finish. Sizes 38 to 46. Regular \$3.98 values!

\$2.79

Men's CORDUROY SPORTS SHIRTS

The shirts you've seen dramatized in "Esquire"! 3-button Gaucho style with long sleeves. In brown and maroon... all sizes. Regular \$2.98 values!

\$1.98

DR. POSNER'S JOCKEY SHORTS

Fine combed ribbed yarn with elastic waist. In small, medium and large sizes. Regularly 29¢ ea.

5 for \$1

CHILDREN'S ALL-WOOL COAT-LEGGING SETS

Beautifully tailored wool-lined overcoat with zipper, fully-lined leggings and matching jacket.

\$6.50

A WHOLE BIG FLOOR DEVOTED TO Men's WORK CLOTHES

Stock-up on work clothes during the Jobbing Houses' Anniversary! Lowest prices in Rochester, even lower for this event, throughout this whole big department.

- DOUBLE-WARE COVERALLS, black and white stripe \$1.98
- DOUBLE-WARE DUNGAREES, extra heavy material \$1.79
- DOUBLE-WARE SHOP COATS \$1.49
- WORK PANTS, at an extra low bargain price \$2.45
- WORK SHOES, heavy, well-made for durability \$1.00
- PLAID FLANNEL SHIRTS, warm and durable \$1.00

OPEN EVERY EVENING 'TILL 9 UNRESTRICTED PARKING

Rochester Jobbing House

159-161 JOSEPH AVE. Cor. NASSAU ST.

Genuine 'BUCKSKEIN' PLAID JACKETS

\$2.98

Nationally Advertised At \$5.00

Nationally-famous jackets at the lowest price at which they've ever been offered! Zipper front, sports back, and adjustable side-tab.

Reg. \$6.50 Men's Genuine SUEDE JACKET \$5.98

Reg. \$10.98 Genuine HORSEHIDE JACKETS \$8.98

Heavy wool-plaid lining. Zipper front.

Famous 'REDHEAD' Hunting Clothes

At Real-Cut Prices

Waterproof Redhead HUNTING COATS

\$4.98

\$6.50 Value!

Most complete hunting coat, bloodproof pockets, shell loops, corduroy trim. Rubbed waterproof yoke keeps you dry in all weather.

"RED HEAD" Reversible Duck Caps, 45¢

"RED HEAD" Heavy Duck Breeches, \$1.98

Rubber Hunting Shoes, top-laced... \$3.75

Hi-Hunting Socks, red and green tops 29¢

"Buckskein" Red Plaid Wool Shirts, \$3.19

HARD COAL That Really HEATS!

Try this coal and notice how LONG it burns... how HOT it burns... how COMPLETELY it burns! Rochester's greatest coal value.

9.70 Ton

EGG STOVE NUT

COKE \$8.50 Ton

PEA \$8.25
BUCK \$7.60
RICE \$6.55

PHONE GLEN 5960

LIBERTY COAL CO.

727 DRIVING PARK

Another WINNER

Old-Fashioned, Country

FRIED CHICKEN

Served Daily.

Biggest and best floor show in Rochester — every night! Never a cover charge.

50¢

PRIVATE ROOMS FOR PARTIES...CALL MONROE 2070

PITTSFORD INN

Where East Ave. and Monroe Ave. Meet

Thank You Rochester --- YOUR WHOLE-HEARTED RESPONSE TO OUR SENSATIONAL OFFER LAST WEEK WAS REALLY TREMENDOUS

'You're Right —

BISHOP KEARNEY!

ALL ROCHESTER IS BEHIND
YOU IN YOUR CAMPAIGN TO
STIMULATE LOCAL BUSINESS

We Heartily Agree —

MAKE IT EASY FOR
PEOPLE TO BUY AND
PROSPERITY WILL RETURN

We're Doing Our Part!

For Those Who Missed Last Week's—We Make
An Even More Startling Offer Now! Don't Miss This!

At SENECA STORES -- You Don't Need ANY Cash To Buy

A BRAND NEW 1938 ELECTRIC REFRIGERATOR

CHOOSE FROM 5 LEADING
NATIONALLY ADVERTISED BRANDS

PAY
ONLY

2

NICKELS A DAY

NOT A SINGLE PENNY DOWN PAYMENT

YOUR
CREDIT IS
GOOD!

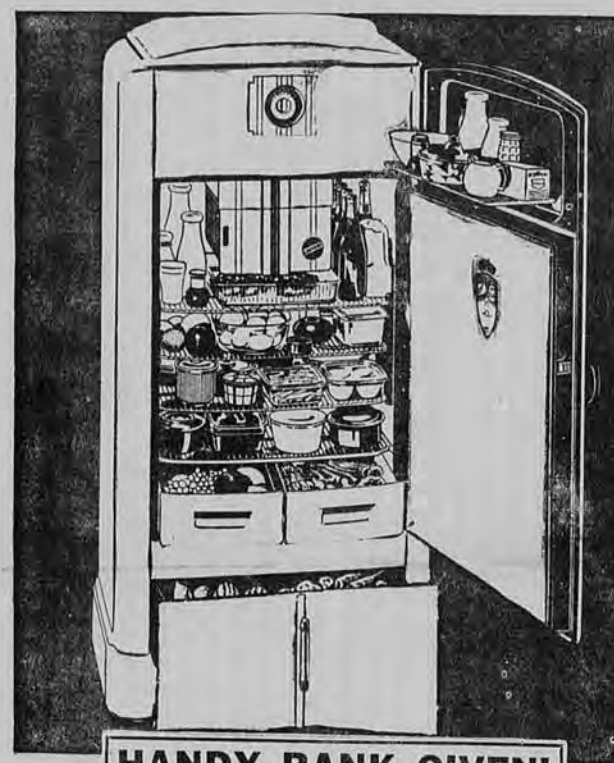
CHOOSE YOUR REFRIGERATOR
NOW — WE'LL DELIVER IT
IMMEDIATELY!

Civic Leaders Join In Move to Aid Rochester Business

Leaders in the Rochester industrial, business and labor world are working with the Most Rev. James E. Kearney in aiding Bishop Kearney to put through his plan to increase local employment through a united effort to spur business in this city.

In outlining his program, Bishop Kearney said: "More optimism in our view-point and in our habits of thinking is not only desirable, it is actually a necessity. The depression years have tended to on a pessimistic basis."

ment of employment and business conditions will open about November 1 and continue January. It is not a "day now" campaign based about per-



HANDY BANK GIVEN!
Free With Every Refrigerator Makes It Easy To Save
Your 2 Nickels a Day

FREE!

WITH ANY
REFRIGERATOR
PURCHASED

FREE!

ANY ONE OF THESE ITEMS BELOW—OR ANY OTHER MERCHANDISE IN STOCK UP TO \$60 VALUE

GAS RANGE



\$60 VALUE
FREE
With Every
Refrigerator
Purchased

WASHER

Your Choice —
Westinghouse
or Kelvinator



\$60 VALUE
FREE!
With Every
Refrigerator
Purchased

RADIO

Your Choice —
Philco, RCA
Victor or
Zenith



\$60 VALUE
FREE
With Every
Refrigerator
Purchased

VACUUM CLEANER

Your Choice —
Westinghouse,
Eureka or
Sweeper-Vac.



\$60 VALUE
FREE
With Every
Refrigerator
Purchased

\$60 VALUE
FREE

Boys'—BICYCLE—Girls'

\$60 VALUE
FREE

SENECA STORES

149 MONROE AVENUE

Open Evenings Until 9:30 P. M.

FREE DELIVERY
Anywhere In Rochester

Anniversary SPECIALS

KNITTING BAGS

19c

Eatin lined. 50c value.

Zephyr Saxony YARN

20c

Assorted colors. 1-oz. skein. 20c value.

40 Inch

Curtain Marquisette

9c yd.

15c value.

36 in. Black Rock Unbleached Muslin

8c yd.

12 1/2c value.

36 Inch Striped Outing FLANNEL

11c yd.

19c value.

87-Inch

Unbleached SHEETING

19c yd.

35c value.

White BROADCLOTH

7 1/2c yd.

15c value.

36" MONKS CLOTH

27c yd.

50"-36c yd.

Infants' 3-Pc. 100% Wool Knitted LEGGING SETS

89c

Assorted colors. \$1.39 value.

Infants' RUBBER PANTS

4c

Children's Krinkle Crepe SLEEPERS

25c

40c value. Button seal. Sizes 4 to 12.

Special Value

Kiddies

BIG LITTLE BOOKS

3 1/2c each

3 for 10c. 10c value.

ALL METAL CARTS

97c

With rubber tires. \$1.49 value.

BABY TRAINERS

87c

Reg. \$1.49 value.



ACHTER'S



Unusual Value Children's Coat, Hat & Legging Sets

\$4.47

Angora trims, fur trims and tailored styles. \$6.98 value.

Close Out! Infants

Coat, Hat & Legging Set

\$1.68

Assorted colors. Sizes 1-3. While they last!

Children's 100% All Wool Knitted 4-Piece

LEGGING SETS

\$2.69

Complete with hat and mittens. Assorted colors. \$3.87 value.

Brother and Sister

COAT, HAT & LEGGING SETS

\$3.49

Colors in royal, brown, powder, aqua, and pink. Sizes 1 to 4. \$4.98 value.

Close Out! Girls' 2-Piece Tuck Stitch PAJAMAS

39c

Small, Medium and Large. 75c Value

Children's E-Z Silk Stripe

UNION SUITS

43c

Sizes 2 to 12.

Special Value

Children's Knitted SLEEPERS

62c

Utica made. Sizes 1 to 10. 79c value!

Real Value
Electric Heating
PADS
78c
Built to give warm even heat. \$1.19 value.

Full Size Chenille
BEDSPREADS
99c
Beautiful designs and colors to choose from. \$1.99 value.
Children's 100% All Wool Slip-On
SWEATERS
41c
Assorted colors and styles. Sizes 2 to 6. 69c value.

Special Children's
Stitch Down
SHOES
68c
SIZES 6 TO 11
Made to give service and comfort. \$1.00 value.

Value News!
Hot Water
BOTTLES AND SYRINGES
34c ea.
Complete with Attachments
Seibering Brand
59c Value

Carded
Novelty
BUTTONS AND BUCKLES
2c card
Assorted colors and styles. 10c value.

Special Value!
ROLLING PINS
25c Size
9c
Bunch of 25
SAFETY PINS
2 1/2c bun.
Nickel plated.

3 BIG DAYS

81x90 SHEETS 39c Seamless — 69c Value	Fruit of the Loom APRONS 14c 29c Value
SHOE POLISH 2c Black and Brown	MEN'S TIES 6c 20c Value
MACHINE THREAD 1c Spool 100 Yds. — Flyer Brand	IRONING BOARDS 63c \$1.25 Value
ASSORTED TOILET SOAP — 5c Value 2c Bar	MEN'S WORK SHIRTS 19c Value 25c

We Reserve The Right To

Extra Special
Guaranteed
ALARM CLOCKS
Assorted Styles
\$1.99 Value **87c**

Reap the SAVINGS From these

Old English No Rubbing Wax And Applier 81c \$1.19 Value Complete	SASH CURTAINS Assorted patterns. 25c value. 10c	EXTRA HEAVY BLANKETS 25% Wool, 70"x80" \$2.49 value. \$1
9"x18" STAIR TREADS Black and Brown 8 1/2c ea.	Oil Silk SHOWER CURTAINS & DRAPES Assorted Colors Set. \$3.49 value. \$2.69	18"x30" RAG RUG 21c Fringed ends. Plain designs. 29c value
CONGO MATS Size 18x36. 25c value. 6c	FLAT CURTAIN RODS Complete with Fixtures 8 1/2c ea.	
A and J KITCHEN TOOLS 8c ea.	SCOTT TOILET TISSUE 7c roll	GALVANIZED WATER PAILS 19c 10-qt. size. 29c value.

Special Value! Assorted POCKET COMBS 3c ea. 10c value.	Nun "Sister" Something New! DOLLS 23c 39c value.	For *Halloween* Large A PARTY FAVOR Pumpkin Lanterns 4 1/2c Halloween PARTY GAMES 9c
Big Value! BOXED STATIONERY 7c box 25 sheets, 25 envelopes. — 10c value.	Special! CLEANSING TISSUES 8c box 200 count. — 10c value	Domino Masks 2 1/2c Large Assortment Make Up KITS 9c

SPECIALS
With This Coupon
24 oz. package of
STERLING SALT
2c pkg.

SPECIALS
OPEN
EVERY NIGHT
UNTIL
9 P.M.
Store Opens Every Day
at 9 A. M.

Knitted
SWEATER SETS
86c up
BUNTINGS
86c up
BATHROBES
41c up
KNITTED BOOTIES
20c pr. up
Receiving
BLANKETS
10c up
Rubens
SHIRTS
21c
Philippine Hand Embroidered
DRESSES
41c
DIAPERS
Package of 10
69c pkg.
Rayon Taffeta
COMFORTERS
86c

Maple
HIGH CHAIRS
\$2.64 up
BASSINETTE
\$1.79
FLANNEL BLOOMERS
7c
Chenille
CRIB SPREADS
\$1.79 up
JAR SETS
86c up
Terry Cloth
BIBS
8c
KIDDIE BATHS
\$2.93
BABY SCALES
\$2.59
Genuine
TAYLOR TOTS
\$1.79 up

ACHTER'S

BARGAIN ARCADE

OUR FIRST BIRTHDAY SALE

THURSDAY FRIDAY and SATURDAY ONLY

Room APRONS 4c Value	RAYON NAPKINS 2½c	TABLE OILCLOTH 15c yd. Slight Irregulars
S TIES 6c Value	Tuck Stitch Vest & Panties 10c 19c Value	Wooden Garment Hangers 1c each
BOARDS 3c Value	OUTING FLANNEL 6½c yd.	Stamped PILLOW CASES 15c 25c Value
WORK SHIRTS 5c	SHEET BLANKETS 43c 89c Value	WOMEN'S RAYON HOSE 11½c pr. 19c Value Slight Irregulars

Give The Right To Limit Quantities

Reap the SAVINGS From these **Values**

EXTRA HEAVY BLANKETS 25% Wool, 70"x90" \$2.49 value. \$1.77	Here's Value! Large Assortment NOVELTY LAMPS \$1.19 Value 87c	Remington SHOTGUN SHELLS 12 Gauge 81c Box of 25, 16 and 20 gauge 77c box of 25. Buy a supply now at these low prices!
DRAPES \$2.69	Paper Window Shades Assorted colors and prints. 8c	17 pc. Breakfast Sets Green glazed. \$1.49 value. 99c
RODS 21c Fringed ends. Plaid design. 39c value	Aluminum Lipped SAUCE PANS 8c ea.	Real Value Pequot PILLOW CASES 45c Value 25c
GALVANIZED WATER PAILS 10-qt. size, 29c value. 19c	HASSOCKS Large assortment colors and shapes. \$1.19 value. 81c	Special Value 61299 Pequot SHEETS \$1.07 \$1.89 Value

Halloween

Large Assortment

PARTY FAVORS 1c to 23c

Pumpkin Lanterns 4½c	7 Dwarf MASKS 23c ea.
Halloween PARTY GAMES 9c	Children's COSTUMES 89c

Special! J. and P. Coats BIASTAPE 6c pkg. With thread to match. 10c Value.	Big Value 5" AND 6" SCISSORS 9c Nickle Finish 19c value.
Special Purchase! New Fashion RUFFLING 4c yd. All Colors. — 10c Value.	Special Talon SLIDE FASTENERS 15c Up to 9 inches 10 to 12 inches 20c. All colors.

Special
First Quality
Pure Silk Chiffon
HOSE
24c pr.
All new fall colors.
35c value.

Real Value
WOMEN'S BELTS
7c
Narrow and medium
widths. Sizes 26 to 30.
All colors.

Manufacturers
Close Out
Printed
SILK SQUARES
22c
Wear it as a scarf,
or head kerchief. Hand
rolled edges. Reg. 50c val.

Special Purchase
ZIPPER BAGS
22c
Rubber Lined
50c value.

While They Last
Women's Com-
fortable Bedroom
FELT
SLIPPERS
23c pr.
Assorted colors. Buy
a few pairs at this
price.

Special
Falcon Razor Blades
3c pkg.
Single Edge. Package
of 5.

Reduced!
Men's Leather Palm
WORK GLOVES
19c pr.
Built to give long wear.
29c value.

While They Last!
Men's
MILITARY SETS
91c
Chrome and gold plated.
3 pieces. \$1.50 value.

Reduced for Clearance
Entire Stock of New Fall
HATS
99c
Sizes 21½ to 24. \$1.98 value.

While They Last!
Women's 80 Square
Percale
HOUSE DRESSES
55c 2 For \$1.00
Sizes 14 to 32

Combination Rhinestone
BROOCH AND CLIP SET
23c
With safety catch. Never be-
fore at such a low price.
Copies of \$1.00 styles.

Women's Pile Fabric
COATS
\$19.29
Sizes 14 to 46. \$35.00 value.

Women's New Fall
HANDBAGS
44c
Plenty of shapes and sizes to
choose from. 69c value.

Women's Silk
DRESSES
\$1.69
All copies of better dresses.
Sizes 14 to 32. \$2.49 value.

WOMEN'S SATIN AND BEMBERG
PANTIES
25c
50c Value

BIRKSHIRE Full Fashioned
HOSE
62c
Chiffon and service weight.
Rings first quality.
79c Value

Women's Flannel
PAJAMAS
58c
Solid colors. Fancy trim. 86c value.
Extra sizes. 68c.

Women's 100% All Wool
Slip On
SWEATERS
69c
Sizes 34 to 40 — \$1.00 Value

SPECIALS

FREE PARKING at
The Gibbs and
Grove Street Station
Opposite the
Y.M.C.A.

SPECIALS

With This Coupon
ARGO CLOTHES STARCH
6c
1 Lb. Package

Special Value!
Men's 100% All Wool
COAT SWEATERS
\$1.74
Sizes 36 to 46. \$2.49 value.

Special Purchase!
Men's Suedine
JACKETS
\$2.19
Waterproof, fleece lined.
Sizes 36 to 46. \$2.98 value.

Buy Now! Men's
FLANNEL PAJAMAS
78c
Sizes B, C, D. \$1.29 value.

Save Now! Hickok & Boston
GARTERS
19c pr.
Single and double grip. 25c
value.

Special! Men's
UNION SUITS
57c
Short sleeves, long legs; sizes
36 to 46. \$1.00 value.

GENUINE PONY SKIN
JACKETS
\$8.33
Tan and brown. Sizes 36 to 46.
\$12.00 value.

Boys' 2-Piece
CORDUROY SETS
\$2.93
Brown and grey, zipper
front and pocket. Fully
lined. \$3.98 value.

Real Value!
Men's Sanforized
DUNGAREES
86c
Sizes 30 to 34. \$1.00 value.

Special!
Men's Flannel
WORK SHIRTS
78c
Zipper front. Sizes 14½ to 17.

Boys' All Wool
JACKETS
\$3.49
Plaid and two-tone styles.
Sizes 8 to 18. \$4.98 value.

Here's Value!
Extra Heavy
WORK HOSE
24c pr.
50c value.

Anniversary
SPECIALS

Women's Fancy
APRONS
8c
12½c value.

Rayon
BEDSPREADS
Scalloped Edge
78c
\$1.30 value.

FILET LACE
TABLE COVERS
Special Price
\$1.29
\$2.49 Value

3 Pc. Lace
CHAIR BACK SETS
27c set
Tuscany type hand made.
59c value.

Close Out!
D. M. C. PEARL
CROCHET COTTON
4c
Spool
15c Value

Special
Purchase
Women's Silk
and Wool
HOSE
15c pr.
29c Value

Porto Rican
PILLOW CASES
29c pr.
Hand embroidered.
49c Value

2-Way Stretch
GIRDLES
22c
Pantle styles also!
36c Value

Women's Flannel
GOWNS
45c
Pink and Peach.
89c Value

WOMEN'S SILK STRIPED
VESTS
19c
Real winter weight.
29c value.

Men's Fine Quality
Initialed
HANDKERCHIEFS
4c
10c value.

Special
Purchase
Modern
SMOKING STANDS
89c
With electric lighter.
\$1.19 Value.

Boys' New Fall
TIES
7½c
10c value.

Boys' Fancy
ATHLETIC SHORTS
9c
Sizes 24 to 34.

R'S 387 E. MAIN ST.
NEAR GIBBS STREET
And 35 GIBBS ST. OPP. EASTMAN THEATRE
PHONE—STONE 5520
ROCHESTER'S BUSIEST NEW DEPARTMENT STORE

Peter Vargassitis, 145 West Street, Rochester, N. Y., has been selected to represent the city at the "The Citadel" at Low's Rochester Theater. Call at the Sun for guest ticket.

BLACK MAGIC QUALITY COAL \$10.65 TON
Egg—Stove—Nut
BUCKWHEAT \$7.75 TON
PEACOCK \$8.75 TON
ORDER NOW PHONE GEN 586
PAYNE & DUNHAM

HUNTERS and HOUSEWIFES
Will not need a gun to find the Bargains this week-end at Clark's.

PORK Loin rib ends, Small lean roasts.
BEEF Chuck or shoulder, Cut from U.S. Inspected Young Steers.
CHICKENS Buy what you need of cuts you prefer.
Breasts lb. 39c Wings lb. 20c
Legs lb. 37c Giblets lb. 19c
Necks lb. 12 1/2c
Wilson's Certified **SMOKED**
HAMS 25c lb.
Whole or shank end, Surplus fat and rind removed.
CLARK'S MARKETS
600 Jefferson Ave. Cor. Bartlett St. Gen. 1417
FREE PARKING At Both Stores
Fresh Home Dressed **BROILERS** 25c lb.
Fresh Dog Cherry Stone **Clams** 12c doz.
906 N. Goodman St. Cal. 1870

Tea Service Exemplified

Because of the popularity of the afternoon tea as a mode of entertaining at home, the Junior Afternoon unit, which meets at Home Bureau headquarters, 150 North Plymouth Avenue, on Tuesdays at 1:30 p. m., has been giving a series of lessons on tea service and preparation of food for both formal and informal teas.

Mrs. J. F. Morris and Mrs. Elwood Burnard have been responsible for the series, which included a demonstration of the making of tea sandwiches, cakes and beverages by Mrs. Marietta Z. Dickerson last Tuesday, a dramatization of tea service by members of the unit next Tuesday to be given by Mrs. Morris and Mrs. Burnard, and a candle-light tea to be given in honor of new members of the unit on November 8 at Home Bureau headquarters.

The second lesson, which is the dramatization of tea service, will be repeated by Mrs. Morris and Mrs. Burnard and members of the unit on Thursday afternoon, November 3, at 1:30 as a citywide demonstration to which members and friends are invited.

The newly organized Council of Chairmen will meet at Home Bureau headquarters next Monday afternoon at 1:30. The Council is made up of Home Bureau members who have served as chairmen in the different units at some time during the last 18 years. Mrs. Henry Fogarty has been serving as temporary chairman, with the assistance of Mrs. Ralph Abell as secretary.

The Council will work with the Advisory Committee of the Home Bureau in various phases of organization work. A program of particular interest to members of the Council is being arranged. Through Mrs. Fogarty, a general invitation is extended to all past chairmen of Home Bureau units to be present at the meeting on Monday.

Agnes N. Quigley, 63 Laverne Street, "The Citadel" at Low's Rochester Theater is a picture you'll want to see. Call at 415 Burke Building for your guest ticket.

TIME'S THEIR THEME



Frank G. MacIlroy, president of the Rochester Rotary Club, a member of the executive committee of the Rochester Daylight Saving Association, receives an automobile sticker from Miss Jean Wilson and Miss Virginia Clark, known as "Miss Daylight" and "Miss Saving," respectively.

Woman Wins First Prize For Daylight Saving Slogan

"Extra Hours of Sun for Health and Fun" will be the slogan of the Rochester Daylight Saving Association during the remainder of the campaign to add 150 hours of sunlight to this city's annual quota from old Sol.

This phrase was selected by a board of judges as winner of the first prize of \$25 in a slogan-writing contest which closed Saturday. The entry was submitted by Mrs. L. P. Bebbie of 215 Marlborough Road.

Tom C. Goodwin, Insurance



THE WAY TO A MAN'S HEART

BY IRENE MUNTZ.

The most popular American dessert admits of so many variations that pie-makers never need run out of new dessert ideas. All summer, provident housewives put up fruits for pies from the first rosy rhubarb to the last juicy peaches to be sure their cellars will afford them enough to last through the winter.

To these the winter fruits, cranberries, dried prunes and apricots, lemons and oranges, may be added and when we list all the different cream pies along with those favorites—custard, pumpkin and mince, we have suggestions enough so that dessert time need never be a problem.

Attractive touches may be used to vary the appearance of your pies. Two crust pies may be given a lattice topping or a piece may be cut from the center of the top crust with a small fancy shaped cookie cutter to allow for escape of steam in place of your usual design.

Meringue pies may be changed into chiffon pies by folding the stiffly beaten egg whites into the cold filling. Pies topped with whipped cream may be dressed up by adding a dash of spice, a contrasting flavor or chopped nuts to the whipped cream.

An attractive Halloween suggestion is to tint the cream with orange coloring and put it on the pie to resemble a pumpkin face.

man, won the second prize of \$10 with "Added Light May Save a Life," and James P. Kenny of 133 Maryland Street, gained the third prize of \$5 with the entry "Rochester's Fame and Renown Warrant Its Being a Daylight Town."

Awards of \$1 each were made to the following: Mrs. R. G. King, LeRoy Carter, Mrs. Flossie Chase, Fred Cohen, Luella Reigels, Annabell G. Ducat, J. C. Neisen, Minnie O. Ament, Jean Davis and Vivian Woodworth.

The board of judges for the slogan contest included H. R. Hanson, chairman, advertising manager of the Plaudier Company; Gunnar Wieg, general manager of Station WHEC; Miss Dora Neun, Zonta Club; Mrs. Zora Saunders, Women's Ad Club of Rochester, and Neil Gallagher, Sibley, Lindsay and Carr Company.

CRANBERRY LATTICE PIE
Temperature 450 Degrees F
Time 30 Minutes
1 c water 1/2 c cinnamon
1/2 c cranberries 1/2 c cranberries
1/2 c lemon 1/2 c plain pastry
Combine sugar and water and boil 5 minutes. Wash and pick over cranberries, add to the syrup, cover and cook until clear. Add cinnamon and lemon rind. Line a nine-inch pie plate with plain pastry. Add cranberries and arrange remaining pastry in strips crosswise over top, pasting ends of strips in place with a little cold water and pinching them firmly. Bake in a preheated oven.

PARTY PUMPKIN PIE
Temperature 450 Degrees for 10 Minutes
Then Reduce to 325 Degrees for 30-45 Minutes
2 eggs 1 1/2 c salt
1/2 c white sugar 1/2 c cinnamon
1/2 c brown sugar 1/2 c milk
1/2 c ginger 1 can pumpkin
Beat eggs. Add remaining ingredients and pour into two unbaked pie shells. Remove from oven and cool. Just before serving top with whipped cream to which finely chopped candied ginger has been added.

PRUNE WHIP PIE
Temperature 325 Degrees F
Time 30 Minutes
1 c chopped prunes 1 c chopped nuts
1/2 c sugar 2 egg whites
Add sugar and nuts to the stiffly beaten egg whites. Pie into a baked pie shell and bake in a preheated oven. Chill and decorate with sweetened, flavored whipped cream.

Try these—They're sure cure if you've got those menu blues!

Store Executives To Hear Department Store Aide
Mrs. Isabella Brandow, director of training for Lord & Taylor's department store, New York, tonight will address Rochester store executives on "How Store Buyers Can Co-Operate with Training Departments." The talk will be given in the Chamber of Commerce.

Mrs. Brandow, invited here by the Chamber's retail merchants' council, will be introduced by Garret Primeau, chairman of the council's educational committee. Frederick Landtner, chairman of the council, will preside.

The 'Marriage of Figaro' Opens Series B Concerts
Mozart's "Marriage of Figaro" sung in English, will inaugurate Series B of the Eastman Theater Concerts tomorrow night. The opera will be repeated Saturday.

Josephine Antoine and John Brownlee of the Metropolitan Opera Company will sing the leading roles. Other major roles will be taken by Cecile Sherman and Ethel Codd, former Rochesterians, Warren Lea Terry, Donald Beltz and Abraham Bobofsky. Guy Fraser Harrison will direct the Civic Orchestra.

GAS HEAT IS CLEAN CARE-FREE FULLY AUTOMATIC and ECONOMICAL IN OPERATION
Let Us Give You An Estimate
Main 3960 Gas Heating Division
JOIN THE SWING TO HEATING BY GAS
ROCHESTER GAS & ELECTRIC CORP.
JOIN THE SWING TO HEATING BY GAS

ANOTHER BIG BARGAIN WEEK-END IN THE SELF-SERVICE GROCERIES AT..



Get the Wegman shopping habit! Visit these big, clean self-serve departments for your groceries, and help yourself to lower prices as well!

Fresh Every Day!
Roasted in Rochester
Favorite COFFEE
2 lbs. for 25c

PINT BOTTLE PURE
WIDMER'S GRAPE JUICE... 2 for 25c
NO. 2 1/2 SIZE
MORTON TOMATOES..... can 9c
SIX FLAVORS
ROYAL GELATIN.... 2 pkgs. 9c
FOR JAMS OR JELLIES
USE CERTO..... bottle 19c
PANAMA PACIFIC
GOLDEN PINEAPPLE No. 2 1/2 can 17c
LARGE SIZE
KELLOGG'S ALL BRAN..... pkg. 19c

Crisp Wholesome
Shredded WHEAT
10c pkg.

ALL VARIETIES
PHILLIP'S DEL. SOUPS..... can 5c
PRUDENCE BRAND
CORNED BEEF HASH..... can 18c
KEEPS PETS HEALTHY WITH
THRIVO DOG FOOD... 3 cans 25c
TEN POUND SACK PURE
GRANULATED SUGAR..... ea. 47c
SWIFTWATER BRAND
STEAK SALMON..... 2 cans 25c
NO. 2 1/2 SIZE BRER. RABBIT
GREEN LABEL MOLASSES..... can 24c

What can I do to help get DAYLIGHT SAVING...

- 1 VOTE** for Daylight Saving... at General Election, Tuesday, Nov. 8. Only VOTES on the VOTING MACHINE can get Daylight Saving for you. Pull down the lever over "Yes" above the LAST QUESTION (extreme right) on the TOP line on the voting machine. LEAVE THE LEVER DOWN.
- 2 SEE YOUR FRIENDS** — Get them to Vote on Nov. 8th. Explain to them how to vote "Yes" on Daylight Saving as under No. 2 above.
- 3 WORK** at the polls on Election Day in your Own Election District if you are interested. See your friends and explain how to vote "Yes" on the Question. If you want instruction cards Call Main 8035 and one will be mailed to you.

We Cannot Win Without Votes, November 8

UNION TIRE COMPANY—ROCHESTER, EAST ROCHESTER & FAIRPORT, N. Y.

OUR MOST IMPORTANT EVENT

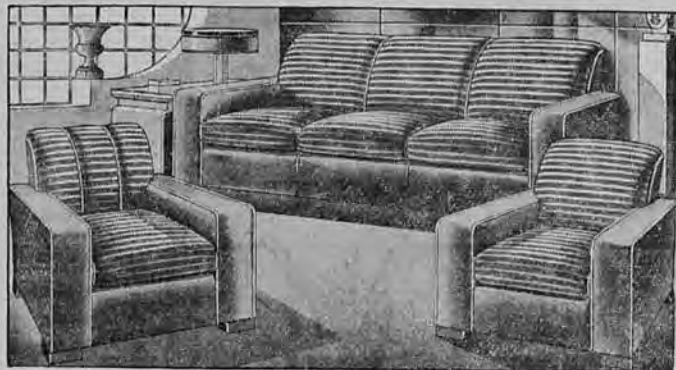
**FORMAL
OPENING OF "UNIONS"
NEW AND COMPLETE
FURNITURE DEPARTMENT**

FREE! BEAUTIFUL GIFT
SOUVENIR
TO ALL VISITORS

FREE!

Sale of Sales

QUALITY NATIONAL PRODUCTS! LOWEST PRICES! EASIEST TERMS IN TOWN!



2-Piece LIVINGROOM SUITE

We believe this to be the finest Living Room Suite value ever offered to Rochester "Home Makers". Sturdy, massive construction. Beautiful coverings. See this Suite tomorrow or Saturday. TABLE MODEL RADIO INCLUDED WITHOUT CHARGE! EASIEST TERMS IN TOWN!

\$49.95
INCLUDING
\$17.95
RADIO

COUPON SPECIAL!

Smoking Stand

Present this coupon at any of our 3 stores and get this beautiful and practical Smoking Stand. Regular value \$1.78 for

79c

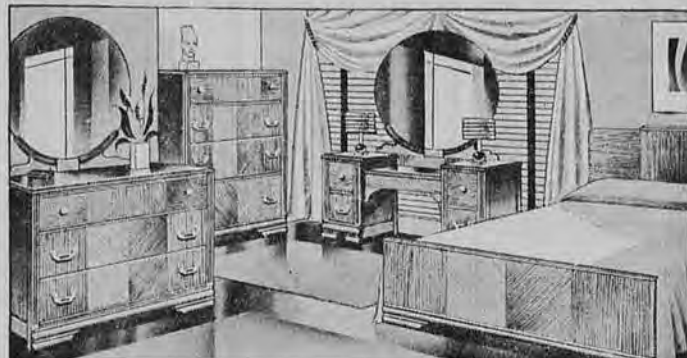
COUPON SPECIAL!

END TABLE



Present this coupon at any of our 3 stores and you get a lovely modern End Table. Regular value \$2.00 for

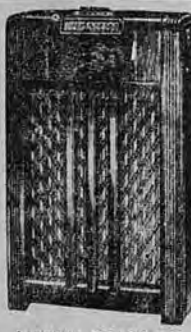
99c



3-PIECE BEDROOM SUITE

You can't match this value anywhere in town! Beautiful walnut veneers, fine large mirrors, quality construction throughout. You get the Bed, Chest and your choice of Dresser or Vanity. TABLE MODEL RADIO INCLUDED WITHOUT CHARGE! EASIEST TERMS IN TOWN!

\$49.95
INCLUDING
\$17.95
RADIO



NEW 1939 PHILCO WITH PUSH BUTTON TUNING

Instant Automatic Push Button Tuning, wide vision Dial Philco Disc Controls, Philco high efficiency tubes, oversize speaker. Special for our opening.

\$39.95

\$1.00 DOWN \$1.00 WEEK

LIBERAL TRADE-IN!

HERE'S A SUPER "UNION" VALUE

**INNER SPRING
MATTRESS**

Special for our opening—This full size mattress built with resilient inner springs and attractive coverings. Sale limited to 50 at this price! You better hurry!

\$6.95



50c DOWN AND 50c WEEKLY!

NEW 1938 GAS RANGE

Modern gas range with 4 fuel saving burners, lined oven and broiler, drawer and pan cupboard. Flash lighter. — All porcelain! — Special for opening.



\$39.75

\$1.00 DOWN \$1.00 A WEEK

FREE! WITH ANY REFRIGERATOR PURCHASED FREE!



5 YEAR GUARANTEE

**\$69.50
VALUE
AUTOMATIC
ELECTRIC
WASHER**

**\$69.50
VALUE
DAVENPORT
SUITE
CHOICE OF
COLOR**

**\$69.50
VALUE
FLORENCE
OIL
HEATER**

**\$69.50
VALUE
3 PIECE
BEDROOM
SUITE**

**\$69.50
VALUE
ELECTRIC
IRONER**

SET OF 4 STANDARD TIRES FOR YOUR CAR

OR ANY OTHER
MERCHANDISE
IN STOCK UP TO
\$69.50 VALUE!

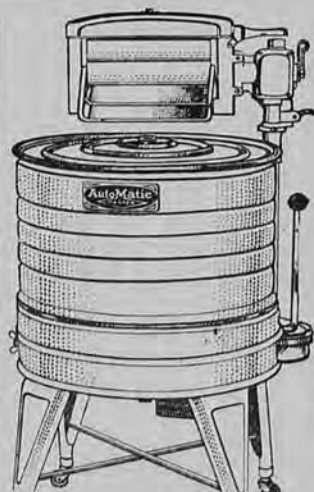
OPEN
EVENINGS
UNTIL
10 P.M.

UNION

TIRE COMPANY
MAIN STORE
286 EAST AVENUE

OPEN
SUNDAYS
UNTIL
NOON

**30
MONTHS
TO PAY!**



**GIVEN
OF \$50 OR MORE**

With
Any
Purchase

Splendid table model RADIO given with every purchase of \$50 or more. — Our Opening Gift Special!



**GIVEN
OF \$50 OR MORE**

With
Any
Purchase

Attractive new floor lamps in assortment of styles. Take your choice with any purchase \$50 or more. — Another Opening Gift Special.



**60 NORTH MAIN STREET
FAIRPORT, N. Y.**

★ **3 BIG STORES** ★

**114 WEST COMMERCIAL ST.
EAST ROCHESTER**

No Red Tape or Embarrassing Questions—Takes But One Minute To Open "Union" Account—Easiest Terms In Town's

Note! Illustrations In This Ad Similar As Possible To Actual Merchandise!

AT HICKSON'S

\$40 ALLOWANCE

for your old radio or phonograph regardless of make or condition.

Special Offer!

WE'LL GIVE YOU \$40 FOR YOUR OLD SET

Regardless of age or make on the purchase of this new

40th ANNIVERSARY RCA Victrola

(COMPLETELY AUTOMATIC)

This is the instrument you get. It's RCA Victor U-125, built to commemorate the 40th Anniversary of RCA Victor. Brings you complete entertainment in RECORDS and RADIO.



RETAIL VALUE \$175
PRICE TO YOU
\$135.00

and your old radio or phonograph

Low Down Payment EASY TERMS

This superb double purpose instrument gives you double value. You get complete entertainment ... both RECORDS and RADIO

TWO FINE INSTRUMENTS IN ONE

1 Electric Phonograph with same Automatic record changer as in \$365 RCA Victor. Gives you the music you want when you want it.

2 A 1938 RCA Victor Electric Tuning Radio—Push a button, there's your station. Cabinet available in your choice of walnut or mahogany.

With this beautiful, double purpose instrument, we are offering you the greatest value we have ever seen. We can make this great offer only because of the RCA Victor 40th Anniversary Celebration. Remember, this glorious 40th Anniversary RCA Victor is really two instruments in one. With it you get both the daily show of radio, and the lasting enjoyment of records. No more waiting to hear your favorite stars. You just put on a record, push a button, and there they are. Let us have that old radio or phonograph now. We will allow you \$40 for it on this completely new Victrola. This is an offer that puts you years and money ahead. Come in without delay.

\$5,000

For Oldest Victrola!

As part of 40th Anniversary Celebration, RCA Victor will pay \$500 for the oldest Victrola made in each year from 1900 through 1925 inclusive. If you have an old Victrola stored away, get it out. See us for details on how to enter it for one of these \$500 checks.



Easy Terms

SPECIAL OFFER

CLIP THIS COUPON

CHINA "NIPPER DOG" SALT and PEPPER SHAKER SET **FREE**

No Obligation. We want everyone to hear this sensational new RCA Victrola! To the first 500 people (adults) coming in for demonstration we will give ABSOLUTELY FREE this beautiful salt and pepper shaker set. Simply hand us this coupon. No obligation to buy anything. If you can use come in for demonstration right away — mail this coupon with name and address — (make an appointment for a demonstration at our store (at your convenience) and we'll reserve a shaker set for you. Hurry! Act now! See sets in our window. Be sure to get yours.

NAME _____ ADDRESS _____
You Must Bring or Mail This Coupon To Get Shaker Sets

HICKSON'S

COR. MAIN AND FRANKLIN

Opp. East Avenue

Rochester's Radio Headquarters

STONE 93

RADIO

WHAM — 1150 KC.

Thursday, October 27th

7:00—Club Matinee, Variety
7:15—Your Family and Mine, Drama
7:30—Late News Broadcast
7:45—The Four of Us
7:50—Don Winslow of the Navy
8:00—Tom Mix's Straight Shooters
8:15—News, Music, Songstrea
8:30—Harry McTigue, Sports
8:45—Lowell Thomas, News
9:00—Easy Aces, Comedy
9:15—Mr. Keen, Tracer of Lost Persons
9:30—State Police Drama
9:45—To Be Announced
10:00—Radio News of 1938, Variety
10:15—Kraft Music Hall, Bing Crosby
10:30—News, Television Broadcast
10:45—Skeeter Palmer's Orchestra
11:00—To Be Announced
11:15—Voice of Hawaii
11:30—Freddie Martin's Orchestra
1:00—GOOD NIGHT

Friday, October 28th

A.M.
7:00—Household Magazine Program
7:15—Hits & Encores, Rival Program
7:30—Thine Happy Gilman
7:45—Skeeter Palmer's Orchestra
8:00—Press-Radio, Tonic Tunes
8:15—For Women Only
8:30—Mrs. Thrifty Buyer
8:45—Tom Mix's Straight Shooters
8:50—Household Magazine Drama
9:00—Jane Arden, Reporter
9:15—Jerry Seay's Orchestra
9:30—M. Perkins, Serial Drama
9:45—Vic and Sarge, Serial Drama
10:00—Pepper Young's Family
10:15—Getting the Most Out of Life
10:30—Hit of the Day, News
10:45—Checkerboard Time
10:50—Nati Fain and Home Hour
11:00—Goodie's Radio Service
11:15—School of the Air
11:30—Betty and Bob, Drama
11:45—Arnold Grimm's Daughter
11:50—Valiant Lady, Drama
12:00—Betty Crocker's Cooking Hints
12:15—Continental Varieties
12:30—Between the Bookends
12:45—Your Family and Mine, Drama
1:00—Society Editor's Chit Chat
1:15—Adrian Rollins's Orchestra
1:30—Don Winslow of the Navy
1:45—Tom Mix's Straight Shooters
2:00—News, Chevrolet Musicals
2:15—Harry McTigue, Sports
2:30—Lowell Thomas, News
2:45—Hidin' My Time, Orchestra
3:00—Oscar Shumsky, Violinist
3:15—Carol Weyman, Songstrea
3:30—Donor's Headlines, News
3:45—Criminal Case Histories
4:00—Governor Herbert H. Lehman
4:15—Paul Martin's Orchestra
4:30—March of Time, Dramatized News
4:45—The Meaning of Music
5:00—Harry McKimley, Baritone, Songs
5:15—Jey Franklin, Columnist
5:30—News, Television Broadcast
5:45—Skeeter Palmer's Orchestra
6:00—Fate Waller's Orchestra
6:15—Gray Gordon's Orchestra
6:30—Frank Norak's Orchestra
6:45—GOOD NIGHT

Saturday, October 29th

A.M.
7:00—Songs for Saturday
7:15—Tonic Tunes, Dog Food Talk
7:30—Richard Lebert at Organ
7:45—Christian Science Program
8:00—News: Breakfast Club
8:15—The Three Rovers
8:30—Vernese Butler Ensemble
8:45—The Child Grows Up
9:00—Living Legends, Orchestra
9:15—Rochester Boy Scouts
9:30—Catholic Courier's Broadcast
9:45—"Our Man," Headlines, Program
10:00—Hit of the Day, News Briefs
10:15—Four-H Club Broadcast
10:30—Nati Fain and Home Hour
10:45—Ray Kinney's Orchestra
11:00—Armchair Quartet, Songs
11:15—To Be Announced
11:30—NBC Two Piano Team
11:45—Hur Parba's Orchestra
12:00—Rakov's Dance Orchestra
12:15—Rendezvous with Ricardo
12:30—Club Matinee, Variety
12:45—Al Roll's Orchestra
1:00—Pamoun Bates, Gordon's Orch.
1:15—Conservation Talk
1:30—George Skolky, Author
1:45—Harry McTigue, Sports
2:00—State Unemployment Talk
2:15—Hank and Herb, Comedy
2:30—Les Brown's Orchestra
2:45—Al Donahue's Orchestra
3:00—To Be Announced
3:15—Bain Dance, with Uncle Ezra
3:30—NBC Symphony Orchestra
3:45—News, Palmer's Orchestra
4:00—Dance Orchestra (1 Hour)
4:15—GOOD NIGHT

Sunday, October 30th

A.M.
7:00—Tone Pictures
7:15—Easo News Reporter
7:30—It Happened So Quick; Music
7:45—Coast-To-Coast on a Bus
8:00—Diamond Walnut Broadcast
8:15—Lake Avenue Baptist Church
8:30—Easo News Reporter
8:45—Catholic Broadcast
9:00—Radio City Music Hall
9:15—World Varieties
9:30—Roch. Community Choir
9:45—Musical Revue
10:00—Magic Key of B. C. A.
10:15—Los Hinos, Drama
10:30—The Three Chords
10:45—Sunday Vesper
11:00—To Be Announced
11:15—Metropolitan Opera Auditions
11:30—Famous Homes
11:45—County Medical Society
12:00—News, Osborne's Orchestra
12:15—Himba's Orch. Fingerprints Talk
12:30—Jack Benny and Mary
12:45—Beth Parker's Broadcast
1:00—McCarthy and Bergen
1:15—Hollywood Playhouse
1:30—Walter Winchell, Gossip
1:45—Irene Rich, Drama
2:00—Rue Menard's Orchestra
2:15—Chas. F. Johnson and Song
2:30—News, Manner's Orchestra
2:45—To Be Announced
3:00—Freddie Martin's Orchestra
3:15—Earl Hines's Orchestra
3:30—GOOD NIGHT

Hallowe'en



ROSEMARY DE CAMP

Rosemary is rehearsing for the October 31 apple bobbing. She portrays Judy Price in "Dr. Christian", WHCC-CBS 10 p. m. Sundays.

RADIO SPOTLIGHT

Thursday, October 27th

7:00—Rudy Valle's Variety, WREN
7:15—Major Bowes, WHCC
7:30—Bing Crosby's Hour, WHAM
7:45—Charles McCarthy, WHAM

Friday, October 28th

7:00—Cities Service Concert, WREN
7:15—Professor Quill's Quiz, WHCC
7:30—NBC Symphony, WHAM

Saturday, October 29th

7:00—Magic Key of B.C.A., WHAM
7:15—N.Y. Symphony Orch., WHCC
7:30—Charles McCarthy, WHAM

Sunday, October 30th

7:00—Magic Key of B.C.A., WHAM
7:15—N.Y. Symphony Orch., WHCC
7:30—Charles McCarthy, WHAM

Monday, October 31st

7:00—Eddie Duchin's Orch., WHAM
7:15—Major Bowes, WHCC
7:30—Bing Crosby's Hour, WHAM

Tuesday, November 1st

7:00—Bob Hope's Party, WHAM
7:15—Major Bowes, WHCC
7:30—Bing Crosby's Hour, WHAM

Wednesday, November 2nd

7:00—Town Hall, Fred Allen, WREN
7:15—Major Bowes, WHCC
7:30—Bing Crosby's Hour, WHAM

Thursday, November 3rd

7:00—Rudy Valle's Variety, WREN
7:15—Major Bowes, WHCC
7:30—Bing Crosby's Hour, WHAM

CLARA BARTON BAZAAR

Clara Barton Tent, Daughters of Union Veterans of the Civil War, will conduct a bazaar tomorrow in Odd Fellows Hall. Supper at 6 p. m. will be followed by a card party. Miss Louise C. Adams is in charge of the bazaar.

Goodrich

PRICE or VALUE?



Some people buy furniture solely on a "price" basis. What they are interested in is a "bargain" regardless of quality. Then there are others who seek outstanding quality — regardless of price. But most people buy on the basis of "value". That is why we are serving an ever growing clientele. First of all, every piece of furniture we sell must be of unquestioned quality. Then the price at which we sell must represent Rochester's best value. We can sell for less because of our considerably lower overhead. That is why it will pay you to inspect our complete new display rooms. You'll see what is meant by furniture "values". We feature nationally known manufacturers (Grand Rapids, Jamestown, Barnard & Simonds of Rochester) at definitely lower prices.

GOODRICH FURNITURE CO.

Telephone Glenwood 4064 Open Evenings Plenty Free Parking Space
1683 DEWEY AVE. ONE BLOCK SOUTH OF RIDGE ROAD

HERE'S WORKLESS WASHDAY!



GRANDMOTHER

knew washday as a dread ordeal of boiling clothes and hours of toil at the back-breaking scrub board.

MOTHER

knew a better method. The power-driven washing machine... a great step forward. Bursting hours of labor.

YOU!

Set two simple controls
BENDIX
does the rest automatically

No Backache... No Wet Hands
... No Muss with BENDIX

Imagine what a Bendix Home Laundry could mean to you... no backache, no wet hands, no muss. No lifting heavy, steamy clothes. No wringing, rinsing or messy mopping up on washday. Bendix gets clothes cleaner and sanitary more easily than by any other home method. Clothes last longer in a Bendix. May be installed where most convenient. A Bendix will pay for itself in your home, as you enjoy its use.

Call the nearest Bendix dealer today for a demonstration in your own home, with your own clothes. Then, if you decide to trade in your old washer, remember, it's worth more on a Bendix Home Laundry. Convenient terms to suit your budget.

The SUCCESSOR to the Washing Machine



BENDIX HOME LAUNDRY

WASHES... RINSES... DAMP-DRIES... AUTOMATICALLY

As advertised in the Saturday Evening Post, Colliers and Liberty

BEING DEMONSTRATED BY

E. W. Edwards & Son
Main St. E.
Stone 2308

Hill Appliances
482 Main St. E.
Main 8207

Peerless Radio Co.
1054 Dewey Ave.
Glenwood 840

I. S. Hunt Co.
390 Thurston Rd.
Gen 6913

Brauns
900 Portland Ave.
Stone 122

Purple & Behrman
94 Sola St.
Stone 220

THE CHATEAU

MONROE AVE. at the Twelve Corners

LEADERS IN THE ROCHESTER NIGHT CLUB FIELD

★ ALL STAR FLOOR SHOW ★

6 BIG ACTS 6

2 ORCHESTRAS EVERY NIGHT

★ ALYCE MACK
Acrobatic Dancer
★ BETTY DEANE
Le Danse Oriental
★ THE COCKTAIL GIRLS
★ WOODY MOSHER
Leading Exponent of Tap and Toe
★ "SKEETS" and PATSY CAMERON
The Laugh Riot
★ The Magnetic THELMA WALTERS
Mistress of Ceremonies
"The Songbird of The West"

FINE FOOD AND DRINKS
Famous for Capon, Duck, Turkey and Fish Dinners.
\$1
STEAK DINNERS \$1.50

Spend An Evening With Us And You'll See Why Everybody Calls The CHATEAU "Rochesters Only New York Night Club"

WHAM

Stromberg Carbon Station
ROCHESTER'S BLUE NETWORK AFFILIATE
1150 KC.

Highlights—

FRIDAY, OCTOBER 28

7:00 P.M. General Mills Hour
With four of your favorite shows blended into an hour's dramatic entertainment
7:15 P.M. Your Family and Mine
Get in now on the new Sealtest Contest. Listen and see if YOU can guess who killed Steve Treadwell
8:15 P.M. Chevrolet Musical Moments
7:30 P.M. Charles Siverston's Orch.
7:45 P.M. Tomorrow's Headlines
With Fritz Brownell as commentator
8:00 P.M. Criminal Case Histories
8:30 P.M. Gov. Herbert H. Lehman
9:30 P.M. March of Time
11:15 P.M. Skeeter Palmer's Orchestra

SATURDAY, OCTOBER 29

12:05 P.M. Your Esso Reporter
With closing stock trends
1:30 P.M. "Famous Homes"
6:30 P.M. Harry McTigue, Sports
On Saturday evenings Harry has the very latest in football results
7:00 P.M. Hank and Herb
8:00 P.M. National Barn Dance
10:00 P.M. NBC Symphony Orchestra
Directed by Arturo Toscanini

SUNDAY, OCTOBER 30

10:30 P.M. Lake Avenue Church
12:15 P.M. Catholic Hour
12:30 P.M. Radio City Music Hall
1:30 P.M. Rochester Community Choir
2:00 P.M. Magic Key of RCA
3:00 P.M. Dog Heroes
5:00 P.M. Metropolitan Auditions
7:00 P.M. Jack Benny
7:30 P.M. Seth Parker
8:00 P.M. Charlie McCarthy
9:00 P.M. Hollywood Playhouse
9:30 P.M. Walter Winchell
9:45 P.M. Irene Rich
10:30 P.M. Chas. Siverston's Orchestra
11:00 P.M. Your Esso Reporter

MONDAY, OCTOBER 31

12:30 P.M. National Farm & Home Hr.
3:00 P.M. Rochester Civic Orchestra
5:00 P.M. Al Sigi, Newscaster
6:15 P.M. Harry McTigue, Sports
At this new time for this Monday and not only in order to bring a special broadcast from NBC at 6:30
6:30 P.M. Thomas Dewey
7:00 P.M. Alas Jimmy Valentine
8:00 P.M. C. Robinson's Buckaroos
8:30 P.M. "Those We Love"
9:30 P.M. Eddie Duchin's Orchestra
Brought to you by Pall Mall Cigarettes
10:00 P.M. True and False
10:30 P.M. Gov. Herbert H. Lehman

TUESDAY, NOVEMBER 1

3:00 P.M. Helen and Bob
Listen to Helen Anker and Bob Hemings at the Hammond Electric Organ and piano in one of the most entertaining musical programs on the air over WHAM
3:15 P.M. United States Army Band
7:30 P.M. German Hour
8:15 P.M. Rezall Magic Hour
A grand show, on a par with the best
8:30 P.M. Information, Please
The sensation of the nation
9:00 P.M. Mary and Bob's True Stories
9:30 P.M. NBC Jamboree
10:00 P.M. Bob Hope's Variety Show
11:15 P.M. Fats Waller and His Orch.

WEDNESDAY, NOV. 2

4:00 P.M. Club Matinee
6:45 P.M. Lowell Thomas
7:30 P.M. Easy Aces
7:30 P.M. Charles Siverston's Orch.
8:00 P.M. One Man's Family
8:30 P.M. Bobby Lobby
9:30 P.M. Gov. Herbert H. Lehman
10:00 P.M. Armstrong, Garcia Fight

THURSDAY, NOV. 3

3:00 P.M. Grand Slam Revue
6:00 P.M. Your Esso Reporter
8:30 P.M. Rochester Philharmonic Or.

PLAN HALLOWEEN PARTY
Rochester Society of X-Ray Technicians will hold a Halloween jubilee at 9 p. m. Saturday in the Summerville Armory. John J. Douglas, president, will be master of ceremonies. Committee members include: J. B. Longley, Ida Geary, Edward Gunson and Neva Potts.

CARD PARTY SLATED
The Irondequoit Bay Home Bureau will sponsor a card party tomorrow afternoon at Bay School, Bay Road, West Webster. Mrs. M. Olson, 231 Harrington Street, "The Citadel," at Low's Rochester Theater, is a movie that will be of more than ordinary interest to you. See it at the Sun's guest. Call at 419 Burke Building for guest ticket.

Keep Accurate Wage Record, Social Security Board Urges

Calling employers' attention to the final due-date of October 31 for employers' quarterly wage insurance reports for the months of July, August and September, Mrs. Anna M. Rosenberg, New York regional director of the Social Security Board, pointed out the importance of accurate wage-record keeping and reporting.

At the same time, Mrs. Rosenberg recalled to employers a ruling of the Bureau of Internal Revenue which states that "records should be maintained for a period of four years after the date the tax to which they relate becomes due or the date the tax is paid, whichever is the later."

"Businessmen can save themselves unnecessary work and help their employees get the benefits due them, by keeping accurate records of all remuneration paid to employees after December 31, 1936, and by making accurate reports of these wages on Form SS-1a," Mrs. Rosenberg stated.

Employers' wage returns must show each employee's name and social security account number, and the amount of taxable wages paid to him during the quarter. After auditing these reports, collectors of internal revenue send them to the Social Security Board, where wages for each employee are credited to his account by means of his name and number, it was stated.

In urging accurate reporting, Mrs. Rosenberg explained that incorrect items must be returned to the employer for correction and this makes double work for the employer and at the same time delays the posting of these wages to employee's social security accounts.

Under the old-age insurance

plan, Mrs. Rosenberg added, the employee's benefits are based on his total wages from employment. With benefits now being paid to employees who have reached the age of 65 since December 31, 1936, and to the families or estates of workers who have died, it is important that wage records be kept accurate in order that the beneficiary receive prompt payment of the benefits now due him.

Mrs. Rosenberg called attention to five common causes of inaccuracy which have been found by the Social Security Board in previous reports from employers:

1. Transposition of digits in typing employee account numbers.
2. Omission of account number for some employees.
3. Omission of employer identification numbers.
4. Illegible handwriting.
5. In order that each employee's social security account number may be given in the quarterly wage report, employers should keep a permanent record of these numbers. If an employee fails to apply for a number, the employer is required to file an application for him. Applications may be made at any Social Security Board office.

Y Drive Enters Third Day

Yachting and the high seas are intermingled with the cry, "Ship Ahoy! Join the Y!" as the third day of the YMCA's membership campaign for 3,500 sailed under the direction of "Admiral" Thomas A. Sharp.

Divisions represent the following yacht clubs: Maplewood Branch, Buffalo Yacht Club; Monroe Branch, Cleveland Yacht Club; Arnett Branch, Chicago Yacht Club; Young Men's Division, Royal Canadian Yacht Club; Men's Division, Detroit Yacht Club; Kodak Division, Rochester Yacht Club, and, West Side, Toledo Yacht Club.

"Commodores" of the divisions are L. A. Mertz, Herbert W. Brigham, Charles H. Kalbfus, Willis G. Broadbents, Warren T. Root, Edward L. Cook and Howard Lee.

KNIGHTS TO HEAR NIER
First speaker in this year's Americanization program of Rochester Assembly, Fourth Degree, Knights of Columbus, will be former Commissioner of Public Safety George J. Nier, who tonight will discuss the proposed amendments to the state constitution.

Orr M. Sisbey, 56 Monica Street, insure yourself a good time at Low's Rochester Theater where "The Citadel" will be shown beginning October 28. Call at The Sun for guest ticket.

You'll Save
MANY DOLLARS! IF YOU BUY YOUR WINTER COAT NOW AT KIENER'S . . .

FUR TRIMMED COATS
Kiener Quality has never before been offered at such unusually LOW PRICES. Every coat luxuriously fur-trimmed with Fox, Mink, or Wolf. The selection is limited. You can save \$15 to \$25 on each coat.
\$9.95
A Complete Line of Ready Made And Made To Order Coats

FUR TRIMMED COATS
Boxy, fitted, and swag-gar styles. All the popular winter colors. Sizes 14 to 46. Also a selection of quarter and half size for the short women. YOU CAN SAVE \$10 TO \$15 on each garment, while they last!
\$19.95
KIENER'S COAT SHOP
599 HUDSON AVE.
COR. CLIFFORD AVENUE OFF. HOLY REDEEMER CHURCH
OPEN TILL 10 P. M.

EVERY DAY LIQUOR SPECIALS
Not a special sale! Just a few examples of the savings you can make at Manhattan every day of the week. Stock up now for Halloween festivities.

"Old Squire"—A Blend of Straight AMERICAN
RYE WHISKIES
\$2.33 Quart **\$1.25** Pint

CLOSE-OUT
Last Call! Just a Few Packages Left!
FAMOUS "LAFAYETTE" WINES
Quarts 45c 79c Gallons \$1.43

"Old Parr"
SCOTCH
\$3.89 Fifth
Over 12 Yrs. Old

"Royal Box"
100% GRAIN GIN
London Dry
\$1.45 Quart

WE DELIVER PHONE GEN. 4928
No need to chase all over town looking for "bargains." We maintain lower prices. Not only on advertised specials—but throughout the store.
MANHATTAN WINE & LIQUOR CO.
960 GENESEE ST., cor. BROOKS AVE.

Benefit Lecture For Bryn Mawr

Mrs. Henry G. Danforth of West Avenue, will open her home Friday, November 4, at 8:30 p. m. for a benefit lecture to raise funds for Bryn Mawr Summer School.

Dr. Dexter Perkins, University of Rochester, will speak on "New Deals and Old." An informal reception will follow.

The Bryn Mawr Summer School will be held again next year on the college campus. The Rochester Committee, composed of representatives of various clubs and college groups, usually sends one or two girls each summer.

The committee includes Mrs. Dwight S. Wetmore, chairman; the Mesdames George Aldridge, William F. Washburn, Ralph Mather Cole, Charles H. Witherpoon, Louise Foote Jessup, Leonard Lee Bacon, Dexter Perkins, J. Stinson Scott, John DeWitt, James M. Spinning, Carol Fennessy and Thomas H. Remington; the Mesdames Catherine Sullivan, Effie Riley, Elaine Clark, Mathilde Lucia and Marian Meyers, and Dr. Isabel K. Wallace.

Rosemary Weiss Pupils Will Dance for Moose

Pupils of Rosemary Weiss will give a dance recital Saturday at 2:15 p. m. in the Moose Temple for the benefit of the Junior Moose Chapter. Dinner will be served after the recital. Elizabeth Schmeider is chairman of arrangements, assisted by Hazel Bassett and Mabel Sissons.

The dancers are Eleanor Schoultz, Eleanor Smith, Patricia McCormick, Janice Bassett, Barbara Anne Wels, Anne Ruby, Kay White, Maria Wood, Delores Bean, Ruth Barry, Jean Harris, Shirley Sommers, Shirley Stubbs, Marguerite Zayranaki, Geraldine Wood, Virginia Dapore, Marjorie Stellwagen, Peggy Stak, Jane Reinschmidt, Virginia Reinschmidt, Shirley and Jane Brewerton.

Does Bladder Irritation Wake You
It's not normal. It's nature's warning "DANGER AHEAD!" Make this 25c test. Use bubble leaves, juniper oil and 6 other drugs made into green tablets. Help the kidneys flush out excess acids and other wastes which can cause the irritation resulting in getting up nights, frequent or scanty flow, burning or backache. Ask your druggist for bubblets. Your 25c back if not pleased in 4 days. Locally at J. K. Post Drug Store.

BINGO
At Hollywood Theatre Bldg.
Every Friday and Saturday Night
35 Pullman Ave., Lake Ave. Car to Ridge Road
Admission 25c
All Cash Prizes

10th ANNIVERSARY SALE
67 RADIOS MUST GO AT LESS THAN 1/2
Brand New 1938 Models
PHILCO-RCA-ZENITH!
RADIO .280
TUBES .245
24c
EVERY RADIO IS GUARANTEED
PRICES SLASHED ON
WASHERS - REFRIGERATORS
TERMS LOW AS \$1.00 A WEEK
BRAUN'S
900 PORTLAND—OPEN EVENINGS
Today, Tomorrow And Saturday

DAW'S CUT-RATE DRUG STORES

1. OPPOSITE Temple Theatre 56 Clinton AVE. SO.	2. CORNER ABERDEEN 31 Main ST. EAST	3. 1 DOOR FROM STILLSON 353 Main ST. EAST	4. CORNER DEWEY 464 Ridge ROAD W.	5. AT THE BULL'S HEAD 880 Main ST. WEST
--	---	---	---	---

GERBER'S BABY FOODS 2 for 11c
MARROW OIL SHAMPOO 29c
MUSTEROLE 21c
ANALGESIC BALM 18c
MIDOL TABLETS 9c

TOOTH BRUSHES 9c
HAIR CURLERS 3 for 10c
Dolores CASTILE SOAP 10c
TOILET BOWL BRUSH 8c

DAW'S GENUINE SEGAL BLADES 9c
FITCH'S AFTER-SHAVE Lilac Lotion 11c
MILK OF MAGNESIA TABLETS 8c
ESPOTABS 19c

DAW'S IVORY SOAP 3 for 11c
CLEANSING TISSUES 7c
FREEZONE FOR CORNS 16c

DAW'S DIAPHRASIN Tablets, Reg. 60c . . . 33c
ADLERIKIA Medicine, Reg. \$1.00 . . . 69c
BABY POWDER Snow White, Reg. 25c . . . 9c
KNO SALT Regular 60c Size . . . 47c
BISODOL TABLETS Bottle of 100 . . . 39c
GILLETTE THIN Blades, Pack of 8 . . . 19c
BROMO-SELTZER For Headache, 60c . . . 49c
TONSILINE Throat Gargle, 35c . . . 26c
LOVALON Hair Rinse, Reg. 25c . . . 16c
KIDNEY PILLS Dr. Daly's, Reg. 50c . . . 29c
THYROID TABLETS 1-gr. Bottle of 100 . . . 39c
REM for Coughs Regular 60c Size . . . 49c
SCOTT'S EMULSION Regular 60c Size . . . 49c
WHITE'S COD LIVER OIL Tablets, Reg. \$1 . . . 79c
CHOCOLATE MALTED Milk, Nat'l Dairy, 2 lb . . . 39c
MEAD'S Falmint, Reg. 50c . . . 39c
SPEARMINT Tooth Paste, 1gr size . . . 7c
VASELINE Hair Tonic, Reg. 50c . . . 37c

SODAMINT TABLETS 8c
HAARLEM OIL CAPS 21c
P & G SOAP 4 for 11c
ASPIRIN 2c
WOODBURY'S HAND LOTION 21c

"Perk up" with PURSANG
Overwork, illness, wrong food, lack of exercise—all collect their toll. Now's the time to get back to normal. Are you feeling discouraged and "run down" these days? It may be because indoor living, worry and overwork have conspired to wear down your resistance—and reduce the iron content of your blood. An iron deficiency can weaken energy and make a man or woman imagine almost everything is wrong when really the condition is not serious. If you are "below par" just start taking Pursang. See how much better you feel in two or three days. Pursang contains iron and copper compounds—effective in increasing hemoglobin, the substance that makes red blood red. At the same time it stimulates appetite and aids digestion. Pursang contains no sugar. Begin your Pursang treatment today!
AT ALL DAW'S STORES

"CANDICOD IS A 100% EFFECTIVE WAY OF GETTING THE BENEFITS OF COD LIVER OIL."

CANDICOD
Vitamins A & D in Delicious Chocolated Cubes
"CANDICOD TASTES FINE—I LOVE TO TAKE VITAMINS THIS WAY."

The glorious boom of glowing health all winter long—vigorous strength and fewer colds—help assure all this for yourself and your family with CANDICOD! CANDICOD is a scientific triumph of concentrating Vitamins A and D—all the benefits of cod liver oil, into small delicious, chocolated cubes. It's economical and convenient—children love it and your doctor will approve. At all DAW's stores
2 CUBES OF CANDICOD ARE EQUIVALENT TO 3 SPOONS OF COD LIVER OIL

Right Reserved to Limit Quantities

TISING

will discuss the proposed
ents to the state consti-

FIDENCE

With Miller
the Finest In
er 26 Years!

DAL

065
TON
Prepaid or
Cash Only
Show Off

Long Burning
GUARANTEED

MILLER
Absolutely Dry!
Gives More
Heat!

IS COUPON
TRIC
PAD

\$1.49
Regular
\$2.50
Value

FEATURES
Switch Control
Thermostat On

Heat for Relief of
about 1/2 Per Hour
Port Construction

TS
of 100

8c
21c

4 for 11c
2c

HAND LOTION
21c

ring Your Next
ation to DAW'S

ith
NG

—all collect their
e days? It may be
conspired to wear
nt of your blood,
a man or woman
e condition is not

g. See how much
contains iron and
globulin, the sub-
time it stimulates
sugar. Begin your

ES
AKE
AY."

OD
olated Cubes

TES
AKE
AY."

OD
olated Cubes

TES
AKE
AY."

OD
olated Cubes

TES
AKE
AY."

OD
olated Cubes

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 5 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

VOL. II NO. I

ROCHESTER, N. Y., NOVEMBER 3, 1938

72,000 COPIES DELIVERED

Here, There
and
Yonder

By CRAY REMINGTON

Rochesterians: Middle-aged
males employed in local indus-
try carefully dyeing hair, around
ears, to make themselves appear
youthful and to avoid being
placed in human industrial
scrap heap. Their work, it's ad-
mitted, is satisfactory, but, be-
cause of the trend in industry,
they live in per-
petual fear of
being replaced
by younger men.
And because of
this, when the
radical mood-
day speaker ad-
dresses them
from motor
car, outside
factory, he has
many vivid lis-
teners and con-
verts. . . Ellison
son, Kossoff, im-
presario of new
Cray Remington
boxing club, is in
knitwear busi-
ness.



Because Carl S. Hallauer, Ro-
chester's Grover Whalen, is new
chairman of Western New York
Apple Blossom Festival (For
1939) it doesn't mean that he
alone will select the festival
(Continued on Page 10)



FURNITURE SAVINGS AT Goodrich

Drive out or take car (Dewey car stops at our door) and see
for yourself the savings you can make on furniture of quality
at Goodrich's.

Correct furniture for every room in the home and a genuine
savings on every piece, it will pay you to inspect our values.

Deferred
Payments

We feature high quality fur-
niture (Grand Rapids
Jamestown, Barnard
Simmonds & Co. of
Rochester) at
definitely

RUGS
RADIOS
LAMPS
WASHERS

LOWER PRICES
GOODRICH
FURNITURE CO.

OPEN EVENINGS - FREE PARKING
**1683 DEWEY AVE. ONE BLOCK SOUTH
OF RIDGE ROAD**

While They Last!

63 DRESSES \$1.00
Were To \$7.95

17 GOWNS \$5.00
Were To \$16.95

47 SPORT COATS \$5.00
Were To \$16.95

68 FUR TRIMMED COATS \$13.00
Were To \$24.95

The CLINTON
COATS • DRESSES • GOWNS

634 CLINTON AVE. N. MAIN 4494
Store Hours 9 A. M. to 10 P. M.

DAYLIGHT TOPS ELECTION ISSUES

Each Major Party Envisions Victory

Charges and counter-charges—merely a thin disguise for
what generally is known as mud slinging—will be finished and
forgotten in a few days as election returns determine whether
Governor Lehman is to retain his office or be supplanted by
Thomas E. Dewey; whether George B. Kelly is to remain in Con-
gress or be succeeded by Joseph J. O'Brien.

Monroe County leaders of both
major parties have made last-
minute forecasts of success for
their candidates, and each side
has marshalled forceful argu-
ments in support of these fore-
casts.

Increased registration is taken
as a hopeful sign in the Repub-
lican camp, especially in view of
the fact that the GOP enroll-
ment in this county is 104,350,
as compared with a Democratic
enrollment of 58,245.

Dewey and Kelly are favored
in newspaper polls as victors in
this county, but Democratic
leaders, while pleased with the
swing to Kelly, declare that the
straw vote is not a true indica-
tion of Dewey's popularity here.
They point to the fact that
Governor Lehman carried Mon-
roe County by nearly 17,000 two
years ago and they believe that
the Governor will hold a con-

School 44 PTA Plans Supper

Third annual supper of the P.
T. A. of School No. 44 will be held
at the school Tuesday, November
15 at 6:30 p. m. Mrs. Elmer Da-
muth, general chairman, has ap-
pointed the following committee:
Tables, Mrs. L. Burke and Mrs.
M. Deland; hall, Mrs. S. Dibble
and Mrs. E. Bisham; tickets,
Mrs. R. Clapp and Miss M. Brew;
refreshments, Mrs. E. Wuerst;
hostesses, Miss Christine Lotz,
Miss Viola Hall and Mrs. A. Hat-
cliffe.

George Pink, first vice presi-
dent of the group, will be toast-
master. Dancing will follow after
the supper.

Guests of honor will include
Mayor and Mrs. Lester B. Rapp,
Mr. and Mrs. Earl Manley, Mrs.
F. Burgreen, chairman Genesee
division, state P. T. A., F. Bur-
green, the Rev. and Mrs. Freder-
ick Reland and Miss Helen
Hadley, supervisor of elementary
grade teachers.

Say you saw it in The Sun.
Mr. and Mrs. Nelson P. San-
ford of Oxford Street, returned
last week from their summer at
Webster-on-the-Lake.

Say you saw it in The Sun.
Ruth Ackerman, 181 Beta Street, see
"The Great Walter" at Loew's Rochester
Theater. Call at The Sun for guest
ticket.

Rochester on Parade ★ ★ ★ By W. L. James



Rosary Group To Hold Annual Dinner Nov. 9th

Holy Rosary Church Ro-
sarians will hold their annual
dinner Wednesday evening at
6:30 at Powers Hotel. Mrs. Fred
Kunz, Rosary president, will act
as honorary chairman, with
Mrs. Charles Lechner serving
as general chairman. Entertain-
ment and cards will follow the
dinner.

Guests of honor will include
Rt. Mgr. Charles P. Shay,
pastor of Holy Rosary Church
and the Revs. John Wheaton,
Richard Burns, Joseph McDon-
nell and William Naughton.

CLUB TO HEAR CODE

Arthur E. Sutherland Jr. will
discuss the state constitutional
amendments before a meeting
of the 10th Ward Women's Re-
publican Club tonight. Mrs. Jo-
seph H. Bush will preside at the
meeting.

WATCH Next Thursday's SUN

For Complete Details Of
One Of Rochester's
**GREATEST
SALES**

ALL YOU
NEED
IS AN
HONEST
FACE



TO BUY TIRES
HERE ON CREDIT

Just present your license
certificate, pick out the
tires you need and make
your own small weekly
terms. That's absolutely all
there is to it. There's no
"3rd" degree questioning!
Diamond "Blowout-Pro-
tectors" feature give you
greater safety at lower cost.

Diamond
SUPER SERVICE
TIRES

Unit Parts

ROCHESTER CORP.
1185-1223 MAIN ST. E.
CUL. 250

Advocates, Antis See Record Vote

As the campaign swings into its closing days, the most-talked-
of issue to be settled by Tuesday's election is daylight saving.
Opponents and proponents of this referendum have forgotten
party lines in their efforts to defeat or carry the measure, making
this the lone local nonpartisan issue to be settled by voters.

Until this week the field ap-
parently was dominated by ad-
vocates of daylight saving, but
lately the opposition, which had
been strangely quiet while the
Rochester Association for Day-
light Saving waged an energetic
campaign for "last" time, has
come into the open with the
same arguments that defeated
this referendum four years ago.

This activity means that Tues-
day's vote on daylight saving will
be the largest yet cast on this
measure. In 1934, there were
48,752 ballots registered against
the proposition, while 42,077 fa-
vored it. At the same time 32,791
voters did not go to the trouble
of registering their opinions.

Campaigners for and against
daylight saving are concentrat-
ing their efforts on the 32,791
men and women who disregard-
ed the referendum four years
ago. Both sides apparently feel
that the votes they had in 1934
are secure and they feel that the
issue will be decided definitely
if a majority of the thirty-two
thousand indifferent ones can be
persuaded to vote yes or no on
Tuesday.

Proponents have reason for

Sale
New Fall Fashion
DRESSES
\$8.95
Usually \$10.95
Now \$12.95
Others From
\$6.95 Up
A smart, col-
ored, you should
see. Sizes 11 to
17 and 12 to 20.
Jinny WILLIAMS
DRESS SHOP
441 PLYMOUTH AVE. SO.
Near Elm St. Open Evenings

Be a FRIEND To Rochester MOTHERS and CHILDREN



Children comprise 33% of Rochester's pop-
ulation. A change of time will cause emotional
and physical suffering from having to make
adjustments in sleeping and eating habits.

Mothers are burdened with extra work, through
readjustments of their children's habits.

We therefore Urge you to vote **NO** on
the question of Daylight Saving.

THE FAIR PLAY COMMITTEE.

VOTE NO ON DAYLIGHT SAVING

(Advertisement)

Mr. P. Butler, 281 Magnolia Street, call at The Sun for guest ticket to Low's Rochester Theater, now playing "The Great Waltz."

Mrs. O. Schmitt, 671 Front Avenue, call at The Sun for guest ticket to Low's Rochester Theater, now playing "The Great Waltz."

CUTALI'S
107 NORTH ST. 25 BROAD ST.
Here Is What The City Of Rochester Says About Us—

CITY OF ROCHESTER
NEW YORK
DEPARTMENT OF PUBLIC SAFETY
BUREAU OF HEALTH
65 CROSBY ST.
Oct 20, 1938

Mr. Alfred Cutali, Cutali Restaurant, 25 Broad St., Rochester, N.Y.

My dear Mr. Cutali:

This is to certify inspections made at your two restaurants situated on North Street and Broad St. These restaurants meet all requirements as to cleanliness, general sanitation and quality of food handled and served.

Yours truly,
A. J. Johnson
Health Officer

Here Is What Thousands Of Rochesterians Say About Us—
"ROCHESTER'S FINEST SPAGHETTI RESTAURANTS"
Dine in WHAY every Friday night, 11:30 to 12:30, every Saturday night, 11:30 to 12:30. THE ONLY TWO ORIGINAL.

CUTALI
RESTAURANTS
107 NORTH ST. 25 BROAD ST.

Len Morrell's Orchestra, every night at North St. restaurant 6 to 8 p.m. and "Curly" Langley, the man with a thousand songs, at Broad St.

'Yes' Asked for Bus Law

"Fair, just and humane legislation for the benefit of all our children" was Representative George B. Kelly's characterization of the parochial school bus transportation provision in Amendment No. 1 to which he urged a "yes" vote.

As the original sponsor of the Kelly Bus bill, which provides for transportation of both parochial and private school children on the same basis as now furnished public school pupils, Kelly has long fought for passage of such a measure.

The Kelly bus bill was introduced when he was a state senator, but at the time it failed to become a law. During the next session of the legislature it was again introduced, passed both houses and was signed by Governor Lehman. Later the measure was declared unconstitutional by the state court of appeals.

With the help of Senator Robert Wagner and other delegates to the constitutional convention, he succeeded in having the group incorporate the measure into the proposed amendments.

Auxiliary Sets Dinner Nov. 10

Ladies Auxiliary, Knights of St. John of the Sacred Heart Church will give an installation dinner Thursday, November 10, at 8:30 p. m. in the Palm Room at Hotel Seneca.

Guests of honor will include The Right Rev. Bishop James E. Kearney who will celebrate his first anniversary at Pro Cathedral on this date, also Supreme President Theresa Ganster, The Right Rev. Monsignor Geo. V. Burns, Rev. John O'Brien, Rev. Earl Ritz, Deputy Rose Fromm, Mr. and Mrs. John A. Doyle, Dr. and Mrs. Arthur O'Brien.

Say you saw it in The Sun.

Miss Ruth Ball, 36 Wilminton Road, see Fernand Gray and Louise Rainer in "The Great Waltz" at Low's Rochester Theater. Call at The Sun for guest ticket.

Say you saw it in The Sun.

Single Careless Play Defeats Makeable Contract

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

By VIRGINIA LEVY

One of the points which has been stressed most frequently in this column is the necessity of winning the opening lead in the correct hand.

As a rule, it is the question of entries which makes this so important. There are, however, many other excellent reasons why it becomes so vitally important to take a trick in the proper hand. Take note of the hand below and see how a perfectly sound game contract was defeated by careless play to the first trick.

NORTH
S 2 3 3 2
H 7 6 5 3
D A K Q
C A K

EAST
S K Q J 4
H K Q J 4
D K Q J 4
C Q 10 9 8 4

SOUTH
S K Q 10 7 3
H A K 4
D K 4
C 7 6 4

WEST
S A 10 9 8 7 2
H 10 9 8 7 2
D Q J 10 9 8 7 2
C A 2 2

With South as dealer, the bidding followed:

SOUTH WEST **NORTHEAST**
1 Spade 2 Diamonds 3 Spades Pass
4 Spades Pass Pass Pass

West opened the diamond queen, and declarer, without pausing to plan her play, won the trick in her own hand with the king. The king of trumps was then led, East winning with the ace and returning the jack of diamonds. North covered with the ace and East ruffed, and led back the heart king.

CONTRACT DEFEATED

Declarer took this trick with her ace, drew the last trump, played the ace and king of clubs and finally conceded another diamond and a heart trick, going down one trick.

Needless to say, carelessness was entirely responsible for the defeat of this contract. Had declarer taken a moment to analyze the situation she would have realized that as West had made an overall in diamonds at the level of two, it was very probable that that hand contained a six-card diamond suit, in which case East would have a singleton.

DECLARER ON SPOT

This would mean that if West also had the ace of trump, a sure entry, which was not at all improbable, she would return another diamond for East to ruff. If at this point the ace of diamonds is in the dummy, declarer is certain to lose it, as it she covers when the jack is led, east ruffs; and if she plays low, the trick holds and a diamond trick is lost anyway. In other words, two diamond tricks will always be lost if the cards are played in this way.

The correct play, therefore, is for declarer to win the lead of the diamond queen in the dummy with the ace. West now may be put in with the ace of trumps and if she does return the jack of diamonds, and east ruffs, south still can retain her king, as she will play after East.

SAFETY PLAY

No matter what the defense does it cannot set the contract now, as declarer will lose one diamond, the ace of trump, and one heart trick.

The play recommended is simply a safety play, made to

American University Units Hold Classes Today

Two Study units of the Rochester branch, American Association of University Women will meet today. The unit studying parliamentary law convenes this morning and at 2:30 p. m.

COOKED FOOD SALE

A cooked food and clam chowder sale will be held all day tomorrow at Winton Congregational Church, Winton and Farmington Road. Mrs. William Ballou and Mrs. James Foley will have charge of the sale.

SURROUND YOUR HOME WITH BEAUTY



PLANT EVERGREENS

PLAN NOW TO CHANGE UNSIGHTLY FOUNDATION PLANTINGS and replace with EVERGREENS for year-round beauty. RIGHT NOW is your opportunity to plant at LOWEST PRICES for every indication points to considerable increase in evergreen prices in the spring. SEE OUR COMPLETE ASSORTMENT AT ROCK BOTTOM PRICES. ALL TREES GUARANTEED TO GROW OR REPLACED FREE. Varieties listed below are best suited for foundation plantings:

UPRIGHT GROWERS	ROUND GLOBE TYPES	LOW SPREADING KINDS
Pyramidal Arbor Vitae Juniper Cannari Spiral Arbor Vitae Globe Redwood Arbor Vitae Columbia Arbor Vitae Taxus Capitata	Globe Arbor Vitae Hovey's Arbor Vitae Wareana Compacta Majesty Pine Retinospora Plumosa	Savina Juniper Pittsinger Juniper Juniper Tripartita Taxus Cupidata Juniper Horizontalis

SPECIALS: Big Special Offer For A Limited Time While They Last
GLOBE ARBOR VITAE, 12/15" size \$1.09
SIBERIAN ARBOR VITAE, 18/24" size
AMERICAN ARBOR VITAE, 2/foot size

Ask for SPECIAL PRICES on LARGE EVERGREENS for HEDGE or BACKGROUND PLANTING



CHASE GARDEN STORE
2045 East Ave.
Open Daily and Sundays — Phone Monroe 1166

ROSES — SHRUBS — TREES etc.
TULIP BULBS—CROCUS—HYACINTHS

No Matter How Many There Are In The Band
THERE IS ONLY ONE LEADER

In Every Line of Business Too There Is An Acknowledged Leader

— And You'll Find (If You Check Up) When It Comes To Curtains — — We're The Acknowledged Leaders.

YES, definitely the leading curtain house in Rochester! And yet... it has taken no miracle to accomplish this. We seldom hold "sales" and, search as you may, you won't find a so called "bargain" curtain in our huge store. Just the largest stock (in the widest variety) of the finest values you can find anywhere. We strive always to offer prices that represent definite savings but, more important, every curtain leaving this store, regardless of price must be of unquestioned quality. That is why we are able to do business on the basis of a full refund if you are not completely satisfied. We believe that mutual confidence between dealer and customer is worth something and we also believe that you will enjoy shopping in this complete exhibition of what the well-dressed windows are wearing. Won't you stop in—you will be under no obligation to buy anything. See our complete line of curtains, draperies, beautiful chenille bedspreads and gay, colorful bath sets.



PAULS CURTAIN SHOP
76 CLINTON AVE. SO.
Diagonally Opposite Our Former Location

CURTAINS from 69c to \$ 6.00
Draperies from \$1.96 to \$10.95
Bedspreads from \$1.98 to \$29.50
Bath Sets from \$1.00 to \$ 3.98

FREE ESTIMATE

Let us prove that You can get a Genuine

Mule-Hide Roof
at lowest prices

SAVE MONEY
Phone Us Today EASY TERMS

KEMP Roofing Co.
331 MAIN ST. W.
MAIN 1786

FOR SALE!
At A Sacrifice!
1935 CHEVROLET
Master Deluxe
TUDOR SEDAN
Trunk & Knee Action
In Good Condition
\$265
Can Arrange Finance
23 HELENA ST.

The Republican Party

Stands Firmly For

**Preservation of Our Constitution
Restoration of Confidence and
CLEAN GOVERNMENT**

Republican Candidates are Pledged to These Principles and

MERIT YOUR SUPPORT

FOR GOVERNOR	FOR CONGRESS 38TH DISTRICT
THOMAS E. DEWEY	JOSEPH J. O'BRIEN
FOR LIEUT. GOVERNOR	FOR CONGRESS 38TH DISTRICT
FREDERICK H. BONTECOU	RODNEY B. JAMES
FOR ATTORNEY GENERAL	FOR SENATOR 46TH DISTRICT
ARTHUR V. McDERMOTT	KARL K. BECHTOLD
FOR U. S. SENATE	FOR ASSEMBLY 1ST DISTRICT
JOHN LORD O'BRIEN	FRANK J. SELLMAYER Jr.
EDWARD F. CORSI	FOR ASSEMBLY 2ND DISTRICT
FOR CONGRESS-AT-LARGE	ABRAHAM SCHULMAN
RICHARD B. SCANDRETT Jr.	FOR ASSEMBLY 3RD DISTRICT
Mrs. HELEN Z. M. RODGERS	GEORGE T. MANNING
FOR COUNTY JUDGE	FOR ASSEMBLY 4TH DISTRICT
H. DOUGLASS VAN DUSER	PAT E. PROVENZANO
	FOR ASSEMBLY 5TH DISTRICT
	HENRY D. SHEDD
	FOR SPECIAL COUNTY JUDGE
	WALTER H. WICKINS

VOTE THE STRAIGHT REPUBLICAN TICKET

Edwards GOOD WILL DAYS

Here's How We Help You SAVE on Timely Items Friday and Saturday!



Suit **FEATURE**

2 and 3 Piece SUITS
SHARPLY REDUCED FOR GOOD WILL DAYS
\$18 \$48 \$28

Reduced from \$29.75 **SAVE \$11.75.** Chesterfield vest and skirt... superbly tailored by hand of pure worsted in a handsome herringbone weave.
Reduced from \$69.75 **SAVE \$21.75.** Bride's "going away" suit. New longer jacket silhouette. Schiaparelli's saddle collar in blue fox, rich nubby woolen.
Reduced from \$39.75 **SAVE \$11.75.** Cardigan jacket, skirt and richly furled coat. A smart wardrobe in itself. Ribbed fabric, Persian collar.
Paris stresses the importance of Fall and Winter suits. Edwards brings you everything from untrimmed three-piece wardrobe suit to luxuriously furled two-piece dress suit. Priced so low, during Good Will Days, you'll be tempted to choose more than one. Such rich furs as: Persian lamb, wolf, blue fox, racoon. Fine woolen fabrics in grape, wine, boy blue, laurel green, black, brown. Warm interlinings. Broken sizes... for misses and women.
EDWARDS, Third Floor



FASHION & SHOES
Arch **385**
REGULAR \$5 AND 6.50 Values

A rare and exciting opportunity to save from \$1.15 to \$2.65 on every pair of shoes you'll need from now until Spring. Platform soles! Smart two-leather combinations... gabardine and patent, gabardine and calf, suede and patent, suede and calf. Kid. Black, brown, navy. Sizes 4 to 9 1/2.

- PUMPS
- OPEN TOES
- TIES
- OXFORDS

EDWARDS New Shoe Shop, Third Floor



7 Diamond PLATINUM WEDDING BAND

Regularly 19.95 **11 64**

DRAMATIC VALUE! Regular 19.95 platinum wedding band. Fashionable step design; set with 7 matched sparkling diamonds.

EDWARDS, Street Floor

2 HRS. FREE PARKING
With A Purchase of \$1 or More!

Simply Drive Your Car to Edwards Parking Station, Corner of St. Paul and Pleasant Streets. Have your Parking Ticket Stamped at Edwards Street Floor Service Desk.



30 Hr. "Ingraham" Alarm CLOCK

Reg. \$1 **87c**

An alarming value! Modern square design, guaranteed alarm clock. Enamel in black, ivory, green, blue or rose... to harmonize with your bedroom color scheme.

EDWARDS, Street Floor



"Origin-al-wrap"

LINENE UNIFORMS

First Time So Low Priced **1 09**

- for Beauticians
- for Waitresses
- for Maids

Double reversible, adjustable skirt for double wear and a perfect fitting dress effect. No drawing at waist. No gaping opening. If you haven't worn these amazingly practical ORIGIN-AL-WRAPs before, try them now at Good Will Savings. White and colors.

Sizes 14 to 46

SPECIAL! LONG SLEEVE

COTTON DRESSES 1 09

In answer to numerous requests... colorfast monochrome print dresses in 80-square percales STYLED WITH LONG SLEEVES. Six attractive models from which to choose. Specially priced for Good Will Days.

Sizes 36 to 46

EDWARDS, Second Floor



3 Piece WINDSOR BED OUTFIT

Good Will Special **4 98** Each Piece

One of the best bedding values we've been able to offer! Simmons Windsor-type bed finished in glossy brown enamel. Buoyant coil spring finished in orchid enamel. Comfortable white cotton mattress covered in hardy art ticking. Furnished in all standard price.
EDWARDS, Seventh Floor

LOUNGE CHAIR and OTTOMAN

Good Will Days, Special!

A real man's chair with large matching footstool. Well built, with deep seat and high back. Custom tailored to order. Super-segless web construction. Exposed hardwood frames rubbed to a rich walnut finish. Doweled and mortised innerframes. Rich tapestry coverings in your choice of five different shades.

Both for...

24.98



Purchased Separately:
Chair \$20.
Ottoman 4.98

PAY \$2.50 DOWN
Balance Monthly

EDWARDS, Fifth Floor



A Superlative

Good Will Value!

Bigelow Sanford's

PERSIAN REPRODUCTIONS

REG. 98.50 **\$66**

No more at this extra-low price when our present stock is exhausted. Woven from lustrous, silky imported woolen yarns, these authentic replicas of hand-made Persian masterpieces will add beauty and character to your rooms. Buy now, and save \$32.50 on each 9x12 rug!

EDWARDS, Fourth Floor

UNION TIRE COMPANY—ROCHESTER, EAST ROCHESTER & FAIRPORT, N. Y.

REPEATED—BY REQUEST!

Rochester's Sensational SALE OF SALES Repeated For 2nd BIG WEEK!

The whole town's talking about "UNION'S Sensational Furniture Opening... The response to Our Initial Announcement last week swept us off our feet... Our Coupon Specials and other merchandise stocks were depleted before Saturday noon... We have replenished stocks... Arranged for extra sales people and are ready this week to meet the eager demand of hundreds of Rochester "Home Lovers" in search of worthwhile quality Home Furnishings at "Union's" Sensational Fall Prices... If you want to save real money... Let nothing keep you away!

Please Arrange To Come Early For Your Share Of The Bargains!

QUALITY NATIONAL PRODUCTS! LOWEST PRICES! EASIEST TERMS IN TOWN!



2-Piece LIVINGROOM SUITE

We believe this to be the finest Living Room Suite value ever offered to Rochester "Home Makers". Sturdy, massive construction. Beautiful coverings. See this Suite tomorrow or Saturday. TABLE MODEL RADIO INCLUDED WITHOUT CHARGE! EASIEST TERMS IN TOWN!

\$49.95
INCLUDING \$17.95 RADIO

COUPON SPECIAL!

Smoking Stand

Present this coupon at any of our 3 stores and get this beautiful and practical Smoking Stand. Regular value \$1.79 for

79¢

COUPON SPECIAL!

END TABLE

Present this coupon at any of our 3 stores and you get a lovely modern End Table. Regular value \$2.50 for

99¢



3-PIECE BEDROOM SUITE

You can't match this value anywhere in town! Beautiful walnut veneers, fine large mirrors, quality construction throughout. You get the Bed, Chest and your choice of Dresser or Vanity. TABLE MODEL RADIO INCLUDED WITHOUT CHARGE! EASIEST TERMS IN TOWN!

\$49.95
INCLUDING \$17.95 RADIO



NEW 1939 PHILCO

WITH PUSH BUTTON TUNING
Instant Automatic Push Button Tuning, wide vision Dial Philco Disc Controls, Philco high efficiency tubes, over-size speaker. Special for our opening

\$39.95
\$1.00 DOWN \$1.00 WEEK

LIBERAL TRADE-IN!

ANOTHER SUPER "UNION" SPECIAL!



50¢ ONLY!
90 Day Guarantee

REBUILT ELECTRIC VACUUM CLEANERS

Here's a "Union" Super Special that'll set the whole town talkin'... 50 Rebuilt Electric Cleaners... All standard makes and a steal at this ridiculously low price... Come early for these.

\$4.95

NEW 1938 GAS RANGE

Modern gas range with 4 fuel saving burners, lined oven and broiler, drawer and pan cupboard. Flash lighter. — All porcelain! — Special for opening.



\$39.75
\$1.00 DOWN \$1.00 A WEEK

FREE! WITH ANY REFRIGERATOR PURCHASED FREE!



5 YEAR GUARANTEE

\$69.50 VALUE
AUTOMATIC ELECTRIC WASHER

\$69.50 VALUE
DAVENPORT SUITE CHOICE OF COLOR

\$69.50 VALUE
FLORENCE OIL HEATER

\$69.50 VALUE
3 PIECE BEDROOM SUITE

\$69.50 VALUE
ELECTRIC IRONER

SET OF 4 STANDARD TIRES FOR YOUR CAR

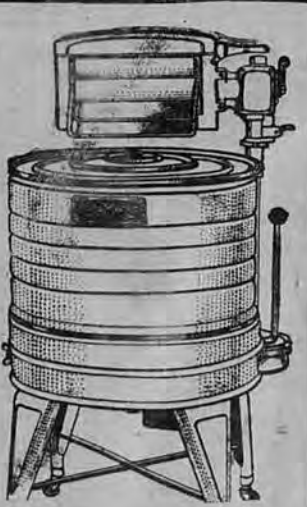
OR ANY OTHER MERCHANDISE IN STOCK UP TO \$69.50 VALUE!

OPEN EVENINGS UNTIL 10 P.M.



OPEN SUNDAYS UNTIL NOON

30 MONTHS TO PAY!



GIVEN With Any Purchase OF \$50 OR MORE
Splendid table model RADIO given with every purchase of \$50 or more. — Our Opening Gift Special!



GIVEN With Any Purchase OF \$50 OR MORE
Attractive new floor lamps in assortment of styles. Take your choice with any purchase \$50 or more. — Another Opening Gift Special.



60 NORTH MAIN STREET FAIRPORT, N. Y.

★ **3 BIG STORES** ★

114 WEST COMMERCIAL ST. EAST ROCHESTER

No Red Tape or Embarrassing Questions—Takes But One Minute To Open "Union" Account—Easiest Terms In Town!

Note! Illustrations In This Ad Similar As Possible To Actual Merchandise!

FREE PARKING... OPEN EVERY NIGHT TIL 9 P. M. ... ACHTERS FOR BARGAINS EVERY DAY... FREE PARKING. OPEN NIGHT TIL 9 P.M.



ACHTER'S

FOR THURSDAY, FRIDAY & SATURDAY

With This COUPON Household MATCHES 2 1/2c Box

Webster's DICTIONARIES 8c
Handy size. 15c value.

Infants' NURSERY CHAIRS \$3.15
Sturdy built for long wear. \$3.98 value.

Drink-N-Fets NURSING DOLLS 23c
Loads of fun for the little girl. 29c value.

Buck Rogers CHEMICAL LABORATORY OUTFITS 74c
The boy will like this. \$1.00 value.

Super Bargains For . . .

Women's RAYON SLIPS 25c 49c Value	WOMEN'S FLANNEL GOWNS 35c 59c Value	Single and Double Grip Men's Paris Boston And Hickok GARTERS 14c pr.
LADIES' PURE LINEN HANKIES 3c	5-INCH STRAINER 6c	18x18 FANCY DOILIES 5c 19c Value
CHILDREN'S BROADCLOTH PANTIES 2c	60-INCH TAPE MEASURES 2c	SHELL NOVELTIES 3 for 5c 10c Value
LARGE SIZE WASH CLOTHS 2c 5c Value	42x36 PILLOW CASES 7c ea.	BLEACHED MUSLIN 6c 10c Value

We Reserve the Right to Limit Quantities

COUPON RINSO 6c

Cocktail SETS \$3.47
With chrome shaker and six ruby glasses. \$4.98 value. Complete.

CHENILLE SPREADS \$2.49
Large assortment. Colors and patterns. \$3.98 value.

BINGO SETS 37c
50 cards for the home or club use. 50c value.

Union Suits 49c
Girls' 10% Wool. Silk stripe. Rubber buttons. Elastic back sizes 4 to 12. 79c value.

Men's Melton JACKETS 2.25
Navy blue and east. plaid. Heavy all wool. Full zipper front. Built for long wear. Sizes 36-46. \$3.49 value.

Men's SWEATERS 1.77
Two-tone. Wool front. Full zipper. Sizes 36 to 46. \$2.49 value.

Men's Flannel SHIRTS 1.24
Extra heavy for real winter wear. Blue, brown and grey. Sizes 14 1/2 to 17. \$1.69 value.

Men's UNION SUITS 87c
10% wool. Long sleeves and legs. Sizes 36 to 46.

Girls' and Boys' SNOW SUITS 3.87
Fully lined hats and ski pants. Reinforced knees. Sizes 3 to 14. Ideal for winter wear. \$4.98 value.

Special Group of COAT And Leggings Sets 7.47
Fully interlined. Lined ski pants. Sizes 7 to 12. \$10.00 value.

For The Junior Miss 2 piece Flannel PAJAMAS 49c
Fancy trim. Dainty style. Sizes 14 & 16. 79c value.

HAT STAND 8 1/2c
Prick. blue green. 15c value.

Child's White STORM RUBBERS 88c
First quality. \$1.00 value.

Women's GAITERS 82c
2 shade style. First quality. \$1.15 value.

Curly Layette Cloth DIAPERS \$1.67
20" x 40" Super soft. No hem. \$1.98 value.

Infants' TRAINING PANTS 7c
Size 2 to 4. 10c value.

Infants' FLANNEL SLEEPERS 35c
Striped flannel with feet. Sizes 2 to 6. 50c value.

Boys' Flannel 2 Pc. PAJAMAS 73c
Warm and comfortable for winter wear. Sizes 8 to 16. \$1.00 value.

HAIR NETS 2 FOR 5c
A 1.1 colored. "reusable" and 5c value.

DRESSER SETS 92c
Complete with wash, comb, brush, soap, and a tin.

Children's Percalé DRESSES 43c
New Fall styles. Fast color. Sizes 2 to 14. 59c value.

Terry Cloth POT HOLDERS 3 1/2c
ea.

3 Oz. ABSORBENT COTTON 8c
For medical use. 10c value.

Gayly Printed SHOE BAGS 20c
Will hold 6 pair shoes. Complete with wire hanger.

OPEN Every Night Until 9 P.M.

Store Opens Every Day at 9 A.M.

36 Inch CRETONNE 9 1/2c
New Fall prints. Fast color. 15c value.

Printed DISH TOWELS 8c
Large size. Part linen. 15c value.

Chinese DOILIES 11c
10" x 14". Guaranteed Hand embroidered. Pure linen.

Women's 100% Wool COAT SWEATERS \$1.47
Sizes 36 to 44. New Fall Colors. \$1.98 value.

SPECIAL SAMPLE LOT OF Women's Winter Weight COATS \$8.97
All heavily interlined. Sport fabrics and fur fabrics. Sizes 12 to 44. Values to \$14.44.

Women's SNUGGIES 19c
Vests and panties. 12 1/2" wool. 29c value.

Women's Ankle Length HOUSE COATS 89c
Dinner and zipper styles. Sizes 14 to 44. \$1.48 value.

Women's Full Fashioned CHIFFON HOSE 39c
New Fall shades. Slight irregularities of 69c quality.

2-Way Stretch CORSELETTES 47c
Reinforced bra-siere top. Slight irregularities. \$1.00 value.

Women's 100% Wool Flannel SKIRTS \$1.69
All new fall styles and colors. Sizes 36 to 32.

Women's Fabric GLOVES 39c
Black and brown. Broken size assortment. 59c value.

Ass't. New Fall JEWELRY 8 1/2c
Gold chain bracelets. Single strand pearls. Pearl cluster brooches. Sweetheart lockets.

FREE PARKING

At The Gibbs & Grove St. Station Opposite Y. M. C. A.

Butcher & Bread KNIVES 14c
Large size. 39c value.

50-Inch Ensemble TABLE OILCLOT 32c
New Patterns. 29c value.

Large Package STEEL WOOL 8c
Medium grade. 25 balls. 10c value.

Cut Glass WATER GOBLET 4 1/2c
10c value.

ASSORTED OVENEX TIN WARE 8c
Pie tins, cake tins, etc. 10c value.

17 FT. WEATHER STRIPING 8c
Full 17 foot package. 10c value.

4 SLICE TOASTERS 97c
All chrome finish. Guaranteed 1 year. \$1.49 value.

Special! COTTON BATTS 8c
Large size package. 10c value.

17 FT. WEATHER STRIPING 8c
Full 17 foot package. 10c value.

100% Wool ROASTERS 57c
No. 1 Enamel. Self Basting. Made to hold 7 lb. fowl, 9 lb. roast. 86c value.

ORIENTAL And Chinese Type RUGS 69c
Fringe Ends. Made for beauty and long lasting service. \$1.19 value.

ACHTER'S

BARGAIN ARCADE

387 MAIN ST. E.

NEAR GIBBS STREET
And 35 GIBBS ST. OPP. EASTMAN THEATRE

PHONE—STONE 5520
ROCHESTER'S BUSIEST NEW DEPARTMENT STORE

FREE PARKING . . . OPEN EVERY NIGHT TIL 9 P. M. . . . ACHTER'S FOR BARGAINS EVERY DAY . . . FREE PARKING. OPEN NIGHT TIL 9 P. M.

Miss Mary Redmond, 1944 Lake Ave., see Lulu Rainer in "The Great Waltz" at Loew's Rochester Theater. Call at The Sun for guest ticket.

Miss Irene Sullivan, 419 Lake Avenue, get your guest ticket to see "The Great Waltz" at Loew's Rochester Theater. From The Sun 419 Buick Building.

Knitwear Concern 19 Years Old

Purveyor of athletic equipment to 80 per cent of college teams in all sections of the United States, the Champion Knitwear Company, 71 St. Paul Street, is celebrating the nineteenth anniversary of an enterprise that has gone steadily ahead since its founders, William and Abe Finebloom, established a small factory for the manufacture of knit goods.

Growth of the Champion Knitwear Company since the concern established a retail outlet stands as one of the romances of Rochester business. Acceptance of its products at home and by colleges throughout the land is a tribute to the slogan—"Rochester made means quality."

Say you saw it in The Sun. BIBLE HOUSE

Rev. Harold E. Dickens has resigned the pastorate of the Columbia Avenue Church of Christ (Disciples) and has accepted an appointment on the staff of the American Bible Society as official representative for the city of Rochester and adjacent counties. A depository of Scriptures will be at his home, 372 Columbia Avenue.

Mrs. D. Stewart Smith of Windemere Road entertained at luncheon on Friday at her home in honor of the seventh birthday of her daughter, Deborah.

Say you saw it in The Sun.

Mrs. Charles R. Witherspoon of Dartmouth Street, will entertain the Acorn Society for luncheon on Monday at the University Club.

Say you saw it in The Sun.

Mr. and Mrs. Charles F. Turton of Clover Road, left Friday for Pasadena, Cal., where they will be the guests of their daughter, Mrs. Collins Cook, and Mr. Cook for several weeks.

Say you saw it in The Sun.

Miss Myra Flint of Ambassador Drive, will entertain today at dinner at the Chatterbox Club in honor of Miss Helen Sage.

Say you saw it in The Sun.

Mrs. John A. Whittle of Thayer Street, left Friday by motor for Washington, where she will be the guest of her son, John A. Whittle, Jr., and Mrs. Whittle for several weeks.

Say you saw it in The Sun.

The NEW Sterling
DUAL-OVEN RANGE
EVERYTHING NEW EXCEPT ITS HALF-CENTURY OLD REPUTATION AND PROVEN FEATURES FOR LONG, DEPENDABLE SERVICE



The New Sterling
Unsurpassed in Scientific Design... Unsurpassed in Beauty... But Most of All It Is Unsurpassed in Baking, Roasting and Broiling Performance, Convenience and Economical Operation.

Seeing Is Believing...

And you must see the new Sterling to appreciate its extra beauty... extra performance and extra value. Ask for a demonstration without obligation.

Special Introductory Offer
Limited Time Only!
Liberal Allowance For Your Old Stove In Trade
TERMS
As Low **\$10**
As No Interest or Carrying Charges

SEE IT NOW AT YOUR NEAREST DEALER
BORRELLI ELECTRIC APPLIANCE CO., 493 State St.
E. W. EDWARDS & SON, 513 Hudson Ave.
FIGLER ELECTRIC CO., 213 Hudson Ave.
HOFFMAN MUSIC SHOPS, 658 N. Goodman—639 Monroe Ave.
FRANK MAY FURNITURE CO., 15 Hudson Ave.
POMMERENING & SON, 1106 Lyell Ave.—680 Glade St.
PRINCE FURNITURE & CARPET CO., 133 W. Main St.
WARDER VERWAY ELECTRIC CO., 362 E. Main St.

STERLING RANGE CORP.
Open By Appointment After 12 Noon Saturdays, or 5 P.M. Weekdays
1044 UNIVERSITY AVE. MONROE 7068

YOU'LL GET MORE And Spend Less
If You Take Advantage Of The Bargain Opportunities Offered In Next Thursday's
ROCHESTER SUN NEWS ABOUT
one of Rochester's Greatest Sales
SUPER SAVING VALUES
for HIM for HER for HOME

HOW TO VOTE ON DAYLIGHT SAVING
Top Line—Last Question—Extreme Right
Pull Down Lever Over "YES"—LEAVE IT DOWN

Reasons For Daylight Saving
1. More time for working men and women, after working hours, for all outdoor activities.
2. More health-giving sunlight for everybody's health.
3. Fewer accidents thru shortened hours of night driving.
4. Puts working hours in Rochester in step with the rest of the State.
5. Saves money on doctors' bills, medicine, lighting bills.
6. 10,000,000 people in N. Y. State can't be wrong. They now have Daylight Saving. If it's good for them, it's good for Rochester.

"WASHDAY TOIL IS OLD STYLE"

THE SUCCESSOR TO THE WASHING MACHINE IS HERE

BENDIX HOME LAUNDRY
WASHES... RINSES... DAMP DRIES... AUTOMATICALLY
As advertised in the Saturday Evening Post, Collier's and Liberty

BEING DEMONSTRATED BY
E. W. Edwards & Son, Main St. E., Stone 2120
Hill Appliances, 482 Main St. E., Main 8307
Peerless Radio Co., 1654 Dewey Ave., Glenwood 314
I. S. Hunt Co., 330 Thurston Rd., Gen 6913
Brauns, 900 Portland Ave., Stone 121
Purple & Behrman, 95 Secl St., Stone 206

WHY CHANGE?
You Have A
GOOD
Experienced
JUDGE
★
Keep Him!
★



RE-ELECT
Hon. William F.
LYNN
Democratic Nominee For
MONROE COUNTY JUDGE
★

TO VOTE FOR JUDGE LYNN PULL DOWN LEVER 12A IN ROW A and Leave It Down!

Seneca Leads Again!

SAVE \$60⁰⁰

On a Brand New Norge

REFRIGERATOR OR RANGE

LOWEST PRICES EVER OFFERED ON GENUINE

NORGE

ROLLATOR
REFRIGERATORS

with 10-YEAR
WARRANTY

ON THE ROLLATOR COMPRESSOR



Model N52-7RE

*Now-Only
At Seneca*

REGULAR PRICE \$199.50
YOU SAVE \$60.00

Our Price \$**139⁵⁰**

**DON'T WORRY
ABOUT CASH!**

*Pay Nothing Until
Next Year*

**THEN PAY
ONLY**

2

**NICKELS
A DAY**

THE NEW

**NORGE
RANGE**



MODEL
N7338

REGULAR PRICE \$169.00
YOU SAVE \$60.00

Our Price \$**109**

With 10 Year Warranty

**Handy Bank
GIVEN**



★
MAKES IT
EASY TO
SAVE
YOU 2
NICKELS
A DAY
★

*Remember—Only At Seneca Stores Can You Get
The Sensational Seneca Plan For Easy Payments!*

SENECA STORES

OUR ONLY
STORE

149 MONROE AVENUE

OPEN EVENINGS UNTIL 9:30 P. M.

OUR ONLY
STORE

**We'll Deliver Your
Stove or Refrigerator
Immediately**

**And You Start
Your Payments
Next Year**



A Coffee to Suit Every Taste!
FLAVOR! FRESHNESS! PRICE!!
THREE REASONS WHY WE SELL SO MUCH

COFFEE

TONS of it are sold every week . . . that's the way Rochester takes to Wegman coffee! And Wegmans satisfy public demand for freshness and economy . . . every bit of Wegmans coffee is roasted fresh daily, right here in Rochester . . . and sold direct to Wegmans customers without fancy packing costs or extra-advertising added to the price. Try one of Wegmans brands this week-end . . . ground to suit your own particular method of making coffee.

Roasted Fresh Every Day...
Right Here in Rochester!

Good Coffee . . . Less Than 1/2c a Cup
FAVORITE BLEND lb. **15c**
A Blend of the Finest Coffees!
KILBOURN HALL lb. **21c**
Coffee With a "Kick!" Men Like
SPECIAL BLEND lb. **25c**

MADE FROM OLD SOUTHERN RECIPES
PHILLIP'S DELICIOUS ASSORTED SOUPS can **5c**

TENDER, CRISP, FLAVORFULL
GREEN GIANT SWEET PEAS 2 cans **25c**

FOR LIGHT, FLUFFY CAKES
SWANSDOWN CAKE FLOUR pkg. **19c**

FOR CLEANING TOILET BOWLS
USE NEW VANISH can **25c**

HEINZ APPETIZING
TOMATO KETCHUP bot. **19c**

HEINZ CRISP, TASTY
CUCUMBER PICKLES lge. jar **21c**

MUELLER'S MACARONI
SPAGHETTI and NOODLES pkg. **9c**

QUARTER POUND PKG.
FRENCH'S BLACK PEPPER each **10c**

OLD HOMESTEAD DELICIOUS
MARMALADE 2 lb. jar **27c**
A delicious spread for hiddies, bread or crackers. Keep a supply on hand for after-school lunches.

Wegman's
HOME-TOWN MARKETS

Longfellow P.T.A. Unit Will Give Dessert Lunch

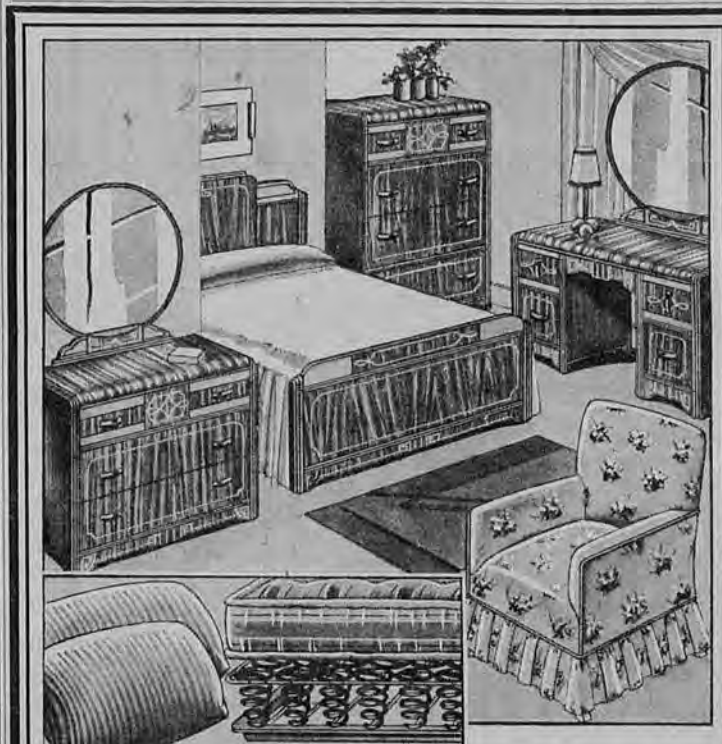
P. T. A. of Henry Longfellow School No. 26 will give a dessert luncheon Wednesday, November 9, in the school cafeteria. Mrs. Herman Greydon will preside at the business session. Mrs. Thomas Gurnett, Mrs. George Binder and Mrs. Elmer Rotmans are in charge of luncheon reservations.

19c DAYS at CLARK'S

Shop Clark's This Week-End for Super Savings

Milk Fatted Roasting 3 lb. Average	Fowl	Milk Fatted For Priced or Salads
Chickens	Chicken Giblets	Chuck or Shoulder Beef Roast
LONG ISLAND Ducklings	CHUCK OR SHOULDER	Leg O' Lamb
Spring Lambs	Beef Roast	Leg O' Lamb
Rib Lamb Chops	Leg O' Lamb	Rib Lamb Chops
Lamb Stew 2 Lb.	Rib Lamb Chops	Rib Lamb Chops
Fresh Loin Rib Roast	Your Choice	Pure Lard 2 for 19c
Whole or Half Fresh Hams		Zweig's Sausages
Small Shoulder Smoked Hams		All 10c Grocery Items
Arpeko Bacon Squares		lb. 2 for 19c

CLARK'S MARKETS
600 Jefferson Ave. Cor. Bartlett St. Gen. 1417
906 N. Goodman St. Cal. 4870
FREE PARKING At Both Stores



EVERYTHING COMPLETE! 12 PIECES! Modern BEDROOM Outfit

\$5 Down
Balance On Easy Terms
\$66



MAJESTIC FURNITURE COMPANY
204 COURT ST.
OPEN EVERY EVENING UNTIL 9 P.M.
BUY OUT OF THE HIGH RENT DISTRICT

The Way To A Man's Heart

BY IRENE MUNTZ

The holiday season is rushing on us so fast that it is time to begin thinking about making our fruit cakes since we want to give them at least a month to age so that flavors may be mellowed and well blended.

So plan to set aside a day some time noon for chopping your fruits and nuts and baking a batch of cakes. You'll find the time you spend well invested when you serve your holiday dinners and hear the "ohs" and "ahs" when the first bite of well-ripened fruit cake is eaten. Fruit cakes make grand gifts, too. Especially for those people who have everything but will appreciate so much the home-made flavors of your favorite recipe. If you like inexpensive molds may be purchased at the ten cent store and the cakes given away in these.

Or perhaps you would rather turn them out of the pans in which they were baked and wrap them in cellophane paper. Whichever you do this type of gift shows that you have spent time and effort and a consideration for the tastes of the person who is receiving the gift. All of which are factors in making the perfect Christmas remembrance.

ORANGE DATE CAKE—Temperature: 350 degrees F. Time: about 1 hour.

1 c. shortening
1 c. sugar
2 eggs
1 c. all-purpose flour

1 c. cold water
1 orange, juice
pulp and rind
1 c. pitted dates
1 t. soda

Cream shortening, add sugar and beat until light and fluffy. Beat in the eggs and blend well. Sift flour, measure and add alternately with the cold water. Run through the food chopper with the dates and add the soda. Fold into cake mixture and pour into a well greased bread pan. Bake in a preheated oven.

This is delicious with an orange butter frosting or a seven minute frosting and may be decorated with orange sections or pitted dates.

And don't forget! You'll enjoy your holidays this year twice as much if you put your thought and time and effort into your own homemade gifts.

Say you saw it in The Sun.

Women's Auxiliary To Sponsor Tea

Women's Auxiliary at St. Thomas Episcopal Church will sponsor a bridge tea at 2 p. m. Thursday at the parish house.

Mrs. H. Arthur Burch is general chairman, assisted by the following committee: Refreshments, Mrs. E. C. Fayton, Mrs. Herbert Reif and Mrs. Harold Benham; prizes, Mrs. Stuart G. Dew and Mrs. Robert Winchell; tea table and decorations, Mrs. M. V. Minchen, Mrs. Ernest Roberts and Mrs. Harry Mangurian; and reservations, Mrs. Raymond Yeager.

Presiding at the tea tables will be Mrs. Arthur Crapney and Mrs. Howard Farnsworth.

RENT a new washing machine 50c a week. Just call Stone 6948, American Auto Supply, 292 East Ave.

TIRE Sale, 10 days only Brand new 1938 stock. Generals, Goodyears, Firestones, Goodrich, Mohawks, 30% off. National Brand tire price: 475-19, \$4.99; 500-19, \$4.99; 525-18, \$5.50; 550-17, \$5.85; 600-16, \$7.95; 625-16, \$8.95; 650-16, \$8.99; 700-16, \$9.85. Open nights to 7 p. m. Terms 75c a week. American Auto Supply, 292 East Ave.

Iturbi Conducts Concert Tonight

Richard Wagner's "Rienzi" overture will open the first concert of the 1938-39 season by Rochester Philharmonic Orchestra. ose Iturbi will conduct. Beethoven's Seventh Symphony will be played next, followed by intermission. Debussy's "Cloude" and "Festivals" nocturnes, the first Rochester performance of "Ring" by Filip Lazar, and George Enesco's Roumanian Rhapsody will conclude the evening's performance.

Sunday evening the well liked "pop" concert season will open, with Guy Fraser Harrison conducting the Rochester Civic Orchestra. Both concerts will be heard at the Eastman Theater.

Zonta Club Lists Benefit Card Party

Members of the Service Committee of the Rochester Zonta Club will hold a card party Friday evening at the home of Mrs. William K. Grove, Penfield Road. Proceeds are to be used to further the service work of Zonta.

Mrs. Margaret Leach and Mrs. Grove are co-chairmen, assisted by the following: The Misses Mercedes Brayer, Flora Armbruster, Jessamine Davis, Jane Hagadorn, Evelyn McDowell, Ruth Merling, Esther Toomey, Flora Vogel and Dr. Florence Kemmler.

Say you saw it in The Sun.

CHURCH DANCE

The Geneseeans will play for a dance tomorrow evening at St. Ambrose Hall, Culver Road and Empire Boulevard.

BERGHASH WINE & LIQUOR STORE OFFERS

YOU THE WORLD'S FINEST SELECTION AT

LOW CUT PRICES

PARK & TILFORD BOTTLED IN BOND STRAIGHT RYE
\$2.95 100 Proof
Old 4 Yrs. 25c
DATE

STOP
Paying Top Prices For 8 Yr. Old Scotch
10-YEAR-OLD
KINTORE \$2.75 SCOTCH
Large 25-Oz. Bot.

BERGHASH QUALITY WINE PRICED LOW
CHATEAU D'ORMONT CALIFORNIA WINE
Port-Sherry-Tokay-Muscadel
HALF GALLONS **79c** GALLONS **\$1.49**
Reg. Value 98c Reg. Value \$1.95
36-40 Proof

Booth's Dry GIN FINEST AMERICA'S PRODUCT OF
PARK & TILFORD
\$1.50 Value **\$1.39**
25 Oz. Bottle Fifth
2 For \$2.60—Case, 12 Bottles \$15

CHOICE OF 2 FINE WHISKIES RYE-BOURBON
FOREIGN \$1.39
Straight RYE Whiskey
LEGION
CREAM-O-GRAIN
Straight Bourbon Whiskey
4 Quarts For \$5.00 ASSORTED AS YOU LIKE
Case 12 Quarts . . . \$14.50

BERGHASH BOTTLED IN BOND 4-Year Old **BOURBON Whiskey**
\$2.39 Full Quart
100 Proof

IMPORTED French and Italian **VERMOUTH**
Reg. \$1.39 Value **98c** Large 25 Oz. Bottle
LIMITED QUANTITY!

IMPORTED French **SAUTERNE**
\$1.50 Value **98c** Large 25 Oz. Bottle
LIMITED QUANTITY!

IMPORTED French **RENAULT BURGUNDY**
\$1.50 Value **53c** Large 25 Oz. Bottle
2 Bottle for \$1.00 LIMITED QUANTITY!

BERGHASH 124 CLINTON AVE. SO. FREE DELIVERY MAIN 786

iremen
On Quit
Difference of
bers of the M
lunteer Firem
and silence on
roe County Fair
Exposition man
of the firemen
from future ex
Ray Metzger
man for the
It takes a
camera to ma
portrait. Tha
many people
studio. At Nel
only receive i
Mr. Leichter
performance as
nician, but yo
of the most
retouching ar
always by exp
No Appointm
Necar
Studio,
Main Floor
Yo
16
Political
As Rep
Congre
ever al
munity
fairly a
interes
On his
he ask
election

Firemen Differ On Quitting Expo

Difference of opinion by members of the Monroe County Volunteer Firemen's Association, and silence on the part of Monroe County Fair and Rochester Exposition marked the decision of the firemen to withdraw from future expos.

Arthur M. Heiner, president of the firemen, said there was no criticism of the expo, but the men had decided to hold their own field today.

Miss Regina Held, 131 Mulberry street, don't you want to see Fernand Graves in "The Great Waltz" at Loew's Rochester Theater? Just call at 415 Burke Building for guest ticket.



Special Offer on Christmas PHOTOS
Ordered Now

It takes more than a camera to make an artistic portrait. That is why so many people prefer our studio. At Neisner's you not only receive the benefit of Mr. Neisner's years of experience as a camera technician, but you are assured of the most painstaking retouching and finishing, always by expert craftsmen.

3-8x10 PORTRAITS

* And A Beautiful Miniature

• Hand Painted
• Gold Finish Frame
• Convex Glass
• Easel Back

\$2.95
Reg. 4.95 Value

No Appointment Necessary
Neisner's Studio,
Main Floor

Neisner's
5 to 10 Stores

200 E. Main St.

You'll Be Sorry . . .
If You Don't Read Every Word
Of Next Thursday's
Rochester Sun
One Of Rochester's
Greatest Stores
Announces
One Of Rochester's
Greatest Sales



As Representative of the 38th District Congressman George B. Kelly has been ever alert to the needs of this community. He has represented all groups fairly and ably without sacrificing the interests of one in favor of any other.

On his record as your representative he asks your support in the coming election.

Mustard 'Hottest' Color In Fashion's Fall News

BY JONATHAN JONES
Sybilist for E. W. Edwards and Son

The latest Paris fashion cables report MUSTARD as the "hottest" color news since "spice rust."

MUSTARD, a sharp biting shade, straight off the kitchen shelf, makes a tarty contrast for the new browns and greens so much in vogue. Wear it according to taste.

Choose MUSTARD accessories . . . hat, bag, gloves, shoes . . . to season practically everything in your Fall and Winter wardrobe.

And you'll surely want a MUSTARD dress or coat when you see what beautiful tricks this spicy new shade plays on your coloring, particularly if you're a "brownette" (fortunate enough to have brown hair high-lighted with gold).

And, let us add here and now, if you're a style leader among women, MUSTARD is definitely a "must" . . . in whatever fashion form you care to use it.



Paris cables report MUSTARD the 'hottest' color news since SPICE RUST.

Home Bureau Study Clubs

The Garden Study Club of the Rochester Home Bureau will meet on Friday at 1:30 p. m. at the headquarters, 150 Plymouth Avenue North, for their regular meeting. Mrs. E. C. Greene, chairman of the committee studying trees and shrubs, will lead the group in a discussion on "Fall Planting and Other Autumn Tasks."

Members will respond to their names in the roll call by telling of a discovery they have made through reading garden literature.

The Garden Study Club always has a program planned to meet the needs of amateurs in this field, as well as offering material of a seasonal nature.

On November 18 Mrs. Elmer Koster will demonstrate the making of terrariums and other types of dish gardening. Her talk will not only be helpful to those wishing to make these indoor gardens, but she will also include suggestions on the care and use of the plants through the winter months.

The House Plant Committee will lead the program on "Unusual House Plants" on November 25.

The local neighborhood unit clubs are studying many of the different phases of homemaking and are supplementing their program with the various courses that are given at headquarters. From time to time lectures are presented that are open to the public.

On November 14, Mrs. Callie Smith, of the Wheatflour Institute of Chicago, will demonstrate the making of quick breads, with all the variations that are possible to make them interesting and delicious. Her demonstration on Wednesday, November 16, will be on the making of raised rolls and yeast breads.

Judge Lynn Hard Worker

A hard working judge who almost never takes a holiday is William F. Lynn, democratic candidate to succeed himself for County Court Judge.

The only vacation he allows himself is a week's hunting in the fall and an annual pilgrimage to Williamstown, Mass., to attend the Institute of Human Relations. Day after day he may be found on the bench, or when court is not in session, in his chambers reviewing cases or holding hearings.

Lawyers say that his court is a model of judicial deportment, presided over with quiet dignity by the white-haired judge, who wears his robes as if he were born to them.

He makes his decisions without hesitation and with the confidence of one who knows his law. For Judge Lynn is an able lawyer first and a judge second, bringing to his office a legal training and experience of thirty-five years' practice in the courts of this state.

Miss Margaret Bololo 41 Pomeroy street, he the guest of The Sun at Loew's Rochester Theater where "The Great Waltz" is now playing. Call at 415 Burke Building for guest ticket.

Special Week-End Sale
FRIDAY & SATURDAY ONLY
TO ACQUAINT NEW FRIENDS
WITH OUR STORE
NOVELTY COTTAGE SETS
• Ruffled Styles
• Tailored Styles
• Criss-Cross Styles
• Swagger Styles
In All The Popular Colors and Materials.
77c Values To \$1.39 Pair
We also handle a complete line of curtains, bedspreads and bath mat sets.
Our Motto: You must be pleased or your money will be cheerfully refunded.
ROCHESTER CURTAIN SHOP
(Rochester's Newest Curtain Store)
134 CLINTON SQ. IN LOEW'S ROCHESTER THEATER BLDG. STONE 5616

**YOU CAN PAY MORE
BUT YOU CAN'T BUY
BETTER VALUE**
Than Our Deep Mined Long Burning
HARD COAL \$9.70 Ton
Delivered Shovelled Off
EGG STOVE NUT
PEA \$8.25
BUCK \$7.60
RICE \$6.55
COKE \$8.50 Ton
LIBERTY COAL CO.
727 DRIVING PARK
PHONE **GLEN 5960**

Political Advertisement Political Advertisement Political Advertisement

DON'T BE FOOLED BY PROMISES

RE-ELECT LEHMAN On His Record Of Performance

Remember, Lehman Balanced The Budget
Without Curtailment Of State Services!

BE PROGRESSIVE Vote The Straight Democratic Ticket!

- Vote Every Star**
- For Governor—**HERBERT H. LEHMAN**
 - Lieutenant-Governor—**CHARLES POLETTI**
 - Comptroller—**MORRIS S. TREMAINE**
 - Attorney General—**JOHN J. BENNETT, JR.**
 - U. S. Senators—**ROBERT F. WAGNER**
JAMES M. MEAD
 - Representatives in Congress at Large—**CAROLINE O'DAY**
MATHEW J. MERITT
 - Congress, 38th District—**GEORGE B. KELLY**
 - Congress, 39th District—**J. FRANK GILLIGAN**
 - State Senator, 45th District—**EMMETT L. DOYLE**
 - State Senator, 46th District—**GEORGE F. ROGERS**
 - Assembly, 1st District—**MAUD E. SMALL**
 - Assembly, 2nd District—**STEPHEN S. JOY**
 - Assembly, 3rd District—**EARL LANGENBACHER**
 - Assembly, 4th District—**MYER BRAIMAN**
 - Assembly, 5th District—**JOSEPH HYNES**
 - County Judge—**WILLIAM F. LYNN**
 - Special County Judge—**HOWARD C. SPENCER**

**Support Experienced
Administrators
Who Assure You
A Continuance Of
Honest, Efficient
And Humane
Government**

**PULL DOWN ALL LEVERS
IN ROW "A" AND
LEAVE THEM DOWN—**

VOTE STRAIGHT DEMOCRATIC

Memorial Service For Joseph Bauer

The Adult Bible Class of Salem Evangelical and Reformed Church will devote its entire service on Sunday to a special memorial service for Joseph Bauer, Past Commander of the Department of New York, who died October 13.

SORORITY TO AID SOCIETY

Kappa Phi Epsilon sorority will give a card party next Thursday evening at the Bond Bakery. Prizes will be awarded and refreshments served. Funds will be used for making Christmas food baskets for the needy. Tickets at the door or call Monroe 1041-M.

Ask Your Dealer To See The New
MOTOROLA SELF TUNING RADIO
"Remember The Stations You Might Forget"
Turns Itself On — Turns Itself Off

LAKE'S
Look at these **Low PRICES**
Thursday, Friday and Saturday Only!

THESE LOW PRICES ONLY AT
597 HUDSON AVE. STORE
A SMASHING EVENT!
DRESSES
337 Tailored and Dressy Styles. All the newest colors. The sizes are 12-40. The values are up to \$8.95.
HOUSE COATS 69c
Full length zipper, and wrap - around styles, sizes 14 to 44. \$1.95 Values. While they last.

THESE LOW PRICES ONLY AT THE
THE 664 NO. CLINTON AVE. STORE
Sport And Casual
COATS
Reversibles Too!
Fur Fleece, Fur Fabric Trims, Wine, Green, Black, and Rust. Sizes 12-44. Fitted and a swaggy styles in group.
VALUES \$10.95
NEW WINTER HATS 59c
Off the face! - Copies of really expensive models. Rich Winter colors. Values to \$1.98.

LAKE'S LADIES' STORES
664 NO. CLINTON AVE. COR. BUCHAN PK.
AND 597 HUDSON AVE. COR. CLIFFORD

Another Siebert 50th Anniversary Feature

ONE Heater That Does the Work of TWO
DUO-THERM
Imperial
CIRCULATING HEATER

As modern as a radio in appearance, the new Duo-Therm Heater will bring you automatic, all-season, low-cost heating comfort without waste or worry or work! Inspect this new and beautiful heater now!

On Siebert's Easy Terms

SINCE 1888

SIEBERTS

ST. PAUL and ANDREWS ST.
Free Parking Open Evenings
For A Limited Time Only!



GIVEN

A \$12.50 Thermostat At No Extra Cost

— with the purchase of a Duo-Therm Imperial Oil-Burning Circulating Heater. The Duo-Therm burner in combination with this thermostat will let you SAVE. SAVE, SAVE on your fuel bills! Take advantage of this special offer now!

THE **CHATEAU**
Monroe Ave. at the Twelve Corners

Plan Your Week-End Party at Rochester's Only New York Night Club.

Make Your Reservations NOW FOR OUR BIG ELECTION NITE PARTY
Phone Monroe 9040

SPORTS

By JOHN BURNS

Football terrorism, as devastating as that which seized radio listeners the other night when they imagined the end of the world was at hand, struck the University of Rochester gridiron on Saturday as they were cut down and plowed under by Hobart, 40 to 0.

It was the most amazing sight on which this observer has risked an eye during many years of watching Rochester-Hobart football encounters. In fact, it was so amazing that those with a charitable turn of mind explained it with the old bromide—anything can happen in a Rochester-Hobart game.

But that bromide isn't a satisfactory explanation of what happened on the River Campus as a bumper crowd sat in brilliant autumn sunlight watching the burial-cremation might be a better word—of the Yellow-jackets' football hopes.

Some called it overconfidence, remembering that Rochester was a pregame favorite; others attributed the outcome to inspired play by the Hobarts. Both schools of thought have some basis of fact for their contentions, but there was something besides overconfidence and inspiration mixed in that football game.

Competitive spirit is the price-less ingredient in athletics and competitive spirit is not an out-

standing element in the makeup of some of the young Yellow-jackets.

Of course, football as conducted at the University of Rochester is strictly an amateur affair and it isn't fair to criticize the boys who get out there and do their best. Nevertheless, it would make a more intriguing spectacle if the lads showed a little more interest in their gridiron work.

Johnny Sullivan, coach of the Aquinas Institute football team, has suffered intensely during the last fortnight because enemy eleven have been forward passing his team dizzy, but Johnny today revealed a plan whereby he hopes to put an end to successful enemy aerials.

"These chasers," said Sullivan, referring to his new glasses, "will do the trick. The first time I see an enemy pass receiver get behind one of our players I'm going to take off the chasers and send them in to the Aquinas back who was sucked in on the pass play."

Remington:

(Continued from Page 1)

queens, although he's capable of doing so with greatest of savoir-faire. David F. Lawrence, business man, appears startlingly like J. Pierpont Morgan, banker. Social security cards are being used by would-be small check forgers who prey on smaller retail stores, although second thought would convince any person that, really, a social security card doesn't identify because there are so many loose ones floating around for any one to grab. The short and the big of it, Tiny Keeper Ed Nacy and Sally, the elephant, that he grows at Seneca Park zoo. The farmer's lament-cabbage selling for \$3 a ton.

The poor railroads are kept busied dodging right and left jabs, with the airplanes encroaching deeper daily into the carrier business. The other afternoon at Hotel Seneca six persons were applying vainly to Andy Walsh, porter, for New York transportation, on afternoon plane (Buffalo to New York) and no space could be had.

Plane fare is \$18.20 and railroad rare, with Pullman berth, \$13.80, and on the train one loses a night's time, if it means anything.

Often those who cannot get space on the late afternoon Rochester to N. Y. plane fly to Buffalo on the 7:13 p. m. plane and board the through plane, from Buffalo to New York, at 8:25, with fare costing \$20.25. Transportation from Rochester to Buffalo, under these conditions, is free.

"Plane travel is growing all the time," remarked the perplexed Walsh. "It's getting to be a real business and there isn't enough plane space out of Rochester afternoons for the East."

It is the veteran porter's opinion that the railroad management is partly to blame. From 6:27 to 10:37 p. m., to illustrate, there is no railroad accommodation out of Rochester for Syracuse, a time period of longer than four hours.

house unless one prefers to live in a trailer car. Houses for sale continue to go begging. One day last week a seven-room Brookport dwelling, with hardwood floors and two-car garage, sold at auction for \$1,800 and Brookport realty agents said it would rent for from \$40 to \$45 a month because there are practically no rental houses in Brookport.

"This house," remarked a merchant, "is obviously a great bargain and a good business investment, but people today are more concerned with motor cars than with houses. All one can do with a house is to live in it."

Say you saw it in The Sun.
Church Women's Class To Hold Tea-Foods Sale

Married Couples Class, Assembly-First Methodist Church, will give its annual missionary tea and cooked foods sale tomorrow at 2:30 p. m. Funds will be used for special gifts for Dr. and Mrs. Edward J. Aeschliman, the church's missionaries in Peiping, China.

Mrs. Allan Whitaker is chairman, assisted by Mrs. Clarence Bennett, Mrs. Harold Bardwell, Mrs. Floyd C. Bratt, Mrs. Raymond Cross, Mrs. Stanley MacKlem, Mrs. Harry Shemming, Mrs. C. O. Williams, Mrs. L. J. Courtice, Mrs. Walter Hamilton, Mrs. Weldon F. Crossland, Mrs. William MacFarlane, Mrs. Robert Heinzelman and Mrs. Maurice Barnard.

Does Bladder Irritation Wake You

It's not normal. It's nature's warning. "DANGER AHEAD." Make this 25-cent test. Use buchu leaves, juniper oil and other drugs made into green tablets. Help the kidneys flush out excess acids and other wastes which can cause the irritation resulting in getting up at night, frequent or scanty flow, burning or backache. Ask your druggist for Buksa. Your back isn't pleased in 4 days. Locally at J. K. Post Drug Store.

For Bronchial Coughs, Colds

You Can't Go Wrong On Buckley's Mixture
One little sip and the ordinary cough is eased—a few doses and that tough old hang-on cough is "on its way"—it's really wonderful to watch how quickly hard-lunged colds respond to Buckley's. Right away that tightness begins to loosen up—the bronchial passages clear—you're on your feet again and breathing easier. Get Buckley's—by far the largest selling cough medicine in all cold Canada—costs but little at drugists everywhere.

THE **CHATEAU**
Monroe Ave. at the Twelve Corners

Plan Your Week-End Party at Rochester's Only New York Night Club.

Make Your Reservations NOW FOR OUR BIG ELECTION NITE PARTY
Phone Monroe 9040

Miss C. Leo, 24 Hillside Terrace, see "The Great Walter" at Loew's Rochester Theater. Call at The Sun for guest ticket.
Alfred Simm, 1 Dargun Street, call at The Sun for guest ticket to see "The Great Walter" at Loew's Rochester Theater.
Ideal For Framing
Full Page **RICH COLOR PHOTO** Of Your Favorite Movie Star
DOUGLAS FAIRBANKS JR.
16 Pages Comics Hundreds of Exclusive Features The Best in Current News Stories
A Special Edition Containing All Features On Sale Every Friday In Rochester
5c SUNDAY NEWS 5c
NEW YORK'S PICTURE NEWSPAPER

IVORY SOAP 8c
CITRATE OF MAGNESIA 6c
WELCH'S Grape Juice 17c
SMITH BROS. or LUDEN'S COUGH DROPS 2c
EPSOM SALTS 11c
PHILLIPS MAGNESIA TOOTH PASTE 23c
ZINC STEARATE POWDER 8c

EVER-READY SHAVING BRUSH 75c VALUE **29c**
WITH THIS COUPON
DAW'S
BABY BOTTLES 2c
SHOE TREES 17c
SANITARY BELTS 14c
PRINCESS PAT Face Powder 36c
SHUR-OFF For Corns 23c
BABY GAY'S Q-Tips 14c
MENNEN'S BABY POWDER 19c
RESINOL Ointment 36c
SAL HEPATICA Laxative 49c
HALEY'S M-O 53c
KIRN'S Tea 16c
PLUTO WATER Large Quart Size 39c
COCOA BUTTER Half Pound 24c
MERCURIOCHROME Antiseptic 6c
SENNA LEAVES 3c
EPSOM SALT Tablets, Box of 50 18c
MENTHOLATUM Ointment 19c
MCCOY'S Cod Liver Oil Tabs 36c

Palmolive SHAMPOO 23c
Bicarbonate of Soda 9c
Vaseline Hair Tonic 37c
Vitamin-Tested Cod Liver Oil 39c

WHICH WOULD YOU RATHER TAKE?
2 CUBES OF DELICIOUS CHOCOLATE CANDICOD or 3 SPOONS OF COD LIVER OIL
Bring your next **PRESCRIPTION** To Daw's and Save

BUILD RUGGED ENERGY
That "Run Down," "Half Sick" Feeling Is Often Due to Lack of Iron in the Blood
Fursang, the marvelous new tonic, helps to bring back rugged energy by restoring needed iron to the blood.
Fursang is a scientific product of the famous McKesson Laboratories, containing organic compounds of iron and copper. These help to build hemoglobin—the substance that makes red blood red. Fursang also aids in improving digestion and stimulating appetite. That dull, dragged out feeling may be due to an iron deficiency—caused by overwork, worry or illness. Get a bottle of Fursang at once. Take it two or three days and see how much better and more energetic you feel.
We Reserve The Right To Limit Quantities

FOR REAL COMFORT AND ECONOMY BUY **\$8.50**
HI-QUALITY DOMESTIC **COKE** 8 TON
HI-HEAT — LOW ASH GLEN 537 - 538
LAKE COAL & COKE CO.
255 LYEAL AVE.

DAW'S CUT-RATE DRUG STORES
"Where Spending Is Saving"
56 Clinton Ave. South Opposite Temple
31 MAIN Street East Corner Aqueduct
353 MAIN Street East 1 d. from Stillson
464 RIDGE Road West Corner Dwy
880 MAIN Street West At the Bull's Hd.

EVER-READY SHAVING BRUSH 75c VALUE **29c**
WITH THIS COUPON
DAW'S
Here They Are! **Dutch Kitchen HOME STYLE CHOCOLATES**
EXCLUSIVE at DAW'S De Luxe Assortment **POUND BOX 23c**
WITH THIS COUPON

DAW'S
BABY BOTTLES 2c
SHOE TREES 17c
SANITARY BELTS 14c
PRINCESS PAT Face Powder 36c
SHUR-OFF For Corns 23c
BABY GAY'S Q-Tips 14c
MENNEN'S BABY POWDER 19c
RESINOL Ointment 36c
SAL HEPATICA Laxative 49c
HALEY'S M-O 53c
KIRN'S Tea 16c
PLUTO WATER Large Quart Size 39c
COCOA BUTTER Half Pound 24c
MERCURIOCHROME Antiseptic 6c
SENNA LEAVES 3c
EPSOM SALT Tablets, Box of 50 18c
MENTHOLATUM Ointment 19c
MCCOY'S Cod Liver Oil Tabs 36c

DAW'S
Sweetheart SOAP 4 For 15c
With This Coupon
DAW'S
Adhesive PLASTER 1/2"x5 Yards 2 Rolls For 11c
With This Coupon

DAW'S
BOOK Matches (Box Of 50 Pads) 2 Boxes For 11c
With This Coupon
DAW'S
LAXATIVE QUININE COLD TABLETS 30c Size 9c
With This Coupon

DAW'S
CANDICOD Vitamins A and D Chocolate
2 CUBES OF CANDICOD ARE EQUIVALENT TO 3 SPOONS OF COD LIVER OIL
30c Size 9c
With This Coupon

8⁵⁰
TON

LEN 537 - 538
KE CO.

RATE
STORES

880
MAIN
Street West
At the Bull's Hd

Are!
Kitchen
YLE
ATES

EXCLUSIVE
at DAW'S
De Luxe
Assortment
POUND
BOX

23^c
UPON

Extra Heavy
Wax Paper
cutting edge Lox.
36 Feet 4c

SHOE
LACES
Good quality, black
or brown.
3 pr. 27-in.
for 5c Length

DAW'S
Heartheart
OAP
For 15c
Limit of 4)
This Coupon

DAW'S
hesive
ASTER
"X5 Yards
11c
Limit of 2)
This Coupon

DAW'S
OOK
atches
Of 10 Pads)
11c
This Coupon
Limit of 2)

DAW'S
OLD
BLETS
9c
Limit of 2)
This Coupon

A Guide To Better Buying In
More Than 72,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered.

VOL. II No. 6

ROCHESTER, N. Y., THURSDAY, DECEMBER 5, 1938

72,000 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

The gentleman who wished to make his home a bit more cheerful for the Yuletide season, according to the good old English tradition, told the clerk:

"Give me a bottle of wine, sherry, I guess."

"What kind, sir," was the polite rejoinder.

And the customer didn't know. Indeed he hadn't been told, until then, that there are many different grades and varieties of sherry, as well as ports and burgundies and clarets and white wines and that a fair knowledge of wines necessitated study over a long period of time with a sprinkling of consuming experience.

(Continued on Page 6)

PWA Aids Vocational School

The Board of Education will receive bids on December 23 for the \$120,000 job of converting abandoned School 26 in Bernard Street into Rochester's first junior vocational high school. The extension of this project is contingent upon receipt of PWA funds.

Provisional approval of the project has been given by the PWA regional director's office in New York and the Board of Education expects to receive a grant of \$54,000.

If the PWA grant is received work on the project must be started before January 1.

The junior vocational school will combine the West Side and Prevocational schools now housed in buildings considered inadequate.

City's Tax Receipts Top 16 Millions

Tax collections on the 1938 city levy amounted to \$16,043,003 on December 1. Deputy Comptroller Fred W. Erth announced yesterday.

This is 89 per cent of the total levy of \$17,989,141. Collections for the first 11 months of this year were .0097 per cent ahead of the corresponding 1937 period.

Rochester on Parade ★ ★ ★ By W. L. James



Pass Kept In Trolley Contract

Aside from the fact that the dollar weekly pass will be part of the new service-at-cost contract between the city and the Rochester Transit Corporation, details of the new contract have not been divulged.

Councilman Charles Lambiasi, chairman of the Public Utilities Committee, members of his committee, City Manager Harold W. Baker and Railways Commissioner Harold S. W. MacFarlin have been struggling with details of the new contract for a week. They expect to present the document to the Council next Tuesday and the agreement probably will be ratified December 27.

Data concerning future economies which might be effected by the Transit Corporation was sought by the negotiators, but Benjamin F. Tilton, RTC president, told Baker it was impossible to give such data.

Night School At New High

Registration for the winter and spring term for adult education evening classes opened Monday night at Monroe High School, Alexander and Pearl streets. Registration will continue until January 4, when the new semester will open.

With the present enrollment at over 4000 students, it is expected the additional registration for this term will reach an all-time high. Students who register now may begin classes immediately and continue into the new term without paying an additional registration fee.

More than seventy-five classes in the various cultural, commercial, and vocational subjects are available. Some of the subjects offered for study are: architectural drawing and blueprint reading, auto mechanics, practical radio, printing, mechanical drawing, blueprint reading, elementary and advanced machine shop practice, electricity, cabinet making, sheet metal working, upholstery, air conditioning.

'Army' Expects To Reach Goal

Workers who are helping the Salvation Army in that organization's new building campaign are confident of attaining their goal of \$210,000 before the campaign closes Monday night.

The Salvation Army must have a new headquarters if it is to continue to function efficiently in Rochester. The Citadel, which has housed Army activities here for more than forty years, is worn out and unsafe and work is now under way on the demolition of the upper part of the North Street wall.

Shocking Event in Livingston Park

Startling spectacle of living sacrifice takes place in city's oldest and most dignified street. Two white dogs burned alive, while the perpetrators of this atrocity performed barbarous dances and weird incantations about the sacrificial fire.

Are the aristocratic nostrils of our best citizens to be offended by the odor of burnt sacrifice? Is Rochester going to allow such awful goings on in its very midst? Where were the police, ask we, and the Humane Society, when this cruel and scandalous thing took place? (For further particulars, see "Rochester and Monroe County" at your book store.)

City To Sell Lost Articles

Police Property Clerk Joseph Sheridan conned text books on child behavior and child discipline as he prepared for the annual auction of lost articles, found by the department during the last year, to be held at 1 p. m. Saturday in the police garage in Exchange Street.

Included in the assorted array of articles to be offered the public is a lot of 30 bicycles in varying condition up. Bidding on these will be limited to children not over 12 years old. Other articles to be sold to highest bidders, range from ladies' lingerie to suitcases, sporting goods, flashlights, tops and toys, and a physician's stethoscope. Emmanuel Levy will be auctioneer.

Mrs. Edward Murphy, 78 Whiskey Street, who "The Cowboy and the Lady" at Loew's Rochester Theater Friday. Call at The Sun for guest ticket.

Mrs. Caroline Fisher, 433 Broadway, call at The Sun for guest ticket to "The Cowboy and the Lady" at Loew's Rochester Theater.

Bandits, Burglars Making Annual Pre-Holiday Forays

Bandits and burglars and other gentry of that ilk are going to find it difficult to get their Christmas shopping funds at the expense of law-abiding citizens. The Rochester police department, harrassed and somewhat embarrassed by a pre-holiday crime wave, is pretty grim about the whole business and there has been a general tightening of defenses against lawbreakers.

Recent rumors—rumors declared to be unfounded—of changes in the upper brackets of the city's law enforcement division have nothing to do with the current extraordinary efforts to rid Rochester of stick-up men and purse snatchers. This city has been comparatively free of such stuff and police are determined to curtail the current seasonal outbreak with as little delay as possible.

Plain clothesmen and detectives have done efficient and intelligent work, especially in their surveillance of gas stations, favorite calling places of those who enter with this salutation: "This is a stick-up."

The value of these tactics was proved the other night when detectives Thomas Burke and William Higgins nabbed three men after the trio had swung into a gas station and then left in a hurry when they saw another car in the station.

The three men picked up by Burke and Higgins were booked on charges of first degree robbery and second degree grand larceny. Police feel that this capture is important, as the trio

Mercy Guild Plans Benefit Bridge Party

Mercy Guild of the Little Flower will have a benefit bridge to be held Saturday at 392 North St. A Christmas party will be held by the group next Thursday at the Rochester Club.

Mrs. Joseph E. Lara is chairman of the bridge party, and Mrs. George Coppinger is chairman of the Christmas party, at which officers will be installed.

BINGO

EVERY SUNDAY NIGHT
AT BETH JOSEPH
1150 ST. PAUL ST.
All Cash Prizes
20 Games—25c — 1— 8:30 P.M.

MURRAY'S SPECIAL
PERMANENT, 1.95
VAPOR OIL WAVE 2.95
SUPER-CURLINE WAVE 3.95
MURRAY'S BEAUTY SALON
43 STONE ST. A Few Steps From E. Main St. Stone 1405

YOUR CREDIT IS GOOD
BUY ALL THE WINTER DRIVING ACCESSORIES AND SERVICES YOU NEED ON ROCHESTER'S EASIEST BUDGET TERMS
TIRES BATTERIES HEATERS
PRESTONE SKID CHAINS
You Can Even Budget Payments On Needed Repairs
UNIT PARTS
1185-1223 MAIN ST. E. Rock. Corp. CULVER 250

CLEARANCE!
ENTIRE STOCK
COATS! DRESSES! GOWNS!
1/4 TO 1/2 OFF
Nothing Reserved
The CLINTON
COATS • DRESSES • GOWNS
634 CLINTON AVE. N. MAIN 4494
Store Hours 9 A. M. to 10 P. M.

LAKE'S LADIES STORE FIRE SALE

STARTS FRIDAY 10 A. M.
OPEN EVERY NIGHT UNTIL 10 P. M.

532 JOSEPH AVE. JUST PAST THE No. 4 POLICE STATION

★ ★ ★ ★ ★
**\$3000.00 WORTH OF
COATS, DRESSES and
MILLINERY MUST BE
DISPOSED OF FOR
LESS THAN \$500.**

SOME OF THIS MERCHANDISE WAS HARDLY TOUCHED BY THE FIRE, A LITTLE MENDING CAN PUT ANY OF THE REST IN CONDITION. A REAL OPPORTUNITY TO SAVE, COME EARLY FRIDAY MORNING FOR BEST SELECTION.

DRESSES Formerly Up To \$10.95 **49c 99c \$1.99**
COATS Formerly Up To \$19.95 **\$2.99 \$4.99 \$7.99**
HATS Formerly Up To \$5.00 **19c 39c 59c**
SPORT JACKET Reg. \$3.49 **99c** | **SKIRTS** Reg. \$2.00 **25c**

THIS SALE WILL CONTINUE UNTIL STOCK OF 829 PIECES IS SOLD
NONE SOLD TO DEALERS

SIZES 12-52 ALL COLORS TO CHOOSE FROM
LAKE'S FIRE SALE
532 JOSEPH AVE. JUST PAST THE No. 4 POLICE STATION
FORMERLY COR. CLINTON & BUCHAN PK.

Subway Gets More Trains

Additional trains will be placed in service Monday to er Harold S. W. MacFarlin announced today.

Two new westbound trains will leave City Hall Station at 7:32 and 7:34 a. m., beginning Monday. Additional afternoon trains will leave City Hall at 5:07 and 5:37.

Such was the case last Thursday with Clifton Lankford of 176 Lake Breeze Road. Clifton was delivering Suns in River Street when he heard the sound of running water in a vacant house at No. 294.

Young Lankford notified the police department of his discovery and a few minutes later an officer had made his way into the empty house, where he found that a water pipe had burst. He turned off the water, thereby saving the owner of the property a considerable bill for damage, which was averted through the quick thinking of Clifton Lankford.

PRE-XMAS SALE

HATS 2 for \$1.00
59c
HUDSON MILLINERY
593 Hudson Ave. Open Even.

JANETTE PURVIN

BACK FROM NEW YORK

With a Brilliant Holiday Collection Of

Dressy And Sport Dresses

Dinner, Formal Gowns and Fur Trimmed Wraps

\$5.98 to \$14.98

IT COSTS LITTLE TO BE SMART AT

JANETTE PURVIN'S

SIZES AND STYLES FOR EVERYONE

OPEN EVENINGS 719 MONROE AVENUE

ROCHESTER'S NEW DOWNTOWN Strand

DIRECTION OF HOWARD C. CARROLL

\$300 CASH GIVEN AWAY EVERY WEEK

PLAY **BINGO**

AFTERNOONS 2:30

EVENINGS 8:30

10c TO 3PM

FEATURES ALWAYS!

500 SEATS NIGHTLY 15c

SUN. and MON. DEC. 11-12

"MY LUCKY STAR"

Sonia Henie - Richard Greene

"MAN FROM MUSIC MOUNTAIN"

GENE AUSTRY

TUES. and WED. DEC. 13-14

"FUGITIVES FOR A NIGHT"

FRANK ALBERTSON

"HOLD THAT CO-ED"

John Barrymore - Marj. Weaver

THURS. and FRI. DEC. 15-16

"KEEP SMILING"

Jane Withers - Gloria Stuart

"GUN LAW"

Geo. O'Brien - Rita Oshimen

SAT. DEC. 17

"AFFAIRS OF ANNABEL"

Jack Oakie - Lucille Ball

"PALS OF THE SADDLE"

BOB LIVINGSTON

CALL GLEN 538-537

LAKE COAL & COKE CO.

255 LYEAL AVENUE

HARD COAL

SURE FIRE

EGG STOVE \$9.70

NUT

PEA COAL . . . \$8.25

DOMESTIC DUSTLESS

COKE

\$8.50

Pennsylvania's Finest

HARD COAL

EGG STOVE \$10.65

NUT

Pea Coal . . . \$8.75

Buckwheat . . . \$7.75

Rice . . . \$6.75

August W. Schuch, 33 Carter Street, see Gary Cooper and Merle Oberon in "The Cowboy and the Lady" at Loew's Rochester Theater tomorrow. Call at The Sun for guest ticket.

Stephen V. Glass, 168 Danforth Street, be the guest of The Sun at Loew's Rochester Theater, showing, beginning tomorrow, "The Cowboy and the Lady." Call at 419 Horse Building for guest ticket.

Mrs. Dorothy L. Beckman, 318 Campbell Street, see Merle Oberon in "The Cowboy and the Lady" at Loew's Rochester Theater. Call at The Sun for guest ticket.

Miss Loretta McVey, 189 Milburn Street, "The Cowboy and the Lady" is playing at Loew's Rochester Theater, beginning tomorrow. Call at The Sun for guest ticket.

If You Receive the Wrong Parcel—

We will be very glad to return any parcel or merchandise for you. We can save you many steps and much time. Regardless of the store or ownership of merchandise. By so doing you have saved a loss for someone and satisfied the owner.

CITY DELIVERY
195 SCIO ST. — 0 — STONE 905

With NO CHARGE TO YOU

RUDOLPH'S for GIFTS!

For a Lovely Lady... This Lovely 12-Pc. DRESSER SET

With Boudoir Clock!

12-piece chrome and enamel pieces including boudoir clock! Ready to present as a gift in an attractively lined presentation chest. A modern, luxurious creation for lady's vanity!

\$9.95

50c DOWN—50c WEEKLY

A Gift Thrill for All!

Genuine ARGUS F4.5 CANDID CAMERA

Imagine! A genuine Argus candid camera with F4.5 Anastigmat triple lens and 1/25 to 1/200 shutter! Action even with the poorest of light! Inexpensive 35mm. motion picture film! Easy to use—just aim and shoot!

\$12.50

50c DOWN — 50c A WEEK

The Radio with the "MIRACLE TONE CHAMBER"

New 1939 **EMERSON Radio** 5-Tube

Has all the features of sets costing twice as much and worth it! "Miracle Tone Chamber" 5-tubes (including helical tubes). See it... hear it... today at Rudolph's!

\$9.95

50c DOWN—50c A WEEK

Rudolph's
East Main at South Ave. Open Evenings From Dec. 9th
Gifts That Are Lasting—Credit for the Asking

New Classes For Adults

No. 27 Evening School will open the first semester of extension classes of recreation on Tuesday evening, December 13. During this week the recreation classes will be open for registration. Many new classes will begin at this time in addition to the classes of last year. Twenty-one different subjects will be taught.

A new feature in the program sponsored this year by the Recreation Division of Adult Education will be the number of new training classes for civil service positions. The subjects taught in these classes will aid those who are interested in taking examinations.

An added attraction in the program this semester is the addition of the boys and girls after-school clubs. This group of clubs organized in various schools under the direction of the Recreation Division meets from 3:30 to 5 p. m.

Women whose problem is weight will find a solution in the special reducing classes offered at No. 27 School. Youths who lack knowledge of such sports as basketball, badminton, tennis and golf may now learn all of these games, plus many other physical subjects from 6:30 to 9:30 o'clock on Monday and Tuesday.

Rosarians List Benefit Party

Rosarians of Holy Rosary Church will give a benefit card party Tuesday at 8:15 p. m. in used for Christmas baskets for the needy. Mrs. Paul Shannon is chairman, assisted by these committees:

Reception, Mrs. Fred J. Kunz, Mrs. Joseph Coppinger, Mrs. Katherine Schiebel, Mrs. Mary Maxwell, Mrs. Raymond Burns, Mrs. Sylvester Gartland, Mrs. Mary Scambaty, Mrs. Harold Perry, Mrs. Rosa Mehr, Mrs. Martha Welcher, Mrs. Francis Corrigan, Mrs. Phillip Callan, Mrs. James Hayes, Mrs. Harry Coniff, Mrs. Thomas Miller, Mrs. Bernard Meyerling, Mrs. John Donoghue, Mrs. E. J. Burke, Mrs. Dayton Baxter, Mrs. A. D. Annis, Miss Elizabeth Iselband, Miss Grace Leavens and Miss Edith Lennon.

Prizes, Mrs. Francis Tormey, Mrs. Gilbert Cottrell, Mrs. Nellie Maid, Mrs. Anna Ernst and Mrs. Marion Van Dams; tickets, Mrs. Arthur Werth, Mrs. Edward Schmeer; cards, Mrs. Charles Casey, Mrs. Nicholas Rick, Mrs. Louis Feltz, Mrs. George Joet, Miss Elsie Becker and Miss Mary Iverson; tables, Mrs. Anthony Beierschmitt, Mrs. Martin Carroll, Mrs. Kenneth Dever, Mrs. Ethel Fitzpatrick and Miss Ruth Hoersting; publicity, Mrs. Raymond Jeffery.

RUMMAGE SALE
Young People's Fellowship of the Church of the Epiphany will hold a rummage sale December 17th, at 206 West Main Street. General chairman is George Matter, assisted by Nora Denny, Elsie Schockman and Eleanor Taylor. Kenneth Anderson is publicity chairman, assisted by Evans and Malcolm McKinnon as assistants.

SALE! SILK DRESSES

Your choice of any dress in our store. Sizes 12 to 20.

Reg. \$1.35 All Wool **\$1.00**

SKIRTS \$1.00

Reg. \$1.00 Chi Lden's **69c**

Reg. \$2.35 Silk **HOUSE COATS \$2.29**

COTTON DRESSES 2 for \$1

Sizes 12, 14 and 16 only! Reg. \$1.00 quality.

JEAN'S
Cotton and Silk Dress Shoppes
1162 Clinton Ave. N.
500 LYELL AVENUE
Open Evenings 1938 9 P. M.

THEATER GUIDE

LOEW'S ROCHESTER—Now playing: "The Young in Heart," starring Janet Gaynor, Paulette Goddard, Douglas Fairbanks, Jr., Roland Young and Billie Burke, and "Firing Wren," with Joe E. Brown; Friday, "The Cowboy and the Lady," starring Gary Cooper and Merle Oberon, and "Fight for a Girl," with Leon Ames and Joan Woodbury.

PALACE—Now playing: "Submarine Patrol," starring Richard Greene, Nancy Kelly, Preston Foster, Slim Summerville and George Bancroft, and "Thanks for the Memory," with Bob Hope and Shirley Ross; "Heart of the North," starring Dick Fagan, Patrick Knowles, Allen Jenkins, Gloria Dickson, Gale Page and Joseph Sawyer, and "Hard to Get," with Dick Powell and Olivia De Havilland.

CENTURY—Now playing: "Up the River," starring Preston Foster and Phyllis Brooks, and "Comet Over Broadway," with Kay Francis.

TEMPLE—Now playing: "Sharpshooters," starring Brian Donlevy, Lynn Bari and John King, and "I Stand Accused," with Robert Cummings, Helen Mack and Lyle Talbot; Episode No. 15 (Final) "Dick Tracy Returns," Friday, "Exposed," starring Glenda Farrell and Otto Kruger, and "Gang Busters," with Ann Nagel and Robert Kent; "Hawk of the Wilderness," Chapter 1.

WEST END—Now playing: "Blind Alley," with Richard Dix and Whitney Bourne, and "Souls at Sea," starring George Raft and Frances Dee; Friday and Saturday, "Dr. Rhythm," starring Bing Crosby and Mary Carlisle, and "Crime Rime," with Allan Lane and Frances Mercer; Sunday through Tuesday, "Letter of Introduction," starring Edgar Bergen, Charlie McCarthy, Adolphe Menjou and Andrea Leeds, and "Penrod's Double Trouble," with Billy and Bobby Mauch; Wednesday and Thursday, December 14-15, "Rky Olanis," starring Richard Dix and Joan Fontaine, and "Danger on the Air," with Donald Woods and Nan Grey.

REGENT—Now playing: "Angels with Dirty Faces," starring James Cagney, Pat O'Brien, Humphrey Bogart and Ann Sheridan, and "His Exciting Night," with Charles Ruggles; Friday, "Submarine Patrol," starring Richard Greene, Nancy Kelly, Preston Foster, Slim Summerville and George Bancroft, and "Thanks for the Memory," with Bob Hope and Shirley Ross.

MADISON & MONROE—Now playing: "Affairs of Annabelle," starring Lucille Ball and Jack Oakie, and "The Missing Quest," with Paul Kelly and Constance Moore; Friday and Saturday, "Four's a Crowd," starring Fred Flynn, Rosalind Russell and Olivia De Havilland, and "Painted Desert," with George O'Brien; Sunday through Tuesday, "Too Hot to Handle," starring Clark Gable and Myrna Loy, and "Penrod's Double Trouble," with Billy and Bobby Mauch; Wednesday and Thursday, December 14-15, "Secrets of an Actress," starring Kay Francis and Leo Hunter, and "Friend Break," with Barton MacLane and Glenda Farrell.

Open Saturday Evening 'til 9 P. M.

LIKLY'S Leather Gifts

Of Quality and Good Taste

Top Grain Cowhide Dressing Cases

\$5

Compact and complete... 8 oz. 1 1/2 oz. in a modern case... slipper type case of cowhide. Brown or black.

Top Grain Cowhide Sports Bags

A rugged slipper bag of black or brown cowhide... handsome... "fill the bill" for overnight trips, club use and the like.

\$4.95

Others \$1.95 to \$37.50

Top Grain Cowhide Gladstones

Cowhide—for good-looking, long-wearing luggage. Roomy, well-lined bag with regulation pockets for toilet accessories. Brown or black.

\$9.95

Others \$5.95 to \$85.00

Genuine Leather

Bill Folds \$1 to \$20 Key Cases \$1 to \$6

Also in Sets, from \$2

—Street Floor—

A Deposit Holds Any Gift Until Christmas

Leather Goods Gold or Silver Initialed Without Charge

Mail and Phone Orders Free N. Y. State Delivery

271 Main St. E.

LAUER'S SALE of BEDDING

Now when guests are expected for the holidays and you need bedding, Lauer's have arranged a sale to meet your requirements. The sale includes hundreds of pieces... both wood and metal beds, pillows, blankets, studio couches and many other items too numerous to mention. Visit Lauer's bedding department. You'll save now.

2 TWIN BEDS COMPLETE
With 2 Coil Springs—2 Cotton Mattresses

Notice there are two Simmons metal beds, two Simmons steel springs and two Texas cotton Linters mattresses included at this low price. You'll sleep better if you sleep alone.

\$39

Full Size \$19.50

LAUER'S RADIO SPECIAL INNERSPRING MATTRESS

Lauer's are going to sell 100 of these mattresses during this sale. This is a regular \$16.50 Quality Mattress Company innerspring mattress. Specially made throughout it will bring sound sleep. Even though the price is only \$11, you can depend on this Lauer mattress.

\$11

100% Down Filled Celenese Comforts

There is no more luxurious feeling than to sleep under one of these soft, lightweight down puffs. Only the softest and lightest pure white goose feathers are used in these puffs. In the countries of Northern Europe for centuries no family would be without its down comforters. Get yours tomorrow at Lauer's.

\$11

• 100% Pierce Wool Blankets \$8.95
• 50 50 Wool Plaid Blankets \$5.95
• Cotton Blankets \$1.98

LAUER'S 50 STATE TEST

Beautiful GIFTS of REVERE Copper

Lustrous, everlasting copper ware, most ornamental and useful. Gifts she's sure to appreciate.

Bulb Bowls, \$1 to \$1.25
Vases, \$2.00
Watering Pots, \$1.50 to \$2.50
Plant Dishes, 75c to \$2.00
Disc Ivy Reflectors, \$2.50
Ivy Side Wall Pots, \$3.50 to \$4.50
Hanging Baskets, \$1.00 to \$2.00

CANARIES
Make A Grand Gift

And Bring Cheer All Year

St. Andrews-bury Rollers \$4.25
Melodious Choppers \$5.25
Mel-O-Dee Birds \$6.25

DETECTO BATH SCALES
300-lb. capacity. Rotary dial. Fully enclosed base. 3 yr. guarantee. Reg. \$3.50

\$2.79

Bath Tub Seats
Fit at tubs, including new built-in type. Will not mar tub. Adjustable to high or low 98c positions.

BATH ROOM HAMPERS \$1.00

BRIDGE SETS
(Table and 4 Chairs)
Reg. \$7.50 Reg. \$15.50
\$6.75 \$10.95

Comfortable chairs are well made. All-metal construction. Fabricated seats. Desired brown shade.

FLEXIBLE FLYER SLEDS
\$3.50 to \$10

The Flex line are the speediest sleds built, "King of the Hill" Streamlined steel construction. Easy steering. Roped, ready to go... and HOW! Beautifully varnished and enameled.

Fleetwing Sleds.. \$1.15

The speediest sleds in the low priced field. Self-steering. Roped. Nicely varnished.

Sled Backs For Tiny Tots \$1.00 AND \$1.25

Easily attached to your sled by two strong clamps. Hardwood and beautifully varnished.

A New Model Sled Means as Much to a Kiddie as a 1939 Auto to You!

FREE Parking Deliveries

Ward's
15 EXCHANGE ST.

School 34 P.T.A. Meets Today; Movies Scheduled

Parent-Teacher Association of Lexington School No. 34 will meet today at 8 p. m. John White Johnston will show pictures of school gardens and play day at No. 34 and activities of other schools.

A delegation from No. 7 School P.T.A. will be guests. Music will be furnished by the school orchestra and trio. Refreshments will be served by the faculty. A cake and candy sale also will be held in connection with the meeting.

Miss Caroline Weinstein, 59 St. Clair Street, call at The Sun for guest ticket to "The Cowboy and the Lady" at Loew's Rochester Theater.

LOMB CIRCLE TO MEET

Women of the G. A. R., will meet in City Hall Annex, tomorrow evening. Edith M. Bostwick will preside. Memorial services will be conducted under the direction of Chaplain Lillian Zwerger, and a class of candidates will be initiated. Election of officers will be held. Reports on the recent bazaar will be heard and plans made for presentation of a flag to Brighton Reform Church.

Mrs. William Christensen, 18 Stratford Park, see "The Cowboy and the Lady" opening Friday at Loew's Rochester Theater. Call at The Sun for guest ticket.

Magician Will Aid Scholarship Fund

Rochester magicians are awaiting the performance of Dr. Harlan Tarbell, internationally known counsellor of conjurers, tomorrow in the Baptist Temple. He is coming to Rochester under sponsorship of Smith College Club of Rochester. Proceeds will be used for the scholarship fund. Kenneth Punnett, chairman of the board of directors of the Rochester Magicians' Club will introduce the speaker. Last year Dr. Tarbell was principal speaker at the International Society of Magicians in Cincinnati.

Miss Marion C. Small, 18 Farragut Street, call at The Sun for guest ticket to "The Cowboy and the Lady" at Loew's Rochester Theater.

BUY WITH CONFIDENCE

... AT SMALL'S

Jewelry GIFTS

Lucky Purchase and Sale 17 JEWEL
GUARANTEED DEPENDABLE
MAN'S WATCH
JUST 50c ON SALE
\$9.95
Just in time for Christmas. Imagine a 17-jewel movement at this unheard of low price!
\$18.95 Value

50c A WEEK

NO PAYMENTS UNTIL JANUARY

MAN'S 2-DIAMOND CAMEO
\$12.95
Also your choice of Tiger Eye and Hematite while they last!
50c A WEEK

SCHICK SHAVER
\$12.50
The new improved electric shaver. An ideal Christmas gift.
50c A WEEK

AMERICAN CLIPPER
17 Jewels case in natural gold. Guaranteed!
\$29.75
75c A WEEK

10 DIAMOND BRIDAL PAIR
Gorgeous set in 14-karat gold mounting. A gift that lasts!
\$39.75
\$1 WEEKLY

MAN'S GRUEN
This famous watch. Dependable and accurate.
\$29.75
75c A WEEK

"LADY BULOVA"
A real beautiful watch that she will adore!
\$29.75
75c A WEEK

LADY'S GRUEN
Make her happy with this dependable time-keeper.
\$33.75
75c A WEEK

BUY NOW WHILE STOCKS ARE COMPLETE!

CORONA ZEPHYR
Here's a Christmas present that's ideal! Complete with case.
\$29.75
75c A WEEK

ELECTRIC MIXER
\$9.95
50c A WEEK

JEWELERS **OPTICIANS**

MAKE THIS STORE Your Xmas Gift Quarters

Small's
28 MAIN ST. EAST
OPEN SATURDAY 'TIL 9 P. M.

FREE PARKING IN REAR OF STORE
Casino Parking Station

Edwards

HOLIDAY STORE HOURS
9:30 A. M. to 6 P. M.

Don't Miss EDWARDS Demonstration SALE SWEET SINGING CANARIES 4.95

Consult Mr. Phil Simmons Bird Expert and Advisor Here Friday and Saturday
EDWARDS, Sixth Floor

Sale of Lane Cedar Chests

Give One for Christmas!

Lane is the only cedar chest tested for airtightness. It's chemically treated interior prevents stickiness; it's guaranteed moth-proof and all Lanes have a hand rubbed finish.

- WELDED VENEERS
- WATERPROOF
- STEAMPROOF
- WON'T PEEL
- WON'T CHECK
- WON'T BUCKLE

Built of 70% 3/4-inch Aromatic Red Cedar in accordance with U. S. Government recommendations.

\$29.75
Matching oriental and American walnut veneers; plus the convenient Lane Automatic Tray... Smart waterfall front.

EDWARDS, Fifth Floor

Pay 10% Down
Balance Monthly

Thoroughly modern in design with matched oriental cross-grained walnut and walnut stump.

19.95

A superb model finished in figured oriental and highly figured, matched walnut stump veneers.

24.95

SAMSON CARD TABLES

New 1939 MODELS

\$2.98
Value \$4.00

No. 798

2 Coaster Ash Trays
Included with each table during this event.

No. 786

No. 785

No. 735

No. 795

No. 797

- DOUBLE-BRACE LEGS
- STAIN PROOF
- WASHABLE
- PROTECTED CORNERS
- SMOOTH, ROUND EDGE
- HEAVY, SOLID LEGS

A card table you can well be proud of in your home. No more shabby, shaking tables while you're entertaining... Samsons will stand up under the hardest card slammers' hands... They're liquor proof... Sturdy legs with double braces that won't close accidentally... Remember, too—an ideal gift.

ORDER BY NUMBER PHONE STONE 2300

EDWARDS, Fifth Floor

ROYAL WILTON BROADLOOM

in the popular Leaf Design

9 FT. WIDE

4.65 SQ. YD.

Two-Tone Burgundy—Blue—Green

OR MADE UP IN RUG SIZES AS FOLLOWS

6x9 Ft. Size	\$30.
9x9 Ft. Size	43.95
9x10 1/2 Ft. Size	50.93
9x12 Ft. Size	57.90
9x15 Ft. Size	71.85
9x18 Ft. Size	85.80

An Exceptional Value!

9 x 12 ft. RUG PADS

2.50 each

A splendid money-saving investment that doubles the life of your rugs! Made from clean, resilient Jute fibre; Salvaged edges—1/4 inch thick, weight—20 lbs. Also 8 1/4 x 10 1/2 sizes at the same low price.

EDWARDS, Fourth Floor

SAVE On Miller's
HIGH QUALITY Special
Long-Burning Anthracite (Hard)
COAL \$10.65
TON
FULLY GUARANTEED!
• Pea \$8.75 - Bkwt \$7.75 - Rice \$6.75 • Cash Shov. Off
R. G. & E. DRY AND DUSTLESS **COKE** None Better **\$9.05**
GEN. 20 Quality and Finest Service Since 1912
Yards and Office at 500 West Ave.
ARDEAN R. MILLER Best In Fuel Oil

**G.O.P. Women
Set Party Date**

14th Ward Women's Republican Club will hold a Christmas party Tuesday evening, December 13, at the club rooms, Clinton avenue South and Meigs Street.

Mrs. H. J. Whitley is general chairman, assisted by Mrs. Laura Peachy, Mrs. Elizabeth Leach, Mrs. C. Babinger, Mrs. I. Russell, Mrs. M. Talbot, Mrs. S. J. Connor, Mrs. E. Wallace, Mrs. J. Wahl, Mrs. P. Ver Hoeven, Mrs. I. Detman, Mrs. E. Weigle, Mrs. E. Murdock, Mrs. R. Doolittle, Mrs. A. Bausbach.

Mrs. Max Welsh, president, requests all books to be turned in as the drawing will be made at this meeting.

Mrs. Jane McDonald, 28 Wendhurst Drive, and Mrs. O'Brien and Gary Cooper in "The Cowboy and the Lady" at Lee's Rochester Theater tomorrow. Call at The Sun for guest ticket.

By Way Of Mention

Mrs. Victor J. Chambers of Clover Road, entertained the Magnolia Twig for luncheon on Friday at the Century Club.

Mr. and Mrs. Gilbert J. C. McCurdy of Berkeley Street, and their daughter, Patty, have returned from New York, where they spent several days.

Mrs. John W. Remington of Trevor Court Road, entertained the Larch Twig for luncheon on Friday at her home.

Dr. and Mrs. J. William Quintan of Arnett Boulevard, have returned from a motor trip to Virginia.

Mrs. Roland T. Will of Westminster Road, entertained the Pine Needle Twig for luncheon on Friday at her home.

Mr. and Mrs. Ralph William Peters of Hollywood Avenue, entertained at a cocktail party Saturday in their home before the Community Players.

Mr. and Mrs. Howard T. Case of Trevor Court Road, have gone to Miami for the winter.

Mrs. Nelson E. Spencer of Strong Street entertained presidents of various Garden Clubs at a Christmas luncheon on Tuesday at Oak Hill Country Club.

Mrs. Meda E. Welcher of Oxford Street, is spending a week in Providence, R. I., as the guest of Mrs. Albert E. Potter and Mr. Potter. Miss Welcher will go to New York for a fortnight before returning home.

Mrs. Wiley C. Clifford and her mother, Mrs. George E. Woodcock, of Barrington Street, entertained at a benefit luncheon and bridge on Friday in their home for the Rochester Guild for Crippled Children.

Dr. and Mrs. E. Earl Elliott of Glover Hills Drive, entertained their bridge club for dinner on Saturday at their home.

Mrs. A. T. Doyle of Monroe Avenue, entertained the Spruce Twig for luncheon on Friday at her home.

Mr. and Mrs. Mortimer Rebas, formerly of Brunswick Street, have taken a house in Dartmouth Street.

Mrs. S. Edward Brewster of Sibley Place, entertained informally at luncheon and bridge on Saturday at the Genesee Valley Club.

Mr. and Mrs. Thomas P. McCarrick of Argyle Street, will entertain at dinner and bridge on Saturday, December 17, at the Century Club.

Mrs. Robert Douglas of East Avenue, will entertain at luncheon and bridge on Saturday at her home.

Mr. and Mrs. Victor W. Hurst of Sandringham Drive, will entertain at dinner and bridge today at the Genesee Valley Club.

Miss Caroline Millman of the Roosevelt, entertained the Columbian Twig for luncheon on Friday.

Mrs. William F. Donoghue of Vassar Street, will entertain the Wisteria Circle of the Seton at her home.

Workers for luncheon tomorrow.

Mrs. Herbert A. MacAlpine of Oxford Street, entertained her bridge club for luncheon on Friday at her home.

Dr. and Mrs. Lewis H. Gilbert of Hawthorn Street, will entertain at dinner and bridge on Wednesday, December 14, at the Century Club.

UNITY CHAPTER MEETING
Unity Chapter of the Clarissa Street branch of the Y. W. C. A. will hold its monthly meeting at the branch house today. Following the business session members will eat supper. Mrs. Margaret Sprague will be hostess.

CALVIN KNIGHTS TO ELECT
Annual election of officers of The Knights of Calvin will be held December 15 at 8 p. m. A Christmas party will be given Saturday December 17 at 8 p. m. Installation of officers will be held Thursday, January 5.

Ask Your Dealer To See The New
MOTOROLA SELF TUNING RADIO
"Remember The Stations You Might Forget"
Turns Itself On — Turns Itself Off

★ SNAPPY ★
MEN'S SHOPS
REPEATING
BY POPULAR DEMAND—LAST WEEK'S
GIFT SPECIALS
MEN'S GIFT
SHIRTS
2 for \$2.50 **\$1.29**
White and Fancy
In All Colors & Sizes
Others — Specially Priced At
\$1.55 and up

THIS WEEK'S
EXTRA SPECIAL
Men's Fine Leather
GLOVES \$1
New Gift
TIES 55c 2 For \$1.00

50 MAIN **TWO STORES** **259 MAIN**
ST. E. Cor. Front St. YOU ST. E. Cor. Cortland St.

CIGARETTES
Lucky
Camels
Chesterfields
Old Golds
Raleighs
\$1.08
A CARTON
(Limit 1)
With This Key Coupon

**ROCHESTER'S GREATEST CUT-RATE SPECIALS FOR
THURSDAY - FRIDAY - SATURDAY & SUNDAY**

KEY DRUG STORES

470 N. GOODMAN Near Main
92 E. MAIN Near Water
669 N. CLINTON Cor. Lowell

CUT RATE

SOAP SALE

Palmolive 3 for 14c
Lux . . . 3 for 14c
Lifebuoy . 3 for 14c
Ivory med. 3 for 14c
Woodbury's 2 for 11c

**DETECTO
SCALES**
Reg. \$2.50
\$1.87

**Green's Cordial
CHERRIES**
Reg. 40c
21c
lb. box

**POND'S
CREAMS**
Regular 55c
26c

**BORDEN'S
CHOCOLATE
Malted Milk**
Lb. Can **19c** Reg. 50c

PALMOLIVE Gift Set
89c

**DEEP CUT PRICES
TOBACCOS**

Half & Half . . . lb. 61c
Prince Albert . . . lb. 63c
Granger . . . lb. 66c
George Washington . . . lb. 52c
Raleigh . . . lb. 57c
Union Leader . . . 14 oz. 59c
Velvet . . . lb. 98c
Edgeworth . . . 14 oz. 49c

**Are your FALSE TEETH
SLIPPING - FALLING - IRRITATING GUMS - CAUSING DENTURE BREATH?**

HOPE DENTURE POWDER
Special **1c** SALE
60c SIZE only 1c
When you purchase a large size package of either HOPE DENTURE POWDER or HOPE DENTURE CLEANSER you get an extra package for **ONLY 1c**

HOPE DENTURE CLEANSER Both For **61c**

TOILET TISSUE 1000 sheet roll 3 for 10c
5c TASTYEST 3 for 5c, Box of 24, 39c
Box of 48 . . . 83c
50c JERGEN'S LOTION and **25c JERGEN'S CREAM** 75c value . . . both for 39c
SCHOENFELD LAXATIVE TEA reg. 25c 11c
BOBBY PINS Card of 25 . . . 2 for 5c
SMITH BROS. COUGH DROPS . . . 2 for 5c
WOODBURY SHAVING LOTION reg. 50c . . . 21c
HOUSEHOLD MATCHES (lge box) reg. 5c . . . 2 for 5c

**HILL'S
COLD TABLETS**
Regular 30c
9c
With This Coupon

60c ADMIRATION Hair Tonic 19c
60c Alka Seltzer 19c
75c Anacin Tabs. 59c
60c Yeastfoam TABS. 19c

50c BORDEN'S Malted Milk 1.19
PLAIN MEADOW BRAND
5 lb. can 49c
60c REM Cod Liver Oil 1.09
10c Calumet Lambwood Powder Puffs 2c
Peppermint Patties 19c
1 lb. Box Russian or American Heavy Mineral Oil \$1.49
60c CALDWELL'S Syrup of Pepsin 29c
50c CALOX 39c
25c Horehound 14c
DROPS PKG. OF 80 PAPER Napkins 4c
10c FLASHLIGHT Batteries 2 for 7c

Hot Water BOTTLES Guaranteed **29c**

30c VICK'S Nose Drops **24c**

35c Q TIPS **13c**
8 for 35c

35c TEK TOOTH BRUSHES **2 for 51c**

35c LYONS TOOTH POWDER **24c**

100 SODA MINT TABS **8c**

FREE GARDENIA Eau de Cologne
WITH 6 CAKES CASHMERE BOUQUET SOAP
ALL FOR 49c

60c Noxzema CREAM (Boudoir Size) **49c**

25c Extra Heavy WAX PAPER 125 Ft. **10c**

25c ELECTRIC IRONING CORDS **9c**

1.00 Brewer's Yeast Tabs. Bottle of 250 **49c**

VICK'S VAPOR RUB Reg. 35c **27c**

BAYER ASPIRIN TABLETS Bot. of 100 **59c**

Gifts FROM MAX FACTOR HOLLYWOOD

FACE POWDER In gay Xmas box Color harmony shades **1**

AUTOGRAPHED MAKE-UP SET Powder, Rouge and Lipstick in color harmony. Autographed by famous stars. **\$2.50**

OTHER MAX FACTOR GIFT SETS . . . \$1.50 TO \$9.50

We Reserve the Right to Limit Quantities
Free City Deliveries on Purchases \$1.00 or More. (Cigar Dept. Excepted)

**20 DOUBLE EDGE
BLADES**
To Fit Gillette Razor
10c

**Green's Assorted
CHOCOLATES**
Regular 40c **19c**
LB. BOX

**25c CLEANSING
TISSUES**
Box of 500 **12c**

**DOG
FOOD**
Regular 10c a Can
3 Cans For 10c

4 DOZ. KOTEX **75c**
Economy package of 48 pads.

**City To Weigh
Fate of Expo**

Fate of the 1939 Monroe County Fair and Rochester Exposition again will go before the city the City Council will meet next Tuesday when a caucus of Sale of the Expo's assets at public auction was temporarily delayed until next Wednesday on appeal of Mayor Lester B. Rapp. It was at the latter's request that Robert Miller, attorney for Hutchins Advertising Company, holder of a \$2,971 judgment against the association, consented to postpone the auction.

Rapp said he intervened because several dollars in prizes are owing to children as a result of competition in the last Expo. Sale of assets might endanger their claims, and children should have first consideration, he said.

**Yule Party To Honor
Buffalo Pastor, Wife**

The Rev. and Mrs. Joseph Dickenson of Buffalo will be guests of honor at the annual Christmas party of the Spiritualist Church of Divine Inspiration, Sunday, December 18. The Harris Memorial Club will conduct a bazaar under the direction of Mrs. Pearl Tygart, Mrs. Blanche Gates, Mrs. Minnie Vogt and Mrs. Helen Archer.

A turkey supper will be served by a committee consisting of Edward Wardwell, Mr. and Mrs. Frank Siddons, Joseph Perry, Fred Huestis and David Adam.

Y CHAPTER PARTY

Brighton Chapter of the Y. W. C. A. will have its annual Christmas party at the home of Mrs. Walter Agnew in Sunnyside Road, today. Mrs. John Clark will assist the hostess.

**MEN WANTED
TO MAKE 4-DAY TEST**

If you get up nights due to functional kidney disorders get Juniper oil and seven other drugs made in to green tablets. Help nature flush excess acids that cause the irritation that wakes you up. Just say Buxton's test box to any druggist. Locally at J. K. Post Drug Co.

**Before Bedtime
Do This For
BRONCHITIS**

And Enjoy A Good Night's Rest

Many people who are troubled by chronic bronchitis and who are unable to get enough sleep at night, find relief by using Buxton's Mixture (orange flavor) in sweetened hot water just before you go to bed.

For bronchitis, coughs—for lungs, add pulverized camels, take a few doses of Buxton's—by far the largest-selling cough medicine in all old Canada—Buxton's gives definite quick relief from that choking, painful struggle for breath.

It "cure like a flash" and satisfaction is guaranteed. Get it at druggists everywhere.

**ATTENTION
SHICK OWNERS**

SERVICE-REPAIRS
INSTRUCTION
SCHICK SHAVERS
SERVICE CORP.
FACTORY BRANCH
705 TEMPLE BLDG.
STONE 4633

**A SAVING OF
\$10.70**
When All Three Articles
Are Purchased Together

**GET ALL THREE FOR ONLY
\$34.95** cash price
(Regular Retail Value \$45.65)

1. Remington Rand Electric Shaver
2. General Electric Radio
3. I. E. S. Floor Lamp

ROCHESTER GAS & ELECTRIC CORP.

**Come To The
CHATEAU**
• Monroe Avenue at the Twelve Corners •

**And See What A New York
Night Club Is Like**

2 ORCHESTRAS • BIG SHOW • GOOD FOOD • FINE DRINKS •

You'll Enjoy Our
FLOOR SHOW
THE FOUR POMPONETTES
Dancing Girls
MAXIM & ODETTE
Internationally Famous
Dance Team
THREE BISHOP BOYS
Funnier Than the Ritz Bros.
DARLINE DUCHANE
Singer
"DOTTIE" DAVIS
Ritz Specialty
LARRY & FRECKLES
The Canine Sensations
THELMA WALTERS
Master of Ceremonies
Than Whom There Is No Whomer

**TRY OUR
SUNDAY
DINNER**
FISH, CHICKEN, DUCK
OR CANYON DINNER
COMPLETE
\$1
Per Person

**STEAK DINNER
\$1.50 Per Person**
Cover Charge 25c
After 9:30 P. M.

NIGHTS TO ELECT
lection of officers of
ts of Calvin will be
ber 15 at 8 p. m. A
party will be given
ember 17 at 8 p. m.
of officers will be
day, January 8.

Radio
ight Forget"
s Itself Off

ING
ST WEEK'S
IALS
2 For
\$1.00
59 MAIN
ST. E.
Corland St.

R ONLY
price
CORP.

ne
AU
corners
York
e
DRINKS
OUR
NDAY
INNER
ROCKEN, DUCK
ON DINNER
APPLIES
1 Person
DINNER
Per Person
Charge 25c
1:30 P. M.

COKE
ACE COAL CO.—COAL 8.95 — STONE 3338
ACE HI — SHINY HARD COAL 9.70

SUPPER, XMAS PARTY
Clayton L. Warner Auxiliary
of the American Legion will
meet today at the Masonic Tem-
ple, with Mrs. Edna Turner
presiding. The meeting will be-
gin with a tureen supper at 6
p. m., and close with a Christ-
mas celebration and games.

THE WAY TO A MAN'S HEART
December days are crammed
full of busy moments. There is
all the Christmas shopping to
be done. Parties grow more fre-
quent as the holidays approach
and often there is the extra
work of preparing for homecom-
ing boys and girls or for Christ-
mas visitors.

LINCOLN'S
Main St. E. Cor. St. Paul St.
CHRISTMAS GIFT PORTRAITS
So delightfully natural... so life-like and real
... you'll be proud to give them to your choicest
friends... and they'll be happy to receive them.
PICTURES AT THEIR BEST
by POLYFOTO
Full 8 x 10 Size **\$1.00**
GIFT SPECIAL... 6 for \$4.00
48 PROOFS TO CHOOSE FROM
HURRY!
You still have time to get
lovely pictures for Christ-
mas giving... but you'd
better hurry... time is get-
ting short. Why not come
in today... later may be
too late. No appointment is
necessary. Come anytime
between 9 A. M. to 6 P. M.

If A Camel Is Worth A Mile Walk —
THESE VALUES ARE
WORTH A TEN MILE
WALK
People will come from all
over the city to take advan-
tage of our
CUT
PRICES ON
WINES and LIQUORS
BUT YOU DON'T HAVE
TO WALK!
There's always plenty of free parking
space at our door... the Genesee car
stop in front of our door and, if you live
within 2 miles of the store we offer
FREE DELIVERY
Phone Genesee 4028
Open Evenings

FOR CHRISTMAS GIVING
WHITE HORSE SCOTCH
3 Bottles for \$9.19
CORDIALS
85c Small Bottle
Blackberry, Peach, Cherry
Also complete line of
Champagnes, Cordials,
and Gift specialties.
EXTRA SPECIAL!
WM. PENN RYE All Over 7 Years Old **\$1.59** Pint
RYE \$1.49 Pt. \$2.89 Qt.
Blended of straight
whiskies from 2 to 20
years old.
Straight Bourbon \$1.09 Pt. \$2.09 Qt.
Steinhadt's 3 years
old.
GIN \$1.35 Full Qt.
Distilled from all
grain. 85 proof.
PRE-WAR! SOUR MASH
BONDED BOURBON WHISKEY \$3.41 Fifth
West Indies RUM 89c \$1.69
Tenth Light or Dark
Vermouth 95c
A perfect cocktail
mixer.
Dry Wines 89c Gal.
Sauterne, Claret,
Burgundy, Reims,
Barbera.
EXTRA SPECIAL! ROYAL PIPER
100% SCOTCH WHISKEY \$2.45
MANHATTAN WINE & LIQUOR CO.
960 GENESEE ST. PHONE: GENESEE 4928 COR. BROOKS AVE.

Baking days are really fun,
because you get such a feeling
of satisfaction when you see the
fine array of good things you
have turned out for holiday
gifts and meals. But, of course,
the family mustn't be neglected
on these days so here is a sug-
gestion for a delicious meal that
may be cooked entirely on the
top of the range while the oven
is occupied with other delica-
cies.
Chilled Pineapple Juice
Chicken Fricassee Steamed Rice
Julienne Beets
Lettuce with French Dressing
Apple Sauce **Chickadees**
Tea
The flavor of pineapple com-
plements the delicate flavor of
chicken so well that it is an ex-
cellent choice for a starter to
your meal. If your budget will
not allow you to include chicken
in this week's menu, veal or
lamb may be substituted. How-
ever, chicken has compared very
favorably with other meats in
price this fall and you may find
that it is just as cheap to serve.
CHICKEN FRICASSEE
5-lb. fowl 1 1/2 c. chopped onion
flour 2 T. minced parsley
1/4 t. salt 1/4 t. minced celery
4 T. fat 1 t. salt
Have chicken cut into serving
pieces. Wipe with a cloth wrung
out of cold water. Mix flour and
1/2 t. salt. Roll pieces of chicken
in this and brown in hot fat.
Combine browned chicken with
remaining ingredients and cook
two to two and one half hours
until tender. Remove chicken to
a hot platter and thicken re-
maining broth to make gravy.
Strain if desired.
THIRTY-MINUTE RICE
1 c. rice 1 c. cold water
1 t. salt 1 t. salt
Wash rice thoroughly and
place with remaining ingre-
dients in a two quart sauce pan
with a tight cover. Bring to a
vigorous boil, then reduce heat
very low and cook for 20 mi-
nutes from the time the rice
was placed on the fire. Remove
from fire and set pan in a warm
place for 10 minutes. Do not re-
move cover from sauce pan dur-
ing the entire 30 minute period.
The water will be entirely
absorbed and each rice grain
separate. Pile in a hot serving
dish and dot with butter.
JULIENNE BEETS
14 medium beets 1/4 c. boiling water
1 T. butter
Wash and peel beets. Shred
with coarse grater. Add beets
and butter to rapidly boiling
water. Cover and cook rapidly
for 10 minutes. Remove from
fire. Beets will be nicely cooked
and about 1/4 c. of butter sauce
will remain.
Better be glad you did,
than sorry you didn't.
See Us—Before
You Buy
CARPETS • RUGS
• LINOLEUMS
Horton & Quinn Co.
430 Main St. E.
Tel. Stone 1206

13 times a year
you will be thankful
for the day you dis-
covered B-ETTES—
the modern, sanitary
protection! Worn in-
ternally, without
napkins, pins or belts,
B-ETTES give you
new freedom, new
comfort, a new sense
of security—and odor
is entirely prevented.
A day's supply can
be carried in a hand-
bag. Approved by
physicians.
B-ettes
(TAMPONS... WORN INTERNALLY)
Modern
SANITARY PROTECTION
B-ettes
12 for 25c
4 for 10c
At Drug and Dept. Stores

Men's Pants
\$1.98 to \$4.98
Every kind of pants... for
sports, for work, for dress and
for everyday wear! In every
wanted style and fabric. Prices
which are GUARANTEED to be
the lowest in all Rochester!
FLEECE UNION SUITS
Heavy weight... for
warmth and comfort.
In sizes 36 to 46.
Men's Dress
GIFT GLOVES
95c
Lined or un-
lined in black
or brown. All
sizes. — \$1.29
values.
STONE 2260

The BEST of Good Gifts
Need Not Be Expensive!

LUND SKIS
Nationally Famous
Length Pine Maple
5-ft. \$1.55
5 1/2-ft. 1.95 \$3.85
6-ft. 2.35 4.25
6 1/2-ft. 2.75 5.00
7-ft. 3.25 5.50
7 1/2-ft. 3.75 6.25
LUND
Toboggans
Length Price Cushions
5-ft. \$ 6.00 \$1.75
6-ft. 7.00 2.25
7-ft. 8.00 2.75
8-ft. 9.00 3.25
10-ft. 11.00 4.25
Ice Skates
Made by Alfred Johnson
Men's and Boys' \$2.99
"Tubes" Sizes 6
to 12
Men's and Ladies \$4.75
Nickel Plated
Ladies' Plated
White Skates \$5.50
Boys' Christmas
Shirts Sets
Tommy Tucker
Shirts, New style
ed Tie, Tie Clip
— beautifully
gift boxed.
Overcoat and
Legging Sets
\$6.98
Values
to \$10.00
with
matching
warm helmet,
fleece over-
coat with
belled back
and full lin-
ing. Zipper
leggings. Size
8 to 12.
BOYS'
Rubber Raincoats
The new Hi-Ho Sil-
ver coat, complete
with helmet. In
sizes 8 to 12.
BOYS'
Sheepskin Gauntlets
Heavy, well-made
gauntlets with warm
sheep-lining. Will
last for years.
Men's Sizes \$1.15
89c

Ladies' All Wool
Campus Coats
Regular \$6.98 Values! **\$4.98**
Bright new plaids and solid colors for out-
door women! Waterproof, for they're New
Wet processed. Four pockets with full belt,
and warmly full-lined. Sizes 12 to 22.
Others to \$12.98
Ladies Genuine Suede Jackets
Most popular of sportswear fashions...
these fine, soft-skin zipper suede jackets.
Warm kasha lined, with full sports back. \$8.98
values!
Pure Wool Jersey Coat Sweaters
100% pure wool... these ladies sweaters in
fashion-right wine, brown, navy and green.
An excellent Christmas gift. Sizes 38 to 46.
\$1.98

WARM, BECOMING,
3-PIECE
SNOW SUITS
for Every Child in Town!
\$2.39 to \$10.98
Rochester's greatest stock of snow suits! Every
one consists of completely lined jacket, fully
lined ski pants with reinforced knees. Also zip-
per-legs suspenders and big top on heavy sole,
lined matching hats. Solid colors, two-tone plaids.
"Neva-Wet Processed" Sizes 3 to 16.
NEVA-
WET SKI PANTS
Completely lined, reinforced
knees. Suspenders and bib
styles. \$2.50 values. Sizes 3 to
7.
Others to \$4.75. Sizes 22
Boy's All Wool
Campus Coats
Regular \$6.98 Values! **\$4.98**
Coats made for the hardest
wear active boys can give
them! Hard surfaced mat-
erials in warm, wooly plaids.
4-pockets, sports back and
full belt. All colors. Sizes
8 to 18.
Boys' All Wool Plaid Jackets
NIAGARA MADE... and that's a guarantee of
quality! Heavy checks and plaids, pleated backs,
double vestee and zippered. Values to \$4.50. Sizes
8 to 20.
Boys' New Woolen Long Pants
Pants for school and for play... every desired
style. Pleated, with extension waistbands...
smart new patterns... all neatly tailored. Others
to \$3.98.
Boys' "Niagara" Corduroy Suits
New herringbone tweed patterns, in brown, green
and blue. Sports back zipper jacket with vestee.
Roomy plus-4 knickers with latex cuffs and
fully lined. Sizes 8 to 18.
\$4.98

Gift Special For Men!
ALL WOOL
CAMPUS COATS
\$7.98 Values! **\$5.98**
All-wool plaid materials as dur-
able as they are handsome. Sports
back style, full belt and 4-pockets.
All colors, sizes 38 to 46.
Other Styles to \$17.98!
Men's Dress
GIFT GLOVES
95c
Lined or un-
lined in black
or brown. All
sizes. — \$1.29
values.
STONE 2260

Nationally
Advertised
at
\$5.00
Buckslein Plaid
JACKETS
Sizes 38 to 46 **\$2.98**
Those famous for wear, warmth
and appearance. "Buckslein"
jackets at almost Half Price!
Pleated backs with adjustable
side tabs. A perfect Xmas gift for
any man.
Others to \$5.98
Men's Combination
LEATHER-WOOL
JACKETS
Reg. \$6.98 **\$4.98**
Most popular jacket of the
year! Genuine leather sleeves,
with soft wool body... zip-
per opening. Raglan style,
completely lined, all colors
and sizes.
SUEDE JACKETS
Fine selected skins.
suede leather collar
and cuffs. Zipper
opening. Regular
\$4.98 values.
Horsehide JACKETS
Heavy wool plaid
lining zipper open-
ing, sizes 38 to 46.
\$11.00 values!
Men's Suede Sports
SWEATERS
\$2.79
Combination
suede and d.
wool. Sizes
38 to 46. \$5.98
values!
SPORT SWEATERS
Both zipper and
button styles with
sports backs. Sizes
38 to 42.
COAT SWEATERS
Heavy fleece-back
in all colors. Sizes
38 to 46. \$12.50
values.
Men's Fine Heavy
Beacon Robes
\$2.98
Regular \$3.98.
warm, heavy
quality in a
variety of
checked pat-
terns with
braided edge.
Others to \$8.98
Woolen MUFLERS
Every man needs a
muffler! Solid col-
ors and fancy mix-
tures. All wool.
\$45c
SHEEPSKIN
COATS
\$5.95
Heavy mode-
skin 5 o p.
large warm
four cap-
acious pockets.
Full belted,
sheepskin
lined. Reg-
ular \$12.98
values.
Others to \$8.98
MEN'S RUBBERS
and OVERSHOES
Heavy 4-Buckle
Arctics... \$2.39
Men's Dress
Rubbers... \$1.00
Heavy Work
Rubbers... 89c
Storm
Rubbers... \$1.25

OPEN EVERY EVENING 'TILL 9 UNRESTRICTED PARKING—
Rochester Jobbing House
159-161 JOSEPH AVE. Cor. NASSAU ST.

PAY CASH AND PAY LESS AT CHAMPION'S

★ GIFT ★

DIRECTORY FOR THE WHOLE FAMILY

BUY AT CHAMPIONS

QUALITY SPORTSWEAR

A visit to our store will solve your gift problems for any member of the family. Our staff of salespeople are all trained to help you pick the right sizes and merchandise for the right person. For your convenience free parking at three nearby stations.

Genuine First Quality Suede Leather JACKETS

with knit collar, cuffs and bottom. Zipper chest pocket.
\$5.84
Made To Sell For \$6.95
Size 36 to 46

Just Like Dad's
BOYS' SUEDE
LEATHER
JACKET

\$4.74
Size 8 to 28

Gift Boxes
With Purchases

Genuine Admiral Byrd CAPESKIN Sport Jackets

Size 38 to 46
\$7.84
Made To Sell For \$10.00
Zipper Pocket
Sport Back
Cossack Style
Oak and
Cordovan
Color

FOR HER
Sport Back
SUEDE
JACKET

\$6.95
Size 14 to 28

Gift Boxes
With Purchases

MEN'S HEAVY ALL WOOL
PULLOVERS
Size 34 to 46
\$3.74
Made To Sell For \$4.95
WARM AND WOOLEY

MEN'S Wool Fancy Front
Coat Sweaters
With Zipper Pocket
and Sport Back
Size 38 to 46
\$2.59
Made To Sell For \$3.49

MEN'S ALL WOOL
Coat Sweater
With Double Elbows
Oxford Navy
Brown
\$2.95
Size 38 to 46

100% WOOL TURTLE NECK
PULLOVERS
Black or White
\$2.95
Size 36 to 46

Warm Lightweight
Golf Sweaters
With V-Neck
Camel, Blue, White
and Black
\$3.26

LADIES' 100% ALL WOOL
ZEPHYR YARN
Coat Sweaters
Size 34 to 46
\$2.95

McGREGOR
PULLOVERS
Plain or With Fine
Check Front
\$2.74
Size 34 to 46

100% All Wool
ZIPPER COAT
SWEATER
With 4 Pockets
Size 38 to 46
\$2.95

WARM, WATER PROOF SNOW - OUTFITS

FOR THE WHOLE FAMILY

MEN'S, BOYS' AND
GIRLS' WARM
CAMPUS
COATS

Complete Ski Suits For Girls!

Ladies' 100% All-Wool
SKI - PANTS
Size 14 to 28
\$2.95

With Adjustable Waist.
Others to \$3.74!

COMPARE OUR
PRICES ON
NORTHLAND SKIS,
TOBOGGANS and ACCESSORIES

COMPARE OUR PRICES
CHROMIUM PLATED
ALFRED JOHNSON SKATES
FOR THE FAMILY!

WINNER STREAMLINED
RACER SLEDS
\$2.95
Reg. \$6.95 Value

Champion
KNITWEAR CO. 71 ST. PAUL ST.

Remington:

(Continued from Page 1)
your true connoisseur and gourmet.

But the average American citizen knows little and, perhaps, cares less concerning wine qualities and he's as happy sipping a cheaply priced domestic sweet wine as he would be France's choicest white wine, a choice vintage Chateau d'Yquem, say, costing \$5 for a fifth sized bottle.

Domestic wines broadly, maybe placed in two classifications locally, California and New York State. The New York wines are higher priced but this doesn't mean that all of them are better quality.

The truth is that California is now turning out sweet wines, meaning sherry, port, muscatel tokay and angelica, as good as New York's, but it's dry wines, meaning sauternes, burgundies, clarets, riesling and Rhine, and also its champagne, are inferior to New York's.

The purchaser should know, too, that sauterne from France is not dry wine, meaning not sweet, as the American sauternes.

but just the opposite and that if one would get a French dry wine corresponding to the American made sauterne one should call for a graves wine.

The British importations of ports and sherries, of Spanish and Portuguese culture, of course, are generally superior because Britain has financed and imported and exported these wines for centuries. The Briton, and his port and dash of sherry are synonymous and one finds these aristocratic vineyard contributions sprinkled all through the English classics. And at dear old Oxford and Cambridge the student can't get anywhere, so to speak, until he's had his spot of sherry.

The Latins favor dry wines and consume it daily at all meals and France excels in these, both white and red. Its Burgundies, from the famous Bordeaux district, and especially from its Hill of Gold, are known the world over.

France, too, excels in champagnes, although Italy turns out an excellent product, although small in quantity, and even Germany's Rhine district, with its superior Rhine wine, manufactures a fine champagne.

WHEN YOU THINK OF POULTRY TRY CLARK'S FOR COMPLETE SATISFACTION

Milk Fatted
Roasting
CHICKENS
or
FOWLS
3 lb. Average
19c lb.

CHICKENS
Buy What You Want Of
The Cuts You Prefer
BREASTS lb. 20c
LEGS lb. 37c
WINGS lb. 20c
GIBLETS lb. 19c
NECKS lb. 12 1/2c

CLARK'S MARKETS

600 Jefferson Ave. FREE PARKING At Both Stores
Cor. Bartlett St. Gen. 1417
906 N. Goodman St. Cul. 4870

BAKED FOOD SALE

Parent-Teacher Association of the Henry Longfellow School 36, is sponsoring a Christmas baked food sale, Wednesday, December 14th, at 2 p. m. in the school. Mrs. Walter Seville is chairman, assisted by Mrs. Thomas Gurnett, Mrs. Sarah Deahl and Mrs. Charles Podger.

CONVENTION DELEGATE

Paul V. Erwin of Rochester Storage Warehouses, Inc., will attend the sales convention of the Aero Mayflower Transit Company in Indianapolis, Saturday and Sunday. Storage Warehouses is exclusive local agent for Mayflower long distance moving service.

A Store Full of ★ GIFTS ★

FOR LESS "IT-KIN BE HAD AT ITKINS"

Men's Sizes 36 to 46
ALL WOOL ZIPPER
MACKINAW
\$8.35
A Genuine \$12.95 Value!

Part Wool Double
BLANKETS
Size 72x84
\$1.95
Regular \$3.95!

COUPON
Colored Border Part Linen
DISH
TOWELS **3c**
Regular 10c
Sold Only With This Coupon!

L. ITKIN DRY GOODS

We Deliver Phone Main 482
365 Joseph Ave.
Cor. Buchan Pk.
Entire Family Outfitters
Open Every Day and Every Evening Until 10 P. M.



NURSES OXFORDS

WITH EXCLUSIVE META-TARSAL FEATURE
1.98
Excellent for Nurses! Teachers! All Professional or Business Women & Housewives!

Do you have trouble with achy, tired feet after walking or standing excessively? If so, slip on a pair of these Nurses oxfords and you will have comfort beyond belief. Leather soles. Rubber heels. Soft leather uppers. Built-in steel shanks. Quality linings. Black, brown or white. Two other smart styles not shown in the above sketch. Sizes 4 to 10. Widths AA to EEE.

THE INSIDE STORY OF A GOOD SHOE

Scientifically proportioned back part provides snug fit and prevents heel slipping.
Soft, quiet and durable rubber heels provide easy walking on hard surfaces.
Built-up Arch, insuring maximum support... keep the foot normal.
Good Quality Leather Soles, carefully selected for flexibility and comfort.
Famous and Exclusive Meta-tarsal feature essential to easy walking.

EDWARDS BASEMENT

SAVINGS With No Sacrifice
of Quality... at WEGMANS
TENDER JUICY GRAIN-FED PRIME
BEEF
SHOULDER ROASTS
18c lb.
Rochester's biggest value in tender, juicy, prime-steer beef roasts! Finely grained meat, government inspected to assure you guaranteed Wegman quality! Try one for Sunday's dinner, and note the difference!

RIB-END ROAST FRESH YOUNG
LOIN O'PORK
A new low price for these tender young-corn-fed pork loins! Fresh dressed
15c lb.

Help Yourself To These Bargains
In Wegman's Self Serve Groceries
Fresh Roasted Kilbourn Hall
Our Best Coffee lb. **19c**
Medium Size Blue Plate
Fancy Shrimp can **10c**
Family Size Can. Friend's
Baked Beans 2 for **25c**
Hershey's Pure Baking
CHOCOLATE cake **10c**
Big No. 2 1/2 Size California
Yellow Peaches 2 cans **25c**
No. 2 Size Can Fancy
GRAPEFRUIT 3 cans **25c**
For Baking Perfect Cakes
SWANSDOWN pkg. **20c**
Borden's or Pet Brand
EVAP. MILK 4 cans **25c**

CLEANS CLOTHES OR DISHES
**CLEAN-QUICK
SOAP CHIPS**
Big 29c
5 Pound
Package
21c

Another
Corload Sale!
RIPE FLORIDA PINEAPPLE
ORANGES
Peck **39c**
Basket
Juicy Medium Size
ORANGES 2 doz. **25c**
Large, extra-juicy oranges, scientifically tested for sweetness. Take home a peck tomorrow.

Wegman's
HOME TOWN
MARKETS

**Men's
Household
MITTENS**
Shirred
\$1.25 Value
95c

**Ladies'
Manicure Sets**
Reg. 20c Value
18c

**Woodbury's
GIFT BOX**
For 100c. 2 pieces. Reg.
\$1.00 Value
79c

**WITH THIS
COUPON
PLAYING
CARDS**
Pinochle or Bridge
16c

**Children's
TABLE AND
CHAIR SETS**
With chrome
modern
design.
\$4.47
\$4.47

**CUCKOO
CLOCKS**
Suggested directly from
a little French town in
the foothills of the
Alps. \$4.95 Value.
\$3.97

Santa Says: SHOP HERE and SAVE!

ACHTER'S

BARGAIN ARCADE ★ 387 EAST MAIN ST. ★ NEAR GIBBS ST.

For Sister
She'll Love One!
Girls' Velvet
DRESSES
Party styles for party
dresses. Sizes 7 to 14.
Regular \$2.49
value. **\$1.87**
She'll Love Lingerie!
Sweatshirt, Satin
SLIP AND
PANTY SET.
In gift box. Size
14 to 16. Regular \$1.29
value. **95c**

PARKA HOODS
To protect her from the
cold. Water
repellent.
All new winter
colors. 50c value **37c**
She Can Use Them!
**WOOLEN
MITTENS**
Solid colors or
stripes. 50c value.
47c

ACHTER'S SPECIALS

FOR FRIDAY & SATURDAY ONLY

Assorted Games 7c <small>10c Value</small> Children's APRONS 7c <small>12 1/2c Value</small> Ladies' Assorted HANKIES 6 for 5c 50 Feet CLOTHES LINE 12c <small>19c Value</small> Children's Over 25% Wool ANKLETS 8c Pr. <small>25c Value</small> IRONING BOARDS 71c <small>Complete with Cover Attached \$1.19 Value</small>	SEWING SETS 4c <small>With Nique Ball 10c Value!</small> Heavy Flaid Blankets 67c <small>70x90 \$1.00 Value</small> Women's Flannel GOWNS 31c <small>Solid Colors!</small> Men's DRESS SHIRTS 54c <small>Plain & Fancy 30c Value</small> Special! Men's 2 for 3c 'KERCHIEFS Christmas CARDS 8 for 5c <small>Large selection choose from.</small>
---	---

TOYLAND

FOR BARGAINS EVERY DAY

**NEW! "Ride 'Em" All Steel
LOCOMOTIVE**
Holds 200 lbs. Easy to steer.
Strongly built. **95c**

**Special!
ALL 25c GAMES**
Large selection to choose
from. **19c**
3 For 55c

**Special!
ALL 10c
GAMES** **8c**
3 For 23c

**All Rubber
BOTTLE TOTS**
The doll that drinks its
bottle and wets its diaper.
\$1.00 value. **87c**

**Painting, Coloring, and
BIG, LITTLE
BOOKS** **3 FOR 10c**
Value 10c each

**Mechanical
AEROPLANE
OR
AQUA-PLANE**
25c Value **23c**

**"Gilbert" Big Boy
Metal TOOL CHESTS**
10-piece. \$1.00 Value **87c**

Teddy Bear
Ideal gift for the tiny
tot. \$1.00 value. **87c**

**80-Card
BINGO SET**
Ideal for the club or
home. 50c value. **37c**

**Full and Chime
TOYS**
The tiny tot will love
these. 50c value. **39c**

**With Sleeping Eyes, Real
Eyebrows and Fur-trim-
med hat. \$1.49 value.
95c**

**28-Inch
Baby Dolls**
Beautifully dressed to de-
light the little girl. \$1.49
value. **95c**

**Mechanical
ROCKING CRADLE**
Complete with doll, pillow
and blanket \$1.49 value. **95c**

DOLL CRIB
With 4 wheels, sturdy
build. \$1.19 Value **95c**

**T-Unit Electrical
FREIGHT TRAIN**
Complete with transfor-
mer. 85.99 value. **\$4.23**

**— Scoop! —
15 Pieces! Speedy Streamline Mechanical
TRAINS** **93c**
With reversible switch.
\$1.49 value.

**Ladies'
DRESSER SETS**
Assorted Colors
\$1.00 Value
95c

**HOCKEY
CAPS**
Impassable of the ice
\$1.00 Value
17c

**COCKTAIL
SHAKERS**
An Ideal Christmas
gift. \$1.49 value.
99c

**GUARANTEED
WAFFLE
IRONS**
Reliable high quality
heating elements and
durable chrome finish.
\$2.74
\$3.38 value.

**Assorted
Occasional
TABLES**
Modern in Design
\$4.28 Value
\$3.57

**CARPET
SWEEPERS**
Genuine Bristle Brush
and Rubber Roller. \$1.49
value. **97c**

**All Metal
Pin-rod WAX
LAMPS**
Complete with shade.
Beautifully designed.
\$1.49 value. **54c**

Right Reserved
To Limit
Quantities!

A Small
Deposit Will
Hold Any
Gift Until
Christmas!

TREE DECORATIONS & GIFT WRAPPINGS

**Christmas Tree
LIGHT SETS** **22c**
With 8 Colored
Bulbs and Addi-
tional Plug

MAZDA TREE SETS
With 8 Mazda
Bulbs **49c**

Ornaments Unbreakable **2 for 5c**

**American Made Glass Christmas Tree
ORNAMENTS** **4 1/2c & 9c Each**

**Outdoor Christmas
TREE BULBS** **2 for 7c**

SNOW, Regular 5c **2 pkg. for 7c**

**Choice of 2 Styles
METAL TREE HOLDERS** **43c**

GIFT WRAPPING TWINE 100 Yd. **4c**

**10 Sheets
Holly Gift Wrapping Paper** **9c**

**Package of 100
GIFT WRAPPING SEALS** **9c**

GIFTS

Sure to Please!

For Him

For Her

Men's Windbreakers
Genuine suede leather with
full zipper front. Reg. \$5.50
value. **\$3.74**

**Admiral Byrd
JACKETS** **\$9.37**
Genuine Pony skin with
full zipper front. Tan or
Cordovan. \$11.95 value.

JACKETS **\$2.43**
Waterproof suede, Fleece
lined with full zipper front
and pocket. \$3.45 value.

PAJAMAS **88c**
Plain and fancy prints.
All styles and sizes.
\$1.00 Value

Men's Leather Gloves
Fleece lined. Button or
pull-on styles. \$1.49 value. **95c**

**Men's and Boys'
MITTENS** **19c**
Jersey lined. 20c value.

COAT SWEATERS
With wool front and full
zipper. Sizes 36 to 46.
Reg. \$2.49 Value **\$1.87**

**Men's Broadcloth
SHIRTS** **94c**
White and fancy.
"In Christmas Box."

**Men's
LOUNGING ROBES** **\$2.74**
With piped edging.
\$3.50 Value.

**A GIFT SHELL LIKE!
Broadcloth Pajamas**
Guaranteed fast colors.
\$1.49 value. **93c**

**A Warm Gift! Women's Flannel
HOUSECOATS**
100% all wool, ankle length.
Zipper and wrap-around
styles. \$4.98 value. **\$3.79**

**Satin and Berber
BED JACKETS**
Lace trimmed and em-
brodery styles. Reg. \$1.39 Value **93c**

**A Useful Gift!
Oilsilk UMBRELLAS**
Gay prints. 16 ribs.
\$1.29 Value. **95c**

JEWELRY
Necklaces, Bracelets, Crome-
ces in beautiful gift boxes. **9c**

**A Lovely Gift! Women's Capekin
GLOVES** **95c**
Black, brown, fancy trims.
\$1.29 value.

**She Can Always Use Boxed
HANDKERCHIEFS**
3 lovely kerchiefs in beau-
tiful jewel box. 60c value. **45c**

**Women's Pure Silk
HOSIERY** **38c**
Chiffon & service weights.
First quality. 49c value. pr.

ACHTER'S

BARGAIN ARCADE

387 EAST MAIN ST., NEAR GIBBS ST.
AND 35 GIBBS ST., OPPOSITE EASTMAN THEATRE
PHONE, STONE 1880-1882
Rochester's Busiest New Department Store

OPEN EVERY NIGHT
till 9 P.M. 9 A.M.

THINK OF IT!

At Seneca Stores You Can
Buy A Nationally Advertised

ELECTRIC REFRIGERATOR OR NORGE GAS RANGE



Choose Anything
In Our Store Up
To \$60 Value
GIFT FOR EVERY
MEMBER OF
THE FAMILY

FREE CAR HEATER

FREE ELECTRIC WASHER

FREE TYPEWRITERS

FREE CIRCULATING HEATERS

FREE RADIOS

FREE ELECTRIC IRONERS

FREE ANTI-FREEZE

FOR ONLY

2 NICKELS A DAY

FREE BREAKFAST SETS

FREE SEWING MACHINES

FREE AUTO RADIO

FREE RECORD PLAYERS

FREE COFFEE MAKERS

FREE STOVES

FREE ELECTRIC MIXERS

FREE BICYCLES

FREE TIRES

FREE ELECTRIC SHAVERS

FREE VACUUM CLEANERS

YOUR CHOICE
OF GIFTS
IS ALMOST
UNLIMITED
CHOOSE ONE
OR SEVERAL
UP TO \$60
VALUE

AND WE'LL GIVE YOU \$60 WORTH OF GIFTS FREE

IS THIS OFFER
HARD to BELIEVE?

Many people will find such a sensational offer as this, hard to believe! Don't take our word for it! Come in and make us prove it—or ask your friend or neighbor who has done business with us. Then you'll know—We mean what we say!

SENECA STORES

OUR ONLY
STORE

149 MONROE AVENUE
Open Evenings Until 9:30 P. M.

OUR ONLY
STORE

HANDY BANK
GIVEN!



Make It
Easy To Save
Your 2 Nickle
A Day!

RA
WHAM—
SPECIAL
ANNUAL—
AMERICA
Friday, De
ANTHONY
Dec. 9, 10
D
YOUR FAM
—Monday
4:45 p. m.
HOLLYWOOD
—Sunday
IRENE RIC
9:45 p. m.
EASY ACES
—Tuesda
days 7 to
THOSE WE
days 8:30
ONE MAN
Wednesda
TRUE STOP
POLICE
7:30 p. m.
WARDEN L
8 p. m.
VA
AVALON T
7 p. m.
HANK AND
days, 7:30
NATIONAL
Saturdays
MAGIC KEY
days, 2 p.
JACK BEN
7 p. m.
SETH PARR
7:30 p. m.
CHARLIE M
days, 8 p.
CARSON RO
days, 8 p.
FIBBER Me
Tuesdays
BOB HOPE
p. m.
INFORMATI
Tuesdays
INTEREST
—Thursda
GOOD NEW
Thursdays
BING CRO
BURNS —
p. m.
M
SUNDAY M
days, 12:30
ROCHESTER
CHESTRA
12, 3 p. m.
Dec. 13,
Fraser H
ing.
ROCHESTER
NIC ORC
day, Dec.
Guy Fraser
ducting.
GERMAN I
7:30 p. m.
Charles St
ing.
NBO SYMP
days, 10
MILESTON
MUSIC—
a. m.
EXCERPTS
—Tuesda
METROPOL
—Saturda
Opera for
fried".
PETER GR
6:45 p. m.
FARM NE
Fridays,
CATHOLIC
Saturday
YOUR ESS
four tim
days a w
COM
FATHER
days, 4
WALTER
days, 9:
FRITZ BR
nesdays
p. m.
LOWELL
days th
p. m.
HARRY M
thruout
RADIO F
10:30 p.
WE ALS
AMERICA
Monday
WOMEN
thru Fr
GENERAL
Monday
p. m.
This por
Betty
Grimm's
Lady, Hy
es and B
BETWEEN
WITH
Monday
3:45 p.

RADIO

WHAM—1150 KC.
SPECIAL FEATURES
ANNUAL CONGRESS OF
AMERICAN INDUSTRY—
Friday, Dec. 9 10 p. m.
ANTHONY EDEN—Friday
Dec. 9, 10:30 p. m.

DRAMA
YOUR FAMILY AND MINE
—Monday thru Friday,
8:45 p. m.
HOLLYWOOD PLAYHOUSE
—Sundays, 9 p. m.
IRENE RICH—Sundays
9:45 p. m.
EASY ACES AND MR. KEEN
—Tuesdays thru Thurs-
days 7 to 7:30 p. m.
THOSE WE LOVE—Mon-
days 8:30 p. m.
ONE MAN'S FAMILY—
Wednesday, 8:30 p. m.
TRUE STORIES OF STATE
POLICE—Thursdays,
7:30 p. m.
WARDEN LAWES—Fridays,
8 p. m.

VARIETY
AVALON TIME—Saturdays,
7 p. m.
HANK AND HERB—Satur-
days, 7:30 p. m.
NATIONAL BARN DANCE—
Saturdays, 9 p. m.
MAGIC KEY OF RCA—Sun-
days, 2 p. m.
JACK BENNY—Sundays,
7 p. m.
SETH PARKER—Sundays,
7:30 p. m.
CHARLIE MCCARTHY—Sun-
days, 8 p. m.
CARSON ROBISON—Mon-
days, 8 p. m.
FIBBER MCGEE AND CO.—
Tuesdays, 9:30 p. m.
BOB HOPE—Tuesdays, 10
p. m.
INFORMATION PLEASE—
Tuesdays, 8:30 p. m.
INTERESTING NEIGHBORS
—Thursdays, 8 p. m.
GOOD NEWS OF 1939—
Thursdays, 9 p. m.
BING CROSBY AND BOB
BURNS—Thursdays, 10
p. m.

MUSIC
SUNDAY MUSICALS—Sun-
days, 12:30 p. m.
ROCHESTER CIVIC OR-
CHESTRA—Monday, Dec.
12, 3 p. m., and Tuesday,
Dec. 13, 1:30 p. m. Guy
Fraser Harrison, conduct-
ing.
ROCHESTER PHILHARMO-
NIC ORCHESTRA—Thurs-
day, Dec. 13, 3:15 p. m.
Guy Fraser Harrison, con-
ducting.
GERMAN HOUR—Tuesdays,
7:30 p. m.
Charles Stinson, conduct-
ing.
NBC SYMPHONY—Satur-
days, 10 p. m.
MILESTONES IN AMERICAN
MUSIC—Saturdays, 11:30
a. m.
EXCERPTS from IOLANTHE
—Tuesday, Dec. 13, 8 p. m.
METROPOLITAN OPERA—
—Saturdays, 1:55 p. m.
Opera for Dec. 10, is "Siegf-
ried".

NEWS
PETER GRANT—Sundays,
6:45 p. m.
FARM NEWS—Monday thru
Fridays, 1:15 p. m.
CATHOLIC COURIER NEWS
Saturdays, 11:15 a. m.
YOUR ESSO REPORTER—
four times a day, seven
days a week.

COMMENTARY
FATHER COUGHLIN—Sun-
days, 4 p. m.
WALTER WINCHELL—Sun-
days, 9:30 p. m.
FRITZ BROWNELL—Wed-
nesdays and Fridays, 7:45
p. m.
LOWELL THOMAS—Mon-
days thru Fridays, 6:45
p. m.
BARRY MCTIGUE—Mondays
thru Fridays, 6:30 p. m.
RADIO FORUM—Mondays,
10:30 p. m.

WE ALSO RECOMMEND
AMERICA KEEPS FAITH—
Mondays, 7:30 p. m.

WOMEN ONLY—Mondays
thru Fridays, 9:15 a. m.

GENERAL MILLS HOUR—
Mondays thru Fridays, 2
p. m.

This popular hour includes
Betty and Bob, Arnold
Grimm's Daughter, Valiant
Lady, Hymns of all Church-
es and Betty Crocker.

BETWEEN THE BOOKENDS
WITH TED MALONE—
Mondays thru Fridays,
7:45 p. m.

BLACK MAGIC QUALITY
COAL \$10.65
Egg—Stove—Nut
Buckwheat... \$7.75 ton
Pea coal... \$8.75 ton
Established for Over 25 Years Phone GEN 586
PAYNE & DUNHAM

XMAS SPECIALS

CHESTS CEDAR \$14.50
Walnut Veneer Finish Reg. \$19.50
COFFEE TABLES \$18.50
With glass serving tray Reg. \$23.50
BREAKFAST SETS \$7.95
Walnut or Mahogany Reg. \$9.95
5-piece Porcelain top table with extension leaves
FLOOR LAMPS \$6.95
Genuine 6-Way Reg. \$12.95
Ivory or bone white base. Hand
sewed silk shades. Other lamps
from \$4.95 up.

KLASS Furniture Co.
217 MAIN ST. W. EASY TERMS
COR. BROAD ST. Open Evenings to 9 P. M.

GIFTS For Budget Minded
GIFT GIVERS
CHENILLE BED SPREADS \$2.98 UP
OIL SILK SHOWER And
WINDOW CURTAINS 89c Each Piece
Sets To Match. Also Sold Separately
BATH MAT SETS 1.98 up

ROCHESTER CURTAIN SHOP
(Rochester's Newest Curtain Shop)
134 CLINTON ST. IN LOEW'S ROCHESTER STONE 5616
THEATER BLDG.

ROOM OUTFITS

AT A SENSATIONALLY LOW PRICE

To show our appreciation for your tremendous response to our appeal last week... we again offer our famous room outfit sensations at a price less than you'd ordinarily pay for a 2 piece suite. Buy now and save! Take all next year to pay.

LIVING ROOM 15 \$ **79**
PIECES Complete
BUY ON EASY TERMS
● Davenport ● Occasional Chair
● Easy Chair ● Chrome Smoke Stand
● Ottomans ● Kneehole Desk
● 3 Lamps ● 3 Tables
● 3 Shades

BED ROOM 15 \$ **79**
PIECES Complete
BUY ON EASY TERMS
● Mattress ● Walnut Bed
● 2 Pillows ● Dresser or Vanity
● 2 Lamps ● Chest of Drawers
● 2 Shades ● Boudoir Chair
● Night Table ● 2 Scatter Rugs
● Coil Springs

MAJESTIC FURNITURE CO.
204 Court St.
Between So. Clinton and Stone

THEY'RE MIRACLE MARKETEERS



Here are Sidney Siegel, left, president of the Miracle Market, and Leonard Siegel, right, general manager, with part of the personnel of this successful enterprise which opened last week at Lake and Glenwood.

Scout Mothers To Elect Officers

Lone Star Division, Scout Mothers Auxiliary, will elect new officers Monday, December 12, in the Parsells Avenue Baptist Church. Mrs. William J. Crayton will preside at the business meeting. Election will follow.

Nominating committee: Mrs. Beulah Hepp, chairman, assisted by Mrs. H. A. Gardner and Mrs. Andrew F. Schlegel.

Following election present officers will be hostesses at a Christmas party. In addition to Mrs. Crayton, retiring officers are Mrs. George Phillips, vice president; Mrs. R. Travis, secretary; Mrs. L. Fleckenstein, treasurer and Mrs. Dewitt MacEachron, corresponding secretary.

Participating in the entertainment program will be Dorothy Koch, piano; Mrs. A. F. Wenzel, Christmas story; Lois Seidel, Julia Copgren and Kenneth Dickenson, musical trio; Charles Leopold, vocalist; accordion, Paul Seely and piano solo, De-Jores Figueras.

CHRISTMAS PARTY

The regular December meeting of the 22nd Ward Women's Democratic Club will be a Christmas party Friday evening at the home of the president, Mrs. Alexander Foster, 400 Alphonse St. After the exchange of gifts, refreshments will be served.

W. E. Bass, you'll want to see Merle Oberon and Gary Cooper in "The Cowboy and the Lady" at Loew's Rochester Theater, won't you? Then call at The Sun for guest ticket.

New Defensive Bid Opens Door to Game Contract

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

By VIRGINIA LEVY

The Culbertson System has during the past three years made few changes in the bidding. There has, however, been recently added to the system a new bid which is decidedly advantageous.

It is a new defensive bid and will undoubtedly pave the way for the bidding of many games which heretofore were practically unbidable, though they could actually have been made. We all know that most players find it difficult to reach games and slams after an opponent has opened the bidding, especially when the honor strength is well divided between the two hands. There are a great many hands which haven't the honor count needed to make an informative double after an opponent's opening bid, but which do have just the strength necessary to make a simple overcall.

SOUTH
S A J 10 4 3
H K 10 8
D K 5 4
C A 4
West is the dealer, and the bidding should be as follows:
WEST NORTH EAST SOUTH
1 Diamond 1 Heart Pass 2 Spades
Pass Pass Pass 4 Spades
North, of course, had nothing more than the requirements for a simple overcall of one heart. South, on the other hand, had a three honor trick hand, plus a suit of his own. According to the old method, there is no way by which South can force his partner to keep the bidding open, in order to explore the game possibilities. If he bids one spade, North might pass, and if he bids two hearts, the possibility is that he may be raising a four-card suit, in which his partner will certainly pass and South has now no opportunity of showing his five-card major for which North may well have support.

The bid of two spades, a jump in a new suit, solves this problem. This bid, a call of one more than necessary in a new suit, in response to partner's simple defensive suit overcall is now forcing for one round. Partner may not pass, and this gives the player with the strong hand another opportunity to bid. There are no definite honor trick requirements for this new bid and it is up to a player to use his own judgment as to when it is advisable to make use of it.

It might be suggested, however, that the hand making the bid should have some kind of a fit in partner's suit, in addition to a biddable suit of his own.

New Market Saves Steps

When the Rochester's early settlers put up a building they saw to it that the structure was built to endure. Foundations were solid and this is regarded as a good omen for Rochester's newest business enterprise which is housed in such a building.

This new enterprise—the Miracle Market—utilizes the huge expanse of the old Bantel Stables at the southeast corner of Lake and Glenwood avenues and it has this as its slogan: "We never will be undersold."

Sidney Siegel, president of the Miracle Market, and Leonard Siegel, general manager, are Rochester men. All employees are Rochesterians and the idea of home ownership is stressed throughout the establishment.

When Mrs. Housewife visits the Miracle Market she finds six stores under one roof. There she may buy her groceries, meats, which include every known cut of chicken; baked goods, dairy products, an unusually complete line of fresh fruits and vegetables, and a candy department.

When the Miracle Market opened last week it was literally stormed by thousands seeking to take advantage of its remarkable values. Mr. Siegel and his aides found it necessary to lock the doors eight or nine times so that those within the store might have room in which to move.

Those same low prices are to be a permanent attraction, according to Mr. Siegel.

"We are able to offer low prices because our overhead is negligible," said Mr. Siegel. "We have no supervisory salaries to pay, no warehouse or trucking charges and we pass our savings along to our customers."

Plenty of free parking space is available for patrons of the Miracle Market.

BERGHASH Famous for Fine Wines & Liquors

GIFTS FOR XMAS

• FAMOUS BRANDS •
AT ROCK BOTTOM PRICES

You'll Find Every Renowned Brand
At the Lowest Prices That
Rochester's Largest Liquor Store
Can Bring You!

FREE PARKING OPPOSITE OUR STORE

LOWEST PRICE EVER G. AND W 2 STAR
EXTRA! ANOTHER SPECIAL \$1.29
PURCHASE OF THIS FINE
GODDERHAM WHISKEY Limit 2 Btls. FIFTH
LARGE 25 OZ. BOTTLE (2 for \$2.50)

IMPORTER'S CLOSE-OUT \$1.29 to \$1.50 Values
FRENCH TABLE WINES 99c
SHERRY... BURGUNDY
SAUTERNE... CLARET
SPECIAL CASE PRICE \$11.00
LARGE 25 OZ. BOTTLE Fifth

WE SOLD OVER 500 BOTTLES IN OUR LAST SALE!
CHOICE 2 FINE WHISKIES—90 PROOF—IN
Rye or Bourbon \$1.83
Three fine 90-proof whiskies out-sell all other brands at our store. Every drop is 3 years old and a wonderful buy! \$2.40 VALUE
2 bottles \$3.50. Case of 12 Quarts \$20.00

A SENSATIONAL BUY! Limit 3 Btls.
Queen Victoria Scotch \$2.14
100% ALL IMPORTED LARGE 25 OZ. BOTTLE
SCOTCH WHISKY \$2.99 VALUE
A very fine blend of smooth and mellow Scotch whiskies. Fifth

EXTRA XMAS VALUE!
Le-Jour Cordials \$1.69
APRICOT BLACKBERRY
CREME DE MENTHE
CREME DE CACAO
For a Complete After Dinner Drink Large 25 oz. FIFTH

Berghash Tremendous Buying Power Brings This Low Price
ONE OF AMERICA'S FINEST WINES
CALIFORNIA
CHATEAU D'ORMONT
36 to 40 Proof
SHERRY \$2.20 Val. Half Gal.
PORT \$1.58 84c
TOKAY 1 Gal.
MUSCATEL 1 Gal.
Try It... Be Convinced
...or Your Money Back America's Finest Wines

STRAIGHT CALIFORNIA BRANDY
SPECIAL FOR THIS SALE \$1.34
Sorry - We can't give you the distiller's name. \$2.09 VALUE
LARGE 25 OZ. BOTTLE Fifth
Case 12 Bottles \$15.00 2 for \$2.50

OUR LARGEST SELLING WHISKIES!
Choice of RYE or BOURBON \$1.39
\$1.75 Value. You'll go far to beat a value like this one!
A Smooth Mellow Whiskey
2 for \$2.60 Case 12 Quarts \$15.00 Full Quart

100% Neutral Grain Spirits
HIGH AND DRY GIN \$1.14
90 PROOF (Limit 2) Fifth
LONDON INN 90 PROOF DRY GIN \$1.00 5th

OUR BEST IMPORTED RUM BUY!
PUERTO RICAN CLUB RUM \$1.26
LARGE 25.06 OZ. BOTTLE
CASE 12 BOTTLES \$14.75

IMPORTED SPANISH BRANDY
40 YRS. OLD "Smooth as Silk" \$3.50
Reg. Value \$4.49 5th

BERGHASH 124 CLINTON ST.
Next to Loew's Theater
PHONE MAIN 786
FREE PARKING OPPOSITE OUR STORE

THE MIRACLE MARKET

ONLY A MIRACLE COULD
BRING SUCH OUTSTANDING
FOOD VALUES

694
LAKE
AVE

Thank You Rochester

Your enthusiastic reception of MIRACLE FOOD VALUES last week-end proved conclusively that the people of Rochester know real values when they see them. We regret the inability to accommodate you as rapidly as was our desire but the crowds overwhelmed us. Extra sales-people this week-end to insure rapid service. Our thanks also to the Rochester police Department for their excellent assistance in maintaining traffic in Lake Avenue.

FREE PARKING SPACE

Open Friday and Saturday Evenings to 9 P. M.
FREE DELIVERY ON \$3 OR OVER

SUGAR
10 lbs. for **44^c**
Repeated By Request

WHEATIES
3 PACKAGES
25^c

COFFEE
Chase & Sanborn **21^c**
Maxwell House **22½^c**
BOSCU **25^c**

FRUIT COCKTAIL
TALL NO. 1 CAN
Name Omitted By
Request of Mfg. **9½^c**

TUNA
Chicken of the Sea
10^c

SOAP SALE!
OCTAGON 3 Bars **10c**
CONCENTRATED SUPER SUDS Large **16½^c**
SUPER SUDS Med. **1c**
PALMOLIVE Bar **5c**

GRAPEFRUIT JUICE
Name Withheld by Request of Manufacturer
4 for **25^c**
Large No. 2 Can

CANNED VEGETABLE SALE

CORN Vacuum Packed. Whole Kernel, Reg. 12½^c **7½^c**

BEETS Large No. 2½ Cans **7½^c**

TOMATO JUICE Large 18-Oz. Can Regularly 10c **5½^c**

KREEMEX PANCAKE AND WAFFLE FLOUR 3 PACKAGES **25c**

The items of leading pack never before sold in the city of Rochester at such low prices. They will never be repeated at such a bargain figure again.

FINEST QUALITY MEATS

FRESH CORN FED SMALL

Pork Loin Roasts Rib E.r.d. **15^c** lb.

MILK FATTED FRESH DRESSED **Roasting CHICKENS** 4 to 5 pound average **21^c** lb.

CUT FROM U. S. INSPECTED YOUNG STEERS **BEEF ROASTS** Chuck and Shoulder **15^c** lb.

FRESH SHUCKED **OYSTERS** Direct From The Oyster Beds **35^c** qt.

ARMOUR'S STAR SMALL SMOKED SHORT SHANK

CALLIES 4 to 6 pounds **16^c** lb.

WE WILL MEET OR BEAT ANY
ADVERTISED PRICE IN THE CITY!
MIRACLE MARKET

Bakery Specials

Dinner **ROLLS** Doz. **6c**
Regularly 12c

Old Fashioned—Home Made **BREAD** Reg. 10c **8c**

Jelly **DO-NUTS** Regularly 20c Dozen **22c**

We Carry A Full Line of Pies and Pastry

DAIRY SPECIALS

EGGS Grade "C" **25^c**

OLEO Swit's Premium **9½^c**

CHEESE Longhorn Mild **16^c**

Strictly Fresh **EGGS** Direct From The Ontario Farm **43^c**

Buy What You Want Of The Chicken Cuts You Prefer

Chicken Breasts	lb.	39c
Chicken Legs	lb.	37c
Chicken Livers	lb.	45c
Chicken Wings	lb.	20c
Chicken Necks	lb.	12½c
Chicken Giblets	lb.	19c

Vegetable Specials

LARGE	Tangerines	2 Doz.	25c
	Grapefruit	7 For	25c
LARGE, JUICY	Mushrooms	Lb.	21c
GARDEN FRESH	Green Beans	2 Lbs.	19c
STRINGLESS	Oranges	Doz.	16c
LARGE	Celery	Bunch	10c
LARGE FAMILY SIZE, 4 and 5 STALKS	Carrots	5 Lbs.	10c
CHOICE, WASHED			

5 COMPLETE STORES UNDER ONE ROOF

A Guide To Better Buying In
More Than 74,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thurs-
day Afternoon If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered

VOL. II No. 7

ROCHESTER, N. Y., THURSDAY, DECEMBER 15, 1938

74,300 COPIES DELIVERED

Here, There and Yonder

By CRAY REMINGTON

Unlike the old melodrama of yesterday, it isn't the woman who pays and pays today. It's solid property, really. Ten to five, with no takers, the little street corner group will be talking of taxes with at least one of the conversation-ists peering backward, over one's shoulder, apprehensively to make sure his little home, which once he thought he owned, isn't being whisked away on a foreclosure. It's a ring-around-the-rosy game. Realty taxes are so high persons will no longer seldom buy them; cessation of building made thousands of building workers jobless; the jobless added thousands to the welfare group which, in turn, made the realty taxes still higher. There is no cure, say the experienced ones, except lowered realty taxes and this remedy hasn't yet been in sight around the distant bend.

The dead fruit of exorbitant realty tax may be seen almost everywhere one looks. Former spacious mansions in which persons, termed the elite in the newspapers' social gossip, resided, are being rebuilt into

City Cuts \$30,000 in Tax Levies

Headaches for both taxpayers and city, to the number of 98, were settled by action of an ordinance in City Council. It was announced yesterday. The 98 court actions contesting assessments totaled \$30,000 reduction on properties affected. All the claims were for reductions this year or before, Corporation Counsel William H. Emerson said, explaining that "in no case was any settlement or compromise made until the property had been reassessed without regard to the certiorari proceedings pending."

The reassessment as fixed for 1939 is exactly what the reassessment for the prior years resulted in... no one attained any special assessment over what he would have attained had there been no certiorari pending. Speaker on the program, to be directed by Paul Nachwey, will be George A. Brown, executive secretary of the Arnett YMCA Women's Auxiliary will give a dinner at the Arnett branch building of the association for the Electrical Students' Association of Mechanics Institute, at 8:15 p. m. today.

Rochester on Parade ★ ★ ★ By W. L. James



Trolleys Give Way To Buses

Reorganization of Rochester's transportation facilities is planned by the Rochester Transit Corporation, according to an improvement plan submitted to the City Council by the RTC. Three trolley lines, Genesee, Lyell and St. Paul-South, are to be replaced by buses.

Supplemental bus service will be supplied to districts now served by the trolley lines that are to be abandoned, according to plans of the Transit Corporation, which will purchase sixty new buses as part of its program for spending \$500,000 in service improvements.

Mayor to Resign If Republicans Block Pay Raise

When Mayor Lester B. Rapp, failing to obtain a salary boost of \$1,750, resigns that office at tomorrow's meeting of the City Council his act will mean the beginning of open shooting between Rapp and the Republican organization. Peace seems impossible and this means that the shooting will continue until the votes are counted next November.

The Mayor and GOP chiefs have been at odds since last summer over a pay boost, which he is unlikely to get despite the support of Councilman Ross E. Erwin, the lone Republican member of that body to openly advocate a raise for the Mayor. Breaking with the Republican party will not be a new experience for Mayor Rapp, who has been identified with insurgent movements in the Nineteenth Ward on various occasions. The Mayor has indicated that he believes Commerce Commissioner Harold S. W. MacFarlin, author of the Republican platform, is chiefly responsible for keeping the Mayor's salary down and MacFarlin undoubtedly will be the target at which a part of the Mayor's promised statement will be directed.

If the Rapp-GOP break is thorough, the Mayor will be entirely on his own in the next campaign and Republican leaders figure that most of the fighting will be confined to the Nineteenth Ward, home district of both Rapp and MacFarlin.

Postmen Ready For Yule Rush

Postoffice officials have their forces prepared for the Christmas rush which they expect will not be much greater than last year's. Beginning Monday, an extra force of 130 men will augment the regular staff of inside workers and carriers, according to Assistant Postmaster Charles J. Fleckenstein. Ninety of that number will come from the regular substitute list, he said. The others will be taken from civil service lists.

74,300 SUNS OUT TODAY

Beginning today, The Rochester Sun will include a considerable section of the town of Greece in its distribution area. This means that the circulation of the Sun is now more than 74,000, assuring advertisers of the most thorough coverage obtainable in the Rochester area.

Each Thursday The Sun will be delivered to every home in the Ridge Road as far as Buckman Road, and to every home in the Barnard section, Wildwood and the Koda Vista and Bonesteel tracts.

The Sun welcomes these new readers and invites them to shop the paper that has become the buying guide of thousands of families in Rochester.

Monroe School Holiday Plans

As a prelude to Christmas, two gala parties are on the pre-holiday program at Monroe Evening High School for the evenings of December 20, and 21.

On Tuesday night, December 20, teachers in the various classes are planning school room parties with members of one or several other classes participating. One such announcement already made is the party to be held by the combined voice, violin and piano classes. Christmas carols will be sung by this group throughout the school halls during the parties being held by other classes on this night.

On Wednesday night, December 21, a Christmas assembly will be held from 9 to 10 p. m. in the school auditorium. The program will be provided entirely by members of the students from the various musical and dramatic classes of the school.

Students, their friends, and the public are invited to attend. Both affairs are being conducted free of charge.

Miss Peggy Crowley, 54 Brunswick street, is the guest of The Sun at "Dramatic School" playing at Lee's Rochester Theater Friday. Call at 119 Burke Building for guest ticket.

Christmas Pageant At School No. 36

The Parent-Teacher Association of Henry Longfellow School No. 36, will sponsor a Christmas program on Tuesday, December 20, at 7:30 p. m. in the school auditorium. There will be an attractive prize for each table, also a number of door prizes.

Mrs. Howard Velts is block chairman. She will be assisted by a good-sized committee. Mrs. Rose Brock and Mrs. Bernard Fischer are general chairmen.

Mrs. O. Blance, 131 Alphonse street, is "Dramatic School" opening tomorrow at Lee's Rochester Theater. Call at The Sun for guest ticket.

A Christmas pageant will be given by children of the school. Christmas carols will be sung by the Glee Club of the school.

Finucane Picked To Head C. of C.

Official personnel of the Chamber of Commerce for 1939 will be headed by Bernard E. Finucane, financier and president of the Thomas W. Finucane Corporation, who has been nominated to succeed Sol Heumann as president of the Chamber.

The slate, which will be acted upon Monday at the annual election, also includes these nominations: first vice-president, Warren S. Parks; second vice-president, Raymond N. Ball; third vice-president, William H. Gorsline; treasurer, Erwin R. Davenport; and assistant treasurer, Roland O. Roberts.

The Nominating Committee was headed by Frank W. Lovejoy and including Alexander M. Beebe, James E. Gleason, Morris Levinson, Frederick Lindner, John W. Morrison and Harold W. Sanford.

Club To Give Funds To Needy Children

15th Ward Young People's Association will hold its annual Christmas party Saturday, December 24. Needy children will be helped from the proceeds. Fifth yearly drive to reach every needy youngster will begin Tuesday under the chairmanship of Donald J. Mattaro.

GREATEST REDUCTIONS ON ALL FIBRE AND ENGLISH DOLL COACHES

SPECIAL! SHIRLEY TEMPLE MODEL RUBBER TIRES, REVERSIBLE BODY FULL LINED, 21 INCHES LONG 8 INCH WHEEL. WE ALSO CARRY THE DYDEE DOLL CARRIAGE WITH BOTTLES COMPLETE.

VELOCIPEDS CLOSING OUT \$1.89 up. Folding Doll Carriages \$1.89 up. Wagons \$1.89 up. Scooters \$1.89 up. Doll High Chairs 79c up. Rocking Horses \$1.89 up. Decks \$1.89 up. Table & Chair Sets 2.25 up.

OPEN DAILY AND SUNDAY 8 A.M. TO 10 P.M. 512 JOSEPH AVE. PILLING'S BABY CARRIAGE CO.

A GIFT To Be Remembered All Year 'Round CHENILLE BED SPREADS

Luxurious heavily tufted chenille bedspreads in all the popular colors at prices to suit every purse. Finest Quality Sheetting. Latest Patterns.

We also carry a complete line of other gift items including oil silk shower and window curtain sets to match, chenille bath mat sets, Kapok filled pillows, novelty curtains and draperies. Our motto: You must be pleased or your money cheerfully refunded.

ROCHESTER CURTAIN SHOP (Rochester's Newest Curtain Shop) 134 CLINTON ST. In Lee's Rochester Theater Bldg. STONE 5616

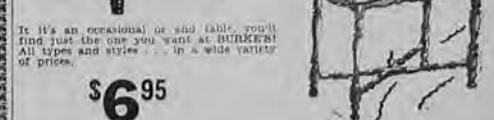
GIFTS OF GOOD FURNITURE

COGSWELL TYPE CHAIR \$17.95



Just a few of these chairs value to \$25.00. Usually suited for gift giving. Beautiful construction, 100% hand-tailored and in a variety of colors and coverings. One DOLLAR DELIVERS

Gift OCCASIONAL CHAIRS



It's an occasional or side table, you'll find just the one you want at BURKE'S. All types and styles - in a wide variety of prices. \$6.95

Burke's Furniture of Quality 34 SOUTH AVENUE OPEN EVERY EVENING UNTIL XMAS

MURRAY'S SPECIAL PERMANENT, 1.95
VAPOR OIL WAVE 2.95
SUPER-CURLINE WAVE 3.95
MURRAY'S BEAUTY SALON
43 STONE ST. A Few Steps From E. Main St. Stone 1405

Gifts of Quality and Good Taste 3rd Floor Gift Shop

Another grand Gift Floor where the most practical of Gifts are presented in the newest of forms... all of LIKLY Quality... and only \$1 to \$25



A Deposit Holds Any Purchase 'Til Christmas
LIKLY'S
Mail and Phone Orders FREE Deliveries in N. Y. State 271 Main E. Est'd 1844

Christmas Party

Clara Barton Tent, Daughters of Union Veterans, will hold a Christmas party in Odd Fellows Temple, 11 Clinton Ave., N. Friday evening, December 23. Members are asked to bring a 10 cent gift for the Christmas tree.

Mrs. Peter J. McGrail, 15 Wilmington Street, call at The Sun for guest ticket in "Dramatic School" and "Smashing the Spy Ring," playing at Low's Rochester Theater Friday.

Mrs. Alfred D'Olivio, 15 Ashbury Street, Paulette Goddard and Louis Rainer are playing in "Dramatic School" at Low's Rochester Theater tomorrow. Call at The Sun for guest ticket.

BLACK MAGIC QUALITY COAL \$10.65 TON
Egg—Stove—Nut
Buckwheat \$7.75 TON
Pea Coal \$8.75 TON
Established for Over 25 Years Phone GEN. 586
PAYNE & DUNHAM

RUDOLPH'S for GIFTS!



7 Diamonds in This Solid Gold Set!

3-IN-1 COMBINATION \$49.95
An exclusive Rudolph's combination! You get all THREE at one low price! Perfectly matched mounting with 3 diamonds in each ring... and a solid yellow gold 5-diamond watch! A thrilling gift for any bride... price absolutely low!

\$1 DOWN — \$1 A WEEK



Man's Perfect Gift!

SCHICK SHAVER

At a New Low Price

We recommend a Schick Shaver... a perfect gift for "him"! No blades... No lather... No brush or Lullians... just plug in anywhere for amazing shaving results!

50c DOWN—50c A WEEK



For Man or Woman, Boy or Girl...
THE GIFT THAT WILL ALWAYS THRILL!

L. C. SMITH CORONA "ZEPHYR" TYPEWRITER

Give a gift that will keep on giving for many years to come! Truly a welcome gift for EVERYONE... and priced to bring you Christmas savings! National famous "Zephyr" Model 1

\$29.75
• \$1 Down,
• \$1 Weekly

Rudolph's
E. Main at South Ave. Open Evenings 'Til Christmas
Gifts That Are Lasting — Credits for the Asking

Remington:

(Continued from Page 1)

small apartments so that they can be rented for sufficient income (it's hoped) to at least pay taxes. Dwellings which once made comfortable homes for one family are now uncomfortable homes for two or more families. Houses, once boasting the gay paint plumage of birds in spring, now leer through cracked paint, reminding of the senile grin of a toothless old man.

Not so long ago it was the proud boast of the Rochester booster that this was the city of homes and he would glibly recite if asked, also when uninvited, the percentage of homes owned by occupants. The numeral was big and comforting and led practically all towns of similar population in the nation. And there was the sweetly solemn thought, seldom expressed, that home owners are never dangerous radicals.

Walk in any old or new residential thoroughfare today and you'll be astonished at the never ending display of for sale signs staring back at you. Although they didn't wish to be, the banks are in the real estate business up to their forelocks and so are the insurance corporations and even Your Uncle Samuel who, in the final analysis, seems to be the one person, even though mythical, who can afford to own realty. Samuel is already so deeply in debt that it really doesn't matter how much more deeply he sinks. You and I couldn't fathom it, anyhow; we aren't good enough mathematicians.

Downtown buildings of solid stone, brick and steel are being razed one by one. It isn't a work of love, but made compulsory for the harried owners who cannot, even though they pauperized themselves twice over, meet the tax demands from rentals.

In the main shopping stems big stores are being squeezed into little stores and major display fronts into minor ones and everybody, both business and home renters, are adapting themselves, like mice and woodchucks, to crowded quarters. It's

Play Side Suits First When Trumps are Bunched

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

By VIRGINIA LEVY

When a declarer is faced with the problem of handling a trump suit in which the outstanding cards are bunched in one opponent's hand, it often becomes advisable to let the trumps alone and take care of the side suits first.

I watched the play of a hand the other day which had a very unfavorable distribution in the trump suit. Declarer apparently thought that the contract was a hopeless one, as he conceded his loss, playing the hand and going down one. The hand with the actual bidding and play follows:

WEST NORTH
S 8 4 3
H 8 1 5
D A Q J 5
C 10 8 3

EAST
S 7 6 2
H Q J 4 2
D 10 4 2
C A 8 4

SOUTH
S A 5
H A K 10 9 8 3
D K 7 6
C K Q

South was the dealer with neither side vulnerable.

SOUTH WEST NORTH EAST
1 Heart Pass 1 N. Trump Pass
2 Hearts Pass 3 Hearts Pass
Pass Pass

West opened a spade, East playing the nine, and declarer winning with his ace. He next laid down his ace of trump, and

a great life, except that everybody is weakening.

Persons, who rent, and this includes the big majority today, will also pay and pay and pay with rental increases coming as regularly as the seasons and the really taxes. They shouldn't blame the century abused landlord, who will be a vague corporate personality, but their own local governments of which they themselves form integral parts. Until they assume a real interest in their governments' conversation of resources, meaning dough or coin of the realm, they will continue to work for Sweeney, the tax collector.

And the more John Q. Citizen spends for taxes the less he spends for groceries, motorcars, clothing and general merchandise. What a mess!

Christmas Tree At Home Bureau

BL. MARIETTA Z. DICKERSON

The Garden Club of the Rochester Home Bureau has made several contributions to the Christmas season, and on Friday they will have their own celebration in the form of a Christmas tea with Mrs. George Freeman as the chairman.

Preceding the serving of tea, there will be a program of readings by Mrs. Julia Ruhful and Mrs. George McNeil on "The Garden's Part in Christmas Joy."

Our gardens contribute a great deal to our enjoyment of the holiday season, for although many flowers and plants are not available for decoration, there are many adaptations of various evergreens to use on tables in the living and dining rooms, as well as on doorways and in windows.

Set-ups of unusual ways of arranging greens for different uses have been on display all week at the Rochester Home Bureau, 180 Plymouth Avenue North. Visitors are welcome to come and see the exhibit, which offers homemakers many suggestions that are inexpensive and attractive.

JUNIOR MOOSE PARTY
Junior League, Women of the Moose, will hold a Christmas party Saturday afternoon at Moose Temple. Santa Claus is scheduled to arrive at 2:30. All members of the chapter and Moose Lodge are invited to attend. Lunch will be served.

Miss Madeline Houlton, 265 Nico Street, see Louis Rainer and Paulette Goddard in "Dramatic School" at Low's Rochester Theater. Call at The Sun for guest ticket.

Mrs. Johanna Ploch, 265 Wilkins Street, see Louis Rainer and Paulette Goddard in "Dramatic School" at Low's Rochester Theater. Call at The Sun for guest ticket.

SEWED Half
SOLES 75c
Leather or Composition
WAITING OR PICK-UP SERVICE
STONE 2309
Shoes Made Longer or Wider 25c
Edwards

Additional Courses For Adult Students

Some hundred and fifty adult students will take part in five additional courses at No. 20 Evening School under the direction of the Health Education Department of Adult Education. The new classes of physical recreation subjects are: civil service training, wood and leather handicraft, special leadership training, first aid and safety education.

CITY DELIVERY
195 SCIO ST. STONE 905

If You Receive the Wrong Parcel—
We will be very glad to return any parcel or merchandise for you. We can save you many steps and much time. Regardless of the store or ownership of merchandise. By doing you have saved a loss for someone and satisfied the owner.

With NO CHARGE TO YOU

GIFTS for Everyone

Ladies' Rose Petal
SATIN SLIPS 95c up
In Tea Rose and Pink. Sizes 32 to 44.

SATIN GOWNS & PAJAMAS 95c up
Figured patterns and plain colors in Tea Rose and Blue. Sizes 14 to 17.

JERGEN'S LOTION or DRESKIN 6c
Sold With This Coupon Only Regular 10c

Children's Size 4 to 14
SILK GOWNS & PAJAMAS 95c up
In Tealose, Blue and Maroon.

Men's Dress **SHIRTS** 95c
Up To \$1.95
Whites and fancy patterns. Sizes 14 to 17.

Children's All **WOOL SKI PANTS** \$1.95
Fully Lined
With zipper bottoms. A quality. \$2.95 value.

L. ITKIN DRY GOODS
We Deliver Phone Main 482 365 JOSEPH AVE. Cor. Buchan Pk. Entire Family Outfitters
Open Every Day and Every Evening Until 10 P. M.

Make Your Home Happier For Years To Come
Put Furniture Gifts From Lauer's In The Family Xmas Stocking

Pay cash or use Lauer's convenient budget terms. You save money either way.

Axminster Rug \$49.50
A tightly woven, deep pile, Oriental pattern rug... A size enduring gift for your home. All the newest shades and figures.

Duncan Phyffe Table \$18.95
This beautiful drop leaf table may be used to fill that odd space or as a full size dining table that will seat six people.

Lane Cedar Chest
An ideal Christmas gift. Lauer's have a complete display of famous Lane Cedar Chests, in Maple, Mahogany and Walnut.

LAUER'S PRACTICAL FURNITURE GIFTS THAT WILL PLEASE ALL THE FAMILY

COCKTAIL TABLES \$7 to \$65	KNEE HOLE DESKS \$11 to \$60
LIVING ROOM SUITE \$59 to \$350	SMOKING STANDS \$3 to \$15
I.E.S. TABLE LAMPS \$3 to \$39	BEDROOM SUITES \$49 to \$450
I.E.S. FLOOR LAMPS \$8 to \$39	MAPLE END TABLES \$3 to \$19
TABLE ORNAMENTS \$1 to \$15	BOUDOIR CHAIRS \$6 to \$18
MARBLE ASH TRAYS \$1 to \$7	WOOLEN BLANKETS \$2 to \$12
HAMMERED ALUMINUM \$1 to \$10	ELECTRIC TOASTER \$2 to \$12
BROADLOOM RUGS \$3.75 Per Yd.	RCA-ZENITH RADIOS \$12 to \$150

LAUER'S • 50 STATE ST

CHILDREN
Children to its child
p, the American Le-
ary, in addition to
contributions, is mak-
coupons. 1,500 cou-
from various adver-
ts will give a child
the camp. Addition-
on may be had by
nessee 4493.

OFFICERS DINNER

The officers of Clara Barton Tent, Daughters of Union Veterans, will be entertained at dinner Friday evening at 8 o'clock at the home of the president, Mrs. Anna Hoyt, 2 Benton Street.

Better be glad you did, than sorry you didn't. See Us—Before You Buy

• LINOLEUMS •
• CARPETS • RUGS

Horton & Quinn Co.
430 Main St. E.
Tel. Stone 1394

Salvation Army Drive Continues

Several hundred volunteer workers are making an intensive canvass this week in behalf of the Salvation Army New Building campaign as they strive to supplement the \$89,424 pledged during the ten days of the campaign.

At Monday night's report meeting, a total of 13,555 pledges were turned in by workers. The amount represented by these pledges was only 42.6 per cent of the \$210,000 quota set for the campaign and many workers volunteered to continue solicitation until Friday night, when

a dinner meeting will be held at the Chamber of Commerce at 8:30.

Subway Patrons Get New "Owl" Service

"Owl" service for Subway patrons was inaugurated this week by Railways Commissioner MacFarlin. The last car leaves General Motors loop, western terminus of the Subway at 1:33 a. m., reaching City Hall station at 1:44 and Winton Road at 1:50.

Returning westward, the "owl" car is due at City Hall at 1:56. This late service will not extend to Rowlands' loop in Brighton.

DEMOCRATIC SESSION

18th Ward Democratic Club will meet today at 8 P. M. at 26 Grand Avenue. Following a business session, a speaker yet to be named, will address the gathering and a floor show will be held. All men of the ward are invited.

PUGLIESE SOCIETY DANCE

The Pugliese Society, Inc., Di Matura Soccorso, will hold its sixteenth annual dance December 17 in Eagles Hall. Michael Sacco is general chairman.

Rochester Ad Club Christmas Party

Members of the Rochester Ad Club will gather in the banquet hall of the Chamber of Commerce Monday night for their twentieth annual Christmas party. Following a turkey dinner, club members and their guests will watch a program of entertainment and sing carols. The committee in charge of the affair is headed by Charles E. Kelso and Robert M. Van Order.



You don't need words
WITH A GIFT
from **Small's**
Pay Only 50c Down
NO PAYMENTS 'TIL JANUARY

FOR "HIM"

SPECIAL



FREE PARKING CASINO PARKING STATION

Rear of Store

3-Piece
VANITY SET
99c

"RONSON"
Combination
MASTER CASE
\$7.95

80c A WEEK

FOR "HER"

SPECIAL



FURNITURE!

ON EASY TERMS

SPECIAL FOR XMAS



8-Piece
COCKTAIL SETS
\$3.95

REG. \$39.50 SUPER-REST
INNERSPRING MATTRESS
\$1.00
Sale Price
\$29.50

OCCASIONAL CHAIRS AT HALF PRICE
\$2.95
Inlaid Linoleum
79c
Regular \$1.19

Knee Hole DESK
\$9.50

GOLD SEAL RUGS \$1.85
6x9 Size 9x12 Size, \$3.75

KLASS FURNITURE CO.

217 W. MAIN ST. cor BROAD
Open Evenings Until 9 P. M. EASY TERMS

RE-ROOF NOW!

SAVE 20%
PRICES ADVANCE
DECEMBER 23rd

Order a roof and give yourself a real Christmas present . . . complete protection for your home against winter storms. There is plenty of good roofing weather yet and right now we can give you extra good service . . . a better job at a low cost than later.

NOW You Can Buy A Genuine BIRD DUTCH LAP ROOF

AS LOW AS \$95 For Average 7-Room House

You'll Pay More Next Spring

Genuine Bird material is shatter-proof and the most satisfactory material that can be applied during cold weather.

PHONE TODAY FOR FREE ESTIMATE

KEMP ROOFING COMPANY

331 W. MAIN ST. Phone Main 1786



A MESSAGE
to the Readers of the
Rochester SUN...

FRIDAY and SATURDAY Will Be
2 Great Shopping Days at EDWARDS

EVERY department in Rochester's largest Popular Priced Store offers brand new merchandise suitable for gift-giving—

Remember, there are but 8 more shopping days 'til Christmas . . . So if you have gifts to buy, it will pay you to shop on every one of our eight Selling Floors . . . you'll find here at EDWARDS, the gifts you want at prices you like to pay.

Don't Miss EDWARDS Special
SIX PAGE COLORED SECTION
in the Back of this Issue, Featuring a
2-DAY GIFT EVENT
FRIDAY and SATURDAY

Entire Store Open 'Til 9 P. M.

Give SLIPPERS! "DANIEL GREEN"

Samples and Factory Rejects

1.49 Pair

Values to \$5!

For YOU and YOURS! Famous "Daniel Green" slippers, beloved by smart women! Best selection in sample sizes up to and including size 4, sizes 3 to 9 in the lot. No two pairs alike but every pair smart in style and rich in comfort. Come early.

• Sizes 3 to 9!
• Wine • Brown
• Blue • Green
• Rose • Black
• Combinations



EDWARDS BASEMENT STORE

SPECIAL



SPECIAL

45-Piece
DINNER SET
\$6.94

50c A WEEK

PEN and PENCIL
\$5

50c A WEEK

SPECIAL



SPECIAL



SPECIAL

5-Piece
SWANK SET
\$7.50

50c A WEEK

SPECIAL



Open Every Evening 'Til Christmas

"A Better Jewelry Store"

Small's
\$9.95
50c Week
A Famous Make Saves Time

28 EAST MAIN ST.

ng
GE ★
t The
Enjoy!
u finer gift for
aring a name
ty. The whole
on Christmas
ERMS
LOW AS
200
A WEEK
over a year to
allow if you
No interest
ance charge
special
Sale,
rmance"
DEALER
FURNITURE CO.
th St.
ING & SON
— 600 Glade St.
URE & CARPET
ANY
Main St.
Y ELECTRIC CO.
Main St.
CORP.
P.M. Weekdays
ROE 7068
e
The
will be
tomorrow
Saturday
d Mon-
s day
and Fri-
a next
Chest
Lauer's
of famous
n Maple,
MILY
to \$60
to \$15
to \$450
to \$19
to \$18
to \$12
to \$12
o \$150
ST

se of Teall's Ice Cream — one 5c coupon for every 5c cones, 2 coupons. 25c qts., 5 coupons. 35c qts., 7 10 coupons. 10c desserts, 2 coupons. 10c milk shakes, ons. Each 5c novelty rates 1 coupon anywhere you buy it.


No. 23
ELECTRIC
TOASTER
300 Coupons


No. 4
CHAMPION BASKETBALL
825 Coupons


No. 61
MICKEY MOUSE
STRAP WATCH
1000 Coupons


No. 54
PEN and PENCIL SET,
300 Coupons


No. 14 -- EASTMAN BABY
BROWSE CAMERA
375 Coupons

No. 10--BLANKET
750 Coupons

AM
Stromberg Carlson
STATION
1150 KC

Highlights—
SPECIAL FEATURE
OVA BOXING
— Friday, Dec. 16

Another stop in the
sports parade.
— n and Sam Taub
at the mike.

NEWS
GRANT — Sundays.
— Mondays thru
1:15 p. m.
NEWS — Saturdays
m.
SO REPORTER —
nes a day, seven
week.

MUSIC
MUSICALES — Sun-
30 p. m.
CIVIC ORCH-
— Monday Dec. 19,
and Tuesday, Dec.
p. m., Guy Fraser
conducting.
HOUR — Tuesdays
Charles Siversen,
g.
HONY — Saturdays,
m., Arturo Rodin-
conducting.
ES IN AMERICAN
— Saturdays, 11:30
—
Broadcast originates in
Eastman School of
d is heard nation-
the NBC — Red
—
LITAN OPERA —
s, 1:55 p. m.
will be heard on
noon of Dec. 17.

COMMENTARY
DOUGLIN — Sun-
p. m.
VINCHELL — Sun-
p. m.
OWNELL — Wed-
Friday, 7:45 p. m.
THOMAS — Mon-
Friday, 6:45 p. m.
TIGUE, SPORTS
a thru Saturdays,
n.
u heard Harry's
ature on Tuesday
It's a swell base-
Better catch it.
MUM — Mondays,
n.

DRAMA
OD PLAYHOUSE —
9:00 p. m.
Charles Boyer
stars.
LOVE — Mondays,
r cast of Holly-
britics.
FAMILY — Wed-
00 p. m.
for the whole
—
RIES OF STATE —
Thursdays, 9:30
—
it drama of radio.
AWES — Fridays,
—
histories from the
ing Sing.

VARIETY
N PARTY — Fri-
p. m.
eature brings you
ur of melody and
m the old south.
BARN DANCE —
9:00 p. m.
OF RCA — Sun-
p. m.
Y — Sundays, 7
—
ER — Sundays,
—
IC CARTHY —
00 p. m.
IBSON — Mon-
p. m.
ON PLEASE —
8:30 p. m.
GEE & Co.
— Tuesday, 10 p. m.
BY — Wednesdays,
—
OF '38 — Thurs-
—
SIC HALL —
10 p. m.
—
RECOMMEND
MADE — Mondays
ys, 11:15 a. m.
NEE — Every week
—
TTY BUYER —
s, and Fri., 9:30
—
UMOR. — Mon.
Fri., 9:00 a. m.
— Mondays thru
1:15 a. m.
—
S DANCE
ancing pleasure.
aps you the lead-
of the nation
every night from
a. m.

GIFTS

Genuine 6-Cup
**DRIP-O-
LAYERS**
with China Coffee
Pot.
Modern Design.
1.49 Value
97c

Guaranteed
4 Slice
**ELECTRIC
TOASTERS**
Bright Finish
\$2.49 Value
\$1.87

Framed And
Unframed
**PARLOR
MIRRORS**
Large selection to
choose from
Worth much more
99c

Assorted
Occasional
TABLES
With glass top.
Modern in design.
\$4.99 Value
\$3.57

You'll
Find What
You Want
At

ACHTER'S

387 EAST MAIN STREET NEAR GIBBS STREET
The Store With THOUSANDS OF GIFTS AND TOYS To Choose From.

GIFTS FOR HER

A Flattering Gift!
Women's Ankle Length
HOUSE COATS
100% all wool.
Full length zipper.
Wine & Royal Blue.
\$4.99 Value.
\$3.87

An Ideal Gift
For The Large Woman!
100% All Wool
FLANNEL ROBES
Wine & Royal Blue.
Sizes 48 to 52.
\$6.49 Value.
\$5.24

A Gift She'll Like!
**SATIN AND BEMBERG
GOWNS**
With lace and Em-
broided trim.
\$1.49 Value.
95c

A Practical Gift!
Quilted Rayon Taffeta
ROBES
Wine, Royal Blue,
Sizes: small, medium,
large.
\$2.49 Value.
A Useful Gift!
\$2.87

A Useful Gift!
Women's Satin & Bemberg
SLIPS
Daintily
Embroided. Shoul-
der straps.
Size 34 to 44.
Also
size 46 to 52.
95c

She Can Always Use HOSE!
Ladies' Berkshire Full
Fashioned Crepe Chiffon
HOSE
First quality.
3 thread.
\$1.00 Value.
2 pr. for \$1.70
88c

GIFTS FOR HIM!

Admiral Byrd Genuine Pony Skin
JACKETS
Full zipper front.
A gift any man will like.
\$12.95 Value.
\$9.37

Men's Sateen
LOUNGING PAJAMAS
In new paisley prints with
piped edges.
Sizes B. C. D.
\$2.95 Value.
Beautiful Christmas boxed.
\$1.83

Men's Plain & Fancy
DRESS SHIRTS
Woven Mad-
ras in the
newest prints.
Sizes 14 1/2 to 17.
\$1.49 Value.
94c

Men's and Boys'
SWEAT SHIRTS
With Hood.
2 Tone.
\$1.29 Value.
95c

Men's 32 Oz. All Wool
JACKETS
Plaid design with full
zipper front and
pocket.
\$5.95 Value.
\$4.47

Men's Genuine Suede
LEATHER GLOVES
Also lined. Capeskin.
All sizes.
Button or slip-on
styles.
\$1.29 Value.
95c

Men's BELT &
BUCKLE SETS
With initial
buckle.
\$1.59 Value.
In Christmas
Gift Box.
95c

Men's Lugano
TIES
The tie without a
wrinkle.
Imported creaseless
materials. 10 plaids
and other new pat-
terns. Others at 14c
up.
44c

WITH THIS
COUPON

Sun Maid
**Seedless
RAISINS**
6c pkg.

**STORE
OPEN**

Every
Night
Until
9:30 P. M.

From Now to Christmas Store Opens
Every Day at 9 A. M.

FREE PARKING

At the Gibbs Street Station
Opposite the
Y. M. C. A.

**16c SPECIALS
FOR THURSDAY ONLY!**

Toy
SAXAPHONES
25c Value.
5c

Women's
Embroidered
HANKIES
5c Value.
5c

Pure Linen Chinese
Hand Embroidered
DOILIES
15c Value.
8c

**COTTON
BATTING**
Ideal for Christ-
mas use.
10c Value.
7c

Men's Cotton
HOSE
10c Value.
6c

Pillsbury Best
PANCAKE FLOUR
8c pk.

WITH THIS COUPON
Thursday Only!
**Lux Soap
Flakes**
7c

27 Inch
SHOE LACES
Black & Brown.
6 pr. for
5c

ASH TRAYS
Blue glass on Chrome
Stand.
15c Value.
8c

Paper
Shopping **BAGS**
5c Value.
1c

Men's
PIPES
Genuine
Briars.
25c Value.
16c

Oriental
Type
RUGS
\$1.00 Value.
55c

Infants'
Silk & Wool
HOSE
19c Value.
10c

**ACHTER'S
SMASH
VALUES in TOYS**

Extra Special!

Children's Picture, Paint
Crayon And Big Little
Books. Reg. 10c Sellers 3 for 20c
7c

**Mechanical
ROCKING
CRADLES**
With Doll, Blanket
and Pillow.
\$1.39 Value.
87c

New! "Ride 'Em" All steel
LOCOMOTIVE
Holds 200 lbs.
Easy to steer.
Strongly built.
95c

Special
ALL 10c GAMES
3 for 23c
8c

Special
ALL 25c GAMES
2 for 37c
Chinese Checkers Included.
19c

**DOLL
CRIB**
With 4 wheels.
Maple and Ivory.
\$1.19 Value.
95c

For The Electric Train!
Auto-Static
**TRAIN
SIGNALS**
4 kinds to choose
from.
59c Value.
47c

Frank Buck Stuffed
ANIMALS
Your choice of
Banda, Monkey
on chain, etc. \$1.00 Value.
87c

Eagle Type
BLACKBOARDS
29c Value.
19c

Snappy Red
COASTER WAGONS
Strongly
built. Rubber
tire wheels.
\$1.29 Value.
97c

ALL RUBBER BOTTLE TOT
Doll Cries. Drinks Water. Sleeps. Un-
breakable. Washable. With complete layette
in suitcase. Has hard rubber head and
real eyelashes.
\$2.49 Value.
\$1.87

23-Inch
BABY DOLLS
The little
girl will love
one.
\$1.49 Value.
95c

For Sale
Large
Doll House
With adjustable rooms. South-
ern ventilation. Apply Achter's
Toy Land.
\$2.29 Value.
\$1.83

Indoor or Outdoor
CROQUET SETS
16c
Complete For
Four
25c Value

15-Piece
Speedy
Stream-
lined
Mechanical
TRAIN SETS
With reversible
switch.
\$1.49 Value.
93c

CHIME PULL TOYS
Wide selection to delight
the youngster.
29c Value.
19c

**SPECIALS
FOR FRIDAY and SATURDAY ONLY!**

Hard Cover
Story Books
25c Value.
16c

Ornament
Christmas
HOUSES
15c Value.
7c

Men's
Handkerchiefs
5c Value.
5c

Novelty
TIE RACKS
15c Value.
7c

Ladies' Flannel
PAJAMAS
\$1.00 Value.
43c

Assorted
**SHELL
NOVELTIES**
10c Value.
5c

Rayon
NAPKINS
5c Value.
5c

STEEL WOOL
Box of 25 Balls.
10c Value.
7c

Guaranteed
Alarm Clock
\$1.00 Value.
59c

Sheet
BLANKETS
59c Value.
34c

Ladies'
**INITIAL
HANKIES**
10c Value.
7c

Children's
Knee Length
HOSE
15c Value.
8c

16c
Complete For
Four
25c Value

**Stuffed
DOLLS**
All sizes, all
kinds. At-
tractively
dressed.
Every one
worth more.
87c

ALL RUBBER BOTTLE TOT
Doll Cries. Drinks Water. Sleeps. Un-
breakable. Washable. With complete layette
in suitcase. Has hard rubber head and
real eyelashes.
\$2.49 Value.
\$1.87

**Extra Special! 8 Light
CHRISTMAS TREE SETS**
With add-on plug
and 8 colored bulbs.
59c Value.
23c

Seals, Tags, etc. pkg. of 100 **9c**

Gift Wrapping Twine, 100 ft. . . . **4c**

Edison Mazda Tree Bulbs **4 1/2c**

Tree Tops Unbreakable 2 for 5c

Ornaments, Unbreakable 2 for 5c

ICICLES Firm Proof **4c**

WREATHS With Electric Bulbs **19c**

ACHTER'S BARGAIN ARCADE 387 EAST MAIN ST., NEAR GIBBS ST.
AND 35 GIBBS ST., OPPOSITE EASTMAN THEATRE
PHONE, STONE 1880-1882
Rochester's Busiest New Department Store

Real Value!
24 Sheets White
**GIFT
WRAPPING
PAPER** **8c**

Real Value!
20 Sheets Colored
**GIFT
WRAPPING
PAPER** **8c**

The Way To A Man's Heart

BY IRENE MUNTZ

Christmas is a day of giving, its spirit strengthened by family gatherings all over the world. And it is over the dinner table that we are drawn closest together, bound by the ties of companionship of those we love and of the odors and flavors of delicious, well-cooked food. If it is your turn to have the family Christmas dinner this year you'll want to plan ahead so as to reduce the work to be done on the day of days to a minimum.

Much of the food preparation may be done the day before—the turkey stuffed and trussed, the salad materials prepared, vegetables cleaned and prepared and the dessert made. This will leave you free the next day to set your table attractively, necessitate a minimum of last-minute bustling and enable you to arrive at the table as cool and unhurried as any of the family.

Here is a delicious dinner, planned to be an easy one to serve for the hostess who does her own work. Then, too, it will carry out the red and green colors of Christmas.

Tomato Consomme with Lemon and Parsley
Stuffed Olives Pickles
Roast Turkey Mushroom Stuffing
Corn & La Dille Cinnamon Pear Salad
Meringue Glace Coffee

The mushroom stuffing is made by adding 1 lb. finely-chopped mushrooms to the regular bread dressing. It is especially delicious when the turkey is stuffed with this the day before as the delicate mushroom flavors have an opportunity to blend with the bread, and even help flavor the bird. The vegetable is made by combining whole kernel corn with finely diced pimiento and green pepper. Season well and beat in butter until piping hot.

CINNAMON PEAR SALAD
2/3 c sugar
1/2 c water
4 t cinnamon
candies
red vegetable coloring
10 whole cloves

Make a syrup of the sugar, water and cinnamon candies. Add red coloring to make the syrup a cherry red. Poach the pears in this until well colored but still firm. Chill well in refrigerator. Mash cream cheese, adding a little top milk to soften. Chop dates and nuts and add. Roll into 8 balls and place in the hollow of the pear halves. Place pears cut side down on lettuce and insert two whole cloves in each end to represent the stem and blossom end.

This salad may be made the day before and simply assembled, crisp and cold on the salad plates, just before dinner time. It is most attractive and delicious enough to be served as a separate course with saltines or toast sticks.

MERINGUE GLACE
2 egg whites pinch salt
10 t powdered sugar 1/2 t vanilla
Beat egg whites until they will hold in points. Gradually

beat in 8 T of the sugar. Blend well. Fold in remaining sugar, salt and vanilla. Cover a cookie sheet with unglazed paper and shape small meringues on it with a spoon or pastry tube. Bake in a preheated oven until dry and lightly browned. Place paper on a damp towel. Cut off meringues. Serve with ice cream between two of the meringues.

FROZEN EGG NOG
2 eggs 1 t vanilla
1/2 c sugar 1/2 t almonds
1 c cream flavoring
Beat whole eggs until very light. Slowly in the sugar until the sugar is dissolved. Add flavorings. Whip cream until it is the consistency of a soft custard. Fold into the mixture. Pour into refrigerator freezing tray and freeze with control at the cold-point.

This quick, easy dessert will keep nicely if you make it the day ahead. If your party is a large one, twice the recipe will fill your needs. If you think they will have room for it, you may serve the dessert with a chocolate or butterscotch sauce.
Merry Christmas to you all.

EDUCATION TALK

"Outside Interest in Democratic Education" will be the topic of Mrs. Robert Link before a meeting of P. T. A. of School No. 28 Tuesday. A hobby exhibit will follow the business session. Mrs. Leslie Wayman will give several readings.

BETH SHOLOM PARTY

Beth Sholom Congregation will be the scene of a bingo party Sunday at 8 p. m. Refreshments will be served.
Miss Lucille McCally, 1486 St. Paul Street, call at The Sun for guest ticket to "Dramatic School" at Lee's Rochester Theater.

YOUR CHRISTMAS TURKEY

Should be the finest you've ever had. It will be — if you order it from Schudt's! Phone your order now.

EAST SIDE DELIVERY SERVICE STONE 290

SCHUDT

511 Main St. E. Market, Inc. Stone 290
Cor. Sen St. We Deliver

TOTAL YOUR WHOLE BILL

And You'll Discover How Much More You Save At

Wegman's

Lowest Price in Months On Quality Like This!

TENDER JUICY PRIME-STEER

BEEF

SHOULDER ROASTS

Selling more beef than any other store in Rochester... that's why government-inspected, prime-ster quality is sold for such a record low price at Wegman's!

17^c

ALL-PURPOSE

GOLD MEDAL FLOUR 24 1/2-lb. **83^c**

FOR PERFECT CAKES

SOFTASILK CAKE FLOUR pkg. **21^c**

SOFT ABSORBENT

SCOT-TISSUE 4 rolls **25^c**

ONE POUND SIZE GENUINE EGG NOODLES 2 pkgs. **19^c**

FRESH DAILY, WEGMAN'S

FAVORITE COFFEE 2 lbs. **25^c**

POUND CAN SILVER SKILLET

CORNEE BEEF HASH

Here's EXTRA value; Lean, solid-jack corned beef hash, a full pound for only

10^c

26-OZ. COLLEGE INN

TOMATO COCKTAIL bottle **11^c**

DR. PHILLIP'S

GRAPEFRUIT JUICE can **5^c**

14-OZ. CERTIFIED

TOMATO CATSUP 3 bottles **25^c**

KREEMEX PERFECT

PANCAKE FLOUR **10^c**

PACKED IN ALUMINUM

Luxury TUNA FISH 2 cans **25^c**

BIG THREE LB. PACKAGE

MOTHER'S OATS

13^c

Genuine, original Mother's Oats, in a big THREE POUND package, at a record low price of only...

COOK WITH CONFIDENCE

CRANBERRY APPLE PIE!

Try one — the delicious and easy **SPRY way**

CRANBERRY-APPLE PIE made the SPRY way

3 1/2 cups cranberries, chopped
1 1/2 cups apples, chopped
1 1/2 cups sugar
Combine cranberries, apples, sugar, tapioca and water. Let stand while rolling pastry.
Roll 1/2 of dough and line a 9-inch pie plate. Roll remaining half of dough and cut in narrow strips about 3/4-inch wide. Fill pie shell with fruit mixture. Place pastry strips on top, criss-crossing them to make an attractive lacy top. Moisten edge of pie, place strip of dough around rim, and press together with fork. Bake in hot oven (425°F.) 30 to 40 minutes.

SPRY PIE CRUST

3/4 cup sifted all-purpose flour
1/2 cup Spry
1 teaspoon salt
Sift flour and salt together. Add 1/2 of Spry and cut in until mixture is as fine as meal. Add remaining Spry and continue cutting until particles are size of navy bean. (Notice how creamy and easy to blend Spry is.) Sprinkle water, 1 tablespoon at a time, over mixture. With a fork, work lightly together until a dough is formed.

(All measurements in these recipes are level)

(Clip and save this Spry recipe)



CRANBERRY APPLE PIE made the SPRY way



FEATURE SALE NOW RUNNING

West End Provision
290-292 Main St. W.
Kass Delicatessen
120 Main St. W.
Ready Money Grocery
824 Main St. W.
Webber's Mkt.
894 Main St. W.
E. F. Springer
413 Chili Ave.
Chili Ave. Quality Mkt.
497 Chili Ave.
H. J. Kohler & Son
533 Chili Ave.
M. H. Reynolds
120 Dewey St.
Grolling Mkt.
266 Thurston Rd.
Gerber's Mkt.
268 Thurston Rd.
Barney's Food
430 Thurston Rd.
Braverman's Creamery
578 Thurston Rd.
Frank Closser
622 Thurston Rd.
Hanna's Mkt.
483 Brooks Ave.
White Star Mkt.
320-311 Congress Ave.
Talbot Grocery
102 Spruce Ave.
Newman's Mkt.
304 Scottsville Rd.
Ellicott Mkt.
119 Ellicott St.
A. F. Walker
218 Arnett Blvd.
A. De Bort
423 Arnett Blvd.
Smith's Food Store
1013 Genesee St.
Allen's Grocery
921 Genesee St.
Gonell Mkt.
926 Genesee St.
J. P. Kenney
821 Genesee St.
Huss Mkt.
279 Genesee St.
H. E. Levenson
718 Genesee St.
P. A. Lombard
194 Genesee St.
Bell's Grocery
523 Jefferson Ave.
Falcone Bros.
493 Jefferson Ave.
Reliable Pro. Co.
685 Jefferson Ave.
F. Lombardi
301 Jefferson Ave.
Wm. Schaller
607 Plymouth Ave.
H. Gray
318 Reynolds St.
Y. Maraschi
59 Tronpet St.
Prospect Mkt. & Grocery
82 Prospect St.
A. Ricciardo
28 Prospect St.
Crystal Mkt. & Grocery
48 Prospect St.
Marble Mkt.
245 Main St. W.

J. Wood
484 Clatsess St.
Thrill Food Store
443 Clatsess St.
E. M. Kaplow
244 Clatsess St.
J. F. Stiles
124 Clatsess St.
United Food Shop
68 Spruce St.
P. J. Kraus
172 So. Plymouth
United Food Shop
70 So. Plymouth Ave.
Plymouth Fruit & Veg.
208 So. Plymouth Ave.
P. Piccolo
364 Mt. Hope Ave.
M. J. Fogarty
126 Gregory St.
Your Mammoth Mkt.
634 South Ave.
P. D. Manning
847 South Ave.
Beck's Mkt.
743 South Ave.
Schultz Mkt.
793 South Ave.
Thrill Food Store
772 South Ave.
O. & P. Food Mkt.
1131 South Ave.
D. L. Beecher
1513 South Ave.
Berke's Grocery
299 Clinton Ave. So.
Eddie's Food Store
851 Meigs St.
W. C. Gasser
159 Caroline St.
Ehmann's Mkt.
1018 Clinton Ave. So.
J. De Marica
1054 Clinton Ave. So.
Fred Wabnitz
1107 Clinton Ave. So.
R. C. Howland
1087 Clinton Ave. So.
Chas. Keller
235 Field St.
Hillside Grocery
24 Field St.
Hancock Grocery
263 Monroe Ave.
D. Shacter
1212 Monroe Ave.
Elder's Mkt.
827 Monroe Ave.
Vernage Bros.
81 Marshall Ave.
J. Amico
243 University Ave.
Park Ave. Provision
136 Park Ave.
Home Grocers
121 Park Ave.
M. Levenson
117 Park Ave.
H. G. Viali
34 So. Union St.
Convention Food Shop
204 Clinton Ave. S.
L. Ziff
62 Monroe Ave.
Paul's Delicatessen
434 Monroe Ave.

Schiff's Delicatessen
850 Monroe Ave.
Highland Farm and Dairy
443 Clatsess St.
Cobb's Hill Grocery
1124 Monroe Ave.
J. Sedla
120 Glido St.
F. Angellini
267 Emerson St.
H. H. Schaeffer
247 Sherman St.
Camello Bros.
153 Orie St.
G. Formicola
114 Myrtle St.
A. J. Albrecht
1048 Lyle Ave.
J. Prietere
1280 Lyle Ave.
J. Lama
610 Plymouth Ave.
Jake Ibric
29 Lake Ave.
J. Polizzi
30 Jay St.
F. Riddito
793 South Ave.
A. P. Food Store
316 Dewey Ave.
J. C. Keck
776 Maple St.
P. Meli
1513 South Ave.
Blanchi & Son
201 Glido St.
M. Castronova
362 So. Street
A. Pellegrino
278 So. Street
P. Saraceno
206 So. Street
Pavone Grocery
578 E. Main Street
F. Summers
189 Ohio Street
Tienery Market
312 North Street
Arrow Food
226 North Street
M. Fiorella
650 North Street
Hayward Grocery
335 Hayward Ave.
E. Frenz
1978 East Main Street
Kraft Food
321 Culver Rd.
J. B. Levin
1523 Lake Ave.
H. A. Luplow
836 Ridge Rd. W.
R. Letson
371 Ridgeway
Rogers IGA
1482 Dewey Ave.
Tenth Ward Mkt.
1238 Dewey Ave.
Dewey Fruit & Veg.
1204 Dewey Ave.
Community Grocery
1234 Dewey Ave.
Schaeffer Mkt.
1024 Dewey Ave.
Bauman & Baynes
154 Park Ave.
Whites IGA
603 Webster Ave.
K. Christoff
494 Lexington Ave.
B. Hoffend
434 Lexington Ave.
P. Shannan
197 Lexington Ave.
C. L. Drake
200 Glenwood Ave.
P. C. Stokes
292 Lake Ave.

Charlie's Mkt.
1547 Clifford Ave.
D. DiGirolamo
367 Bay St.
J. J. Hill & Son
179 Bay St.
R. Di Bella
342 Portland Ave.
Batali Bros.
319 Portland Ave.
Herman Market
858 Portland Ave.
White Market
836 Portland Ave.
L. E. Miller
1033 Portland Ave.
Community Grocery
1119 Portland Ave.
R. Bojara
1456 North Street
F. Elment
340 Central Street
L. Randisi
427 Central Park
F. Caccamo
286 Penna Ave.
M. Castronova
362 So. Street
A. Pellegrino
278 So. Street
P. Saraceno
206 So. Street
Pavone Grocery
578 E. Main Street
F. Summers
189 Ohio Street
Tienery Market
312 North Street
Arrow Food
226 North Street
M. Fiorella
650 North Street
Hayward Grocery
335 Hayward Ave.
E. Frenz
1978 East Main Street
Kraft Food
321 Culver Rd.
J. B. Levin
1523 Lake Ave.
H. A. Luplow
836 Ridge Rd. W.
R. Letson
371 Ridgeway
Rogers IGA
1482 Dewey Ave.
Tenth Ward Mkt.
1238 Dewey Ave.
Dewey Fruit & Veg.
1204 Dewey Ave.
Community Grocery
1234 Dewey Ave.
Schaeffer Mkt.
1024 Dewey Ave.
Bauman & Baynes
154 Park Ave.
Whites IGA
603 Webster Ave.
K. Christoff
494 Lexington Ave.
B. Hoffend
434 Lexington Ave.
P. Shannan
197 Lexington Ave.
C. L. Drake
200 Glenwood Ave.
P. C. Stokes
292 Lake Ave.

Miracle Food Mkt.
424 Lake Ave.
Lake Ave. Fruit Mkt.
367 Lake Ave.
W. McNally
429 Dexter Ave.
Arrow Food Stores
307 Dewey Ave.
A. P. Food Centre
518 Dewey Ave.
Christoff IGA
1013 Joseph Ave.
J. Crebatiol
1001 Joseph Ave.
L. Sachs
883 Joseph Ave.
Schwam's Creamery
483 Joseph Ave.
M. Labovitz
483 Joseph Ave.
Simon Bros.
307 Joseph Ave.; 448 Joseph Ave.
P. Tero
287 Clinton Ave. N.
Sam Romeo
320 Clinton Ave. N.
J. Genuso
673 Clinton Ave. N.
T. Prestiani
781 Clinton Ave. N.
F. Giambra
804 Clinton Ave. N.
Mazza Mkt.
829 Clinton Ave. N.
Clinton Supply Co.
841 Clinton Ave. N.
L. Filippone & Son
866 Clinton Ave. N.
Frish Mkt.
1041 Clinton Ave. N.
L. Komisar
1190 Clinton Ave. N.
A. Eisenmenger
323 Remington St.
Marty's Grocery
1251 Clinton Ave. N.
V. Mascari
1264 Clinton Ave. N.
J. Arcosy
274 Norton St.
T. J. Zimmer
1642 St. Paul St.
W. C. Glaser
315 Conkey Ave.
Story Grocery
340 Conkey Ave.
L. Yates
211 Conkey Ave.
R. J. Phelan
144 Avenue B.
L. H. Denier
41 Conkey Ave.
M. Charles
36 Lowell St.
F. & E. Frano
1121 Hudson Ave.
W. Jablonki
1070 Hudson Ave.
Anna's Delicatessen
975 Hudson Ave.
L. Pinner
1073 North St.
Mart Bros.
747 Hudson Ave.
J. Kircher
701 Hudson Ave.

Miller's Mkt.
683 Hudson Ave.
H. Melin
542 Hudson Ave.
R. Einhorn
493 Hudson Ave.
A. Dynik
408 Hudson Ave.
Gorski & Millewich
472 Hudson Ave.
T. Addanie
781 North St.
F. A. Walter
723 North St.
A. Lipschitz
489 Ormond St.
M. Fideor
180 Joseph Ave.
Leonard's Creamery
270 Joseph Ave.
Pottier Creamery
354 Joseph Ave.
H. Zeller
434 Joseph Ave.
Mendick Mkt.
520 Joseph Ave.
A. Fuxman
140 Brona St.
Greszczak, J.
92 St. Clair St.
S. Bobby
481 Norton St.
A. Leszczinski
1080 Joseph Ave.
A. Szwedmer
1020 Joseph Ave.
A. Fuxman
140 Brona St.
Herman's Prov.
696 Clifford Ave.
J. Tancillo
72 Hillcrest St.
C. Datillo
195 Fernwood Ave.
H. B. Reynolds
1294 Culver Rd.
Culver Fruit & Veg.
1248 Culver Rd.
Mom's Food
1197 Culver Rd.
Fullman Mkt.
1103 Culver Rd.
Bud's Food Mkt.
410 Parrela Ave.
J. DeMalle
404 Parrela Ave.
Ballard Food Shop
78 Stout St.
H. J. Goff
626 Garson Ave.
H. Goldman
448 N. Goodman
M. Ruisi
720 N. Goodman
E. Reitz
259 Webster Ave.
Meyer Groceries
259 Webster Ave.
C. J. Treiber
1051 Bay St.
S. Salvaggio
226 Winifred St.
Cassarelli
691 Bay St.
J. A. Fischer
2267 Clifford, 900 Bay St.

All-Purpose Shortening — It's Triple-Creamed

OTHER SPECIALS

LUX Toilet Soap
Help guard against cosmetic skin with LUX Toilet soap

LUX for dishes — kind to hands

LIFEBUOY Health Soap
Stops "B.O." in your daily bath

For tub, washer, dishpan, and all household cleaning



2 D
Left T
YOUR
PORT
Mad
48 P
TO CHO
Large S
\$1
Store Op
No Appoi

C.
"SA
5
MO
AVE
Next To
Firep
For wrap
base of
Icicles
Tinsel
Snowba
Wonde

TRE
19
BULBS
MAZDAS
Small

Silver T
Poinsett
INF
AND
Buntin
Sweate
Bathro
F

MEN
CHIL
Boys and
Girls
C.

LINCOLN'S

2 DAYS
Left To Have
YOUR GIFT
PORTRAITS

Made With
48 PROOFS
TO CHOOSE FROM

Large 8x10 Size

\$1.00
6 For
\$4.00

Store Open Until 9 P.M.
No Appointment Necessary



SPECIAL

We can still take your
picture on Monday and
Tuesday... but you
won't have time to see
proofs. Our expert
photographers will
choose your best pose.

SPORTS

By JOHN BURNS

Rochester's winter sports calendar is unusually well filled,
with such diversions as pro and amateur fighting, wrestling,
lacrosse and basketball tempting the sports minded.

Perhaps it's a commentary on
economic conditions, or perhaps
promoters have tired of gazing
at rows and rows of empty
seats, that prices for the pro-
ductions listed above have been
slashed to what might be called
a "popular" scale.

Once upon a time it was not
a difficult trick to dispose of
tickets to a sporting event for
\$3, plus tax, but it seems that
those days are gone forever.
And many an optimistic out-of-

town promoter has learned this
to his financial sorrow.
Promoters who make an
honest effort to give patrons a
run for their money manage to
keep doing business here. Back
in the days when Rochester was
a famous trial spot for new
shows, local audiences were
known throughout the theatri-
cal world as being inclined to
"sit on their hands," meaning
that applause was not lavished
promiscuously. It's the same
way with sports fans—if they
feel that they have been cheat-
ed they utilize their privilege of
staying away from the next
show.

PIONEER

Pennsylvania Hard

COAL

Stove

Nut \$9.70

Egg

PEA COAL \$8.25

RICE COAL \$6.55

BUCKWHEAT \$7.60

Attention Welfare
If you are getting a wel-
fare check for \$11 for a
ton of coal—YOU CAN
SAVE by using PIONEER
Dependable Fuel!

COKE

Stove or Nut \$8.50

Phone Main 815

PIONEER CO.

Office & Yard, 302 Exchange St.

Oliver French, head man of
the Red Wings, has been shop-
ping for a Florida training camp
for next year. Our Oliver made
a flying trip to Winter Haven
and the fact that his tour ex-
tended no farther leads to the
belief that the 1939 Wings will
get in shape at this lovely Polk
County town.

George Toporcer moved an-
other step higher in the Red
Sox organization when he signed
a three-year contract to
manage the Little Rock Travelers
of the Southern Association.

Association with Millionaire
Tom Yawkey's baseball family
has been a nice thing for Topor-
cer since George joined the
Boston outfit in 1936 as man-
ager of the Rocky Mount club in
the Piedmont League. The brass
hats of the Boston organization
like Toporcer and appreciate his
ability and acumen, and the as-
sociation has been mutually be-
neficial.

When the Red Sox acquired
a considerable piece of the
Louisville club in the American
Association it was generally
figured that Toporcer would be-
come manager of the Colonels,
a move that would have brought
George back to double A com-
pany as a pilot.

But those who had mentally
moved Toporcer to Louisville did
not know that Donie Bush was
a financial partner with the
Red Sox in acquiring the Louis-
ville property. So Bush, with a
finger in that pie, was in pos-
ition to grab the managerial job.

Between April 20 and Septem-
ber 10, the dates announced for
opening and closing in the In-
ternational League, there should
be considerable excitement, if
for no other reason than the
presence of Billy Southworth as
manager of the Red Wings and
Burleigh Grimes as pilot of the
Montreal Royals.

Neither Southworth nor
Grimes is a fellow who'll accept
reverses placidly. Rochester fans
know Southworth from the days
when he led the Wings to four
successive championships and
they know what to expect from
Billy the Kid. But Grimes will
be new in the International and
the Lord of Burley, provided he
follows the line of action for
which he has long been famous,
should be a problem child for
Francis Joseph Shaughnessy
and his umpires.

Rabbit Maranville, a little fel-
low who makes a big splash of
color, will be working for a new
boss next season. The Rabbit,
after doing the best he could
with a hopeless Montreal club
this season, threw up the sponge.
Next year he will manage the
Albany club of the Eastern
League.

MEN WANTED
TO MAKE 4-DAY TEST
If you get up nights due to functional
kidney disorders get Juniper oil and
seven other drugs made in no green
labors. Help nature flush excess acids
that cause the irritation that wakes
you up. Just say "Buckley's" test, box to
any drugist. Locally at J. K. Post
Drug Co.

For Bronchitis
Coughs, Colds
Buckley's Mixture (triple acting)
Quickly Loosens Throat Up
It's different—it's faster in action—it's com-
pounded on superior medical fact findings new
in this country. By far the largest-selling medi-
cine for coughs and colds and Bronchitis in all
of cold Canada. Right away that tightness
begins to loosen up—the bronchial passages
clear—you're happy and breathing easier. Satis-
faction Guaranteed by druggists everywhere or
your money back.

ATTENTION
SCHICK OWNERS
SERVICE—REPAIRS
INSTRUCTION
SCHICK SHAYER
SERVICE CORP.
FACTORY BRANCH
705 TEMPLE BLDG.
STONE 4655

Customs Taxes Show Decrease

Customs receipts in the Ro-
chester district, comprising this
city, Utica, Syracuse, Oswego,
and Sodus Point, fell off sharp-
ly last month, Collector Austin
J. Mahoney announced.

The decline was \$81,006 in a
comparison of November, 1937
with the same month of this
year. The figures: 1937—\$214-
054.42; 1938—\$133,047.54. By
ports: Rochester, 1938—\$88-
758.39, against \$154,881.59; Utica,
1938—\$45,182.88, against \$49-
909.97; Oswego, 1938—\$177.89,
against \$153.39, and Sodus Point,
\$119.61 against \$134.94 in 1937.

While reasons for the drop
were not definitely known, a
feeling was expressed at the
customs office here that im-
porters waited for the signing
and enforcement of new trade
treaties before placing orders
usually expected at this season.

Fingerprints For WPA Seen Unlikely Here

It won't happen here—at least
that's the hope of Robert G.
Hoffman, WPA director, who
said there was no occasion for
fingerprinting anywhere outside
of New York. It seems that an
order for such was issued in
Manhattan and, promptly, WPA
workers here wondered.

It further seems that finger-
prints for WPA-ers in New York
were asked by police of that city
who are checking up on a new
crime outbreak.

NEW BUREAU AIDE
An additional inspector has
been assigned to the Rochester
Motor Vehicle Bureau office. He
is Edward Levinaky, formerly of
Buffalo, who will investigate
accidents and aid in road tests.

More than 74,000 copies of the
Rochester Sun are delivered
every Thursday.

BERGHASH WINE & LIQUOR STORE OFFERS

YOU THE WOULD'S
FINEST SELECTION AT

**LOW
CUT
PRICES**

STRAIGHT RYE
\$2.95
per bottle

STOP
Paying Top Prices
For 8 Yr. Old Scotch
10-YEAR-OLD
KINTORE \$2.75
SCOTCH

IMPORTED BY SCHENLEY

C. W. CLAUS INC. 5c TO \$1 STORES

581 MONROE AVENUE
Next To Wegman's
Open Evenings UNTIL CHRISTMAS
BEGINNING SATURDAY EVENING
405-407 RIDGE RD. WEST
Next To Wegman's

For the Tree
Beautifully Colored
ORNAMENTS
2 for 5c, 5c, 10c
Box of 12
Attractive
Ornaments **12c**
Fireproof Cotton Batten
For wrapping around
base of the tree **10c pkg.**
Icicles Largest boxes
in town 5c - 10c
Tinsel 6-yard
bolts 10c - 20c - 25c
Snowball Lights ... ea. 10c
Wonder Star Lights 5c - 10c

TREE LIGHT SETS
19c—59c—69c

BULBS ... 3 for 5c
MAZDAS ... 5c

Small Light Sockets
2 for 5c

Electric
WREATHS **25c**
Others at 29c, 39c, 49c

XMAS CANDLES
3 for 10c, 5c, 10c
Candle Holders, 25c

Silver Table Decorations ... 10c
Poinsettias ... 5c and 10c

Full Line of
INFANTS' WEAR
AND NOVELTIES
Buntings ... \$1.00
Sweaters ... 69c to \$1.00
Bathrobe Sets ... 59c
Rattles, Toys, etc.

Complete Line of
MEN'S, WOMEN'S &
CHILDREN'S GLOVES

Boys and
Girls **BOOKS 25c**
"Big Little" Books
Painting Books
Cut-Out Books
Story Books
A Very Fine
Collection
10c ea.

Now Two Stores To Serve You!
Visit our newest store (581 Monroe Ave.)
this week-end and see for yourself what a
complete stock of "dollar-stretchers" we
carry. Gifts for the entire family at a saving.

STATIONERY
Boxed with
Envelopes **10c, 25c**
Paper NAPKINS
In Christmas Designs
10c per pkg.
Xmas Tablecloths
10c and 15c ea.

Good Assortment **ALARM CLOCKS 98c**

CHRISTMAS CANDIES
HARD and FILLED
10c, 15c, 20c, 25c
Per Pound

Canes 5 for 5c
2 for 5c and 5c ea.

Snow White and the Seven
Dwarfs, Candy, Filled
Favors ... 10c

STOCKINGS Filled With
Candy **5c and 10c**

LADIES' SLIPS
Satin and Reversible
Rayon **\$1.00 ea.**

LADIES' Dresses
Exceptional Value at
This Price **\$1.00 ea.**

LADIES' Handkerchiefs, 5c
(Linen) White and Colors
Embroidered Hankies
5c and 10c

Extra fine quality
white linen ... ea. 10c
Embroidered
Hankies ... 5c and 10c
Also Boxes at
20c, 25c and 39c

LADIES' House Slippers
49c - 59c - 69c

Children's Slippers ... 35c

Ladies Fine Quality
Aprons, 25c, 39c, 49c

LADY ISABEL
SILK HOSE
39c pr.
Full-Fashioned
HOSE
59c, 69c and 89c

XMAS CARDS
5 for 5c
3 for 5c
2 for 5c
5 for 10c
5c and 10c
Boxed
Assortments
10c, 25c
39c, 50c

Gift Wrappings
TISSUE PAPER
10c Roll
White ... 24 sheets
Colors ... 20 sheets
SEALS AND TAGS
5c and 10c pkg.
Ribbon ... 10c
Cord ... 5c, 10c

Games and Toys
A Big Assortment
10c, 25c, 50c & \$1.

Checkerboards
10c each
Checkers ... set 10c
Chess Men ... 50c
Per Set
Dominoes, 10c, 25c
The popular game of
Zoop ... each 25c

TOILET SETS ... 25c-50c
LAMP SHADES ... 25c-50c

GLASS & CHINA
GIFTS, 10c to \$1

GIFT BOXES
ALL SIZES

DOLLS
29c, 49c, \$1.
Every wanted type
Doll Carriages
and Bathinettes
49c, \$1.00, \$1.25

GIFTS FOR MEN & BOYS
Men's Neckties ... ea. 25c
Ties in gift boxes ... 50c
Socks ... 10c, 15c, 20c, 25c
Suspenders and Belts ... 50c

Men's Dress
SHIRTS, \$1
Mufflers ... 50c, 59c
Men's Sneaks ... 69c
Boys' Sneaks ... 59c
Boys' Handkerchiefs
and Tie Sets ... 50c

C. W. CLAUS Inc. HOME OWNED 5c TO \$1 STORES FREE PARKING IN THE REAR

MONEY SPENT HERE STAYS IN ROCHESTER

BERGHASH
QUALITY WINE
PRICED LOW
CHATEAU D'ORMONT
CALIFORNIA WINE
PORT—SHERRY—TOKAY—
MUSCATEL—ANGELICA
1/2 gallons **gallons**
84c **\$1.58**
Reg. Value
\$1.19 Reg. Value
\$2.20

Booth's Dry
GIN FINEST AMERICA'S
PRODUCT OF
PARK & TILFORD
\$1.39 Value
Large
25 Oz. Bottle
2 For \$2.50 — Case, 12 Bottles \$15

CHOICE OF 2 FINE WHISKIES
RYE-BOURBON
FOREIGN \$1.39
LEGION **CREAM**
-O- **-O-**
GRAIN **Bourbon**
Whiskey
4 Quarts For \$5.00
ASSORTED AS YOU LIKE
Case 12 Quarts ... \$14.50

BERGHASH
\$2.00 Value
BOTTLED IN BOND
4-Year Old
BOURBON
Whiskey
\$2.39
100 Proof
Full Quart

IMPORTED
French and Italian
VERMOUTH
Reg. \$1.29
Value
98c
Large
25 Oz. Bottle
LIMITED QUANTITY!

IMPORTED
French
SAUTERNE
\$1.50 Value
98c
Large
25 Oz. Bottle
LIMITED QUANTITY!

RENAULT
BURGUNDY
\$1.50 Value
53c
Large
25 Oz. Bottle
2 Bottle for \$1.00
LIMITED QUANTITY!

FRENCH IMPORTED CHAMPAGNE
First Time at This Low Price!
LARGE 26 OZ. BOTTLE **\$2.29**
GREAT WESTERN SPARKLING
BURGUNDY Large
26 Oz. Bottle **\$1.98**

BERGHASH 124 CLINTON AVE. SO.
FREE DELIVERY MAIN 746

The Way To A Man's Heart

BY IRENE MUNTZ

Christmas is a day of giving, its spirit strengthened by family gatherings all over the world. And it is over the dinner table that we are drawn closest together, bound by the ties of companionship of those we love and of the odors and flavors of delicious, well-cooked food. If it is your turn to have the family Christmas dinner this year you'll want to plan ahead so as to reduce the work to be done on the day of days to a minimum.

Much of the food preparation may be done the day before the turkey stuffed and trussed, the salad materials prepared, vegetables cleaned and prepared and the dessert made. This will leave you free the next day to set your table attractively, necessitate a minimum of last-minute busting and enable you to arrive at the table as cool and unhurried as any of the family.

Here is a delicious dinner, planned to be an easy one to serve for the hostess who does her own work. Then, too, it will carry out the red and green colors of Christmas.

Tomato Consommé with Lemon and Parsley
Stuffed Olives Pickles Spiced Beets
Roast Turkey Mushroom Stuffing
Mashed Potatoes
Corn & Lima Beans Cinnamon Pear Salad
Meringue Glace Coffee

The mushroom stuffing is made by adding 1 lb. finely-chopped mushrooms to the regular bread dressing. It is especially delicious when the turkey is stuffed with this the day before as the delicate mushroom flavors have an opportunity to blend with the bread, and even help flavor the bird. The vegetable is made by combining whole kernel corn with finely diced pimiento and green pepper. Season well and beat in butter until piping hot.

CINNAMON PEAR SALAD
2/3 c sugar
1/2 c water
4 T. cinnamon
candies
red vegetable coloring
16 whole cloves

Make a syrup of the sugar, water and cinnamon. Candies, add red coloring to make the syrup a cherry red. Poach the pears in this until well colored but still firm. Chill well in refrigerator. Mash cream cheese, adding a little top milk to soften. Chop dates and nuts and add. Roll into 8 balls and place in the hollow of the pear halves. Place pears cut side down on lettuce and insert two whole cloves in each end to represent the stem and blossom end.

This salad may be made the day before and simply assembled, crisp and cold on the salad plates, just before dinner time. It is most attractive and delicious enough to be served as a separate course with saltines or toast sticks.

MERINGUE GLACE
2 egg whites pinch salt
10 T. powdered sugar
1 T. vanilla
Beat egg whites until they will hold in points. Gradually

beat in 8 T. of the sugar. Blend well. Fold in remaining sugar, salt and vanilla. Cover a cookie sheet with unglazed paper and shape small meringues on it with a spoon or pastry tube. Bake in a preheated oven until dry and lightly browned. Place paper on a damp towel. Cut off meringues. Serve with ice cream between two of the meringues.

FROZEN EGG NOG
2 eggs
1/2 c sugar
1 c cream
1 T. vanilla
1/4 T. almond flavoring

Beat whole eggs until very light. Slowly in the sugar until the sugar is dissolved. Add flavorings. Whip cream until it is the consistency of a soft custard. Fold into the mixture. Pour into refrigerator freezing tray and freeze with control at the coldest point.

This quick, easy dessert will keep nicely if you make it the day ahead. If your party is a large one, twice the recipe will fill your needs. If you think they will have room for it, you may serve the dessert with a chocolate or butterscotch sauce.

Merry Christmas to you all.

EDUCATION TALK

"Outside Interest in Democratic Education" will be the topic of Mrs. Robert Link before a meeting of P. T. A. of School No. 28 Tuesday. A hobby exhibit will follow the business session. Mrs. Leslie Wayman will give several readings.

BETH SHOLOM PARTY

Beth Sholom Congregation will be the scene of a bingo party Sunday at 8 p. m. Refreshments will be served.

Miss Lucille McCally, 1486 St. Paul Street, call at The Sun for guest ticket to "Dramatic School" at Loew's Rochester Theater.

YOUR CHRISTMAS TURKEY

Should be the finest you've ever had. It will be — if you order it from Schudt's! Phone your order now.

EAST SIDE DELIVERY SERVICE STONE 290

SCHUDT

511 Main St. E. Market, Inc. Stone 290
Cor. Scio St. We Deliver

COOK WITH CONFIDENCE

CRANBERRY APPLE PIE!

Try one — the delicious and easy **SPRY** way

CRANBERRY-APPLE PIE made the SPRY way

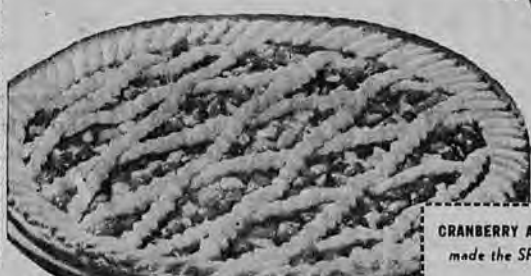
3/4 cups cranberries, chopped
1 1/2 cups apples, chopped
1 1/2 cups sugar
1 recipe Spry Pie Crust
Combine cranberries, apples, sugar, tapioca and water. Let stand while rolling pastry. Roll 1/2 of dough and line a 9-inch pie plate. Roll remaining half of dough and cut in narrow strips about 3/8-inch wide. Fill pie shell with fruit mixture. Place pastry strips on top, criss-crossing them to make an attractive lace top. Moisten edge of pie, place strip of dough around rim, and press together with fork. Bake in hot oven (425°F.) 30 to 40 minutes.

SPRY PIE CRUST

2 1/2 cups sifted all-purpose flour
1 teaspoon salt
1/2 cup Spry
1/2 cup cold water
Sift flour and salt together. Add 1/2 of Spry and cut in until mixture is as fine as meal. Add remaining Spry and continue cutting until particles are size of navy bean. (Notice how creamy and easy to blend Spry is!) Sprinkle water, 1 tablespoon at a time, over mixture. With a fork, work lightly together until a dough is formed.

(All measurements in these recipes are level)

(Clip and save this Spry recipe)



CRANBERRY APPLE PIE made the SPRY way



FEATURE SALE NOW RUNNING

West End Provision
220-222 Main St. W.
Kass Delicatessen
420 Main St. W.
Ready Mener Grocery
420 Main St. W.
Webber's Mkt.
594 Main St. W.
E. F. Springer
512 Chilli Ave.
Chilli Ave. Quality Mkt.
497 Chilli Ave.
H. J. Kohler & Son
333 Chilli Ave.
M. H. Reynolds
130 Dewey St.
Grelling Mkt.
256 Thurston Rd.
Gerber's Mkt.
298 Thurston Rd.
Barney's Food
420 Thurston Rd.
Braverman's Creamery
379 Thurston Rd.
Frank Closser
629 Thurston Rd.
Hanna's Mkt.
483 Brooks Ave.
White Star Mkt.
303-311 Congress Ave.
Talbot Grocery
102 Spruce Ave.
Newman's Mkt.
204 Scottville Rd.
Allicott Mkt.
118 Ellicott St.
A. F. Walker
318 Arnett Blvd.
A. De Boer
453 Arnett Blvd.
Smith's Food Store
1013 Geneva St.
Allen's Grocery
921 Geneva St.
Gosnell Mkt.
528 Orleans St.
J. P. Kenney
823 Geneva St.
Huss Mkt.
770 Geneva St.
H. E. Levenson
728 Geneva St.
P. A. Lombard
184 Geneva St.
Belli's Grocery
425 Jefferson Ave.
Falconio Bros.
483 Jefferson Ave.
Reliable Pro. Co.
222 Jefferson Ave.
F. Lombardi
901 Jefferson Ave.
Wm. Schaller
627 Plymouth Ave.
H. Gray
210 Reynolds St.
F. Marsocci
10 Prospect St.
Prospect Mkt. & Grocery
62 Prospect St.
A. Riccardi
38 Prospect St.
Crystal Mkt. & Grocery
18 Prospect St.
Marble Mkt.
283 Main St. W.

J. Wood
184 Clatsop St.
Thrill Food Store
442 Clatsop St.
E. M. Kaplow
241 Clatsop St.
J. F. Stiles
334 Clatsop St.
United Food Shop
62 South St.
P. J. Kraus
172 So. Plymouth
United Food Shop
76 So. Plymouth Ave.
Plymouth Fruit & Veg.
258 So. Plymouth Ave.
P. Piccolo
264 Mt. Hope Ave.
M. J. Fogarty
136 Gregory St.
Your Mammoth Mkt.
634 South Ave.
P. D. Manning
647 South Ave.
Beck's Mkt.
743 South Ave.
Schultz Mkt.
793 South Ave.
Thrill Food Store
773 South Ave.
O. & P. Food Mkt.
1441 South Ave.
D. L. Beecher
774 Jay St.
Berke's Grocery
299 Clinton Ave. So.
Eddie's Food Store
483 Meigs St.
W. C. Gaeffer
139 Carleton St.
Ehmann's Mkt.
1018 Clinton Ave. So.
J. De Marica
1014 Clinton Ave. So.
Fred Wabnitz
1037 Clinton Ave. So.
R. C. Howland
1007 Clinton Ave. So.
Chas. Keller
225 Field St.
Hillside Grocery
24 Field St.
Hancock Grocery
2065 Monroe Ave.
D. Shafer
1223 Monroe Ave.
Elder's Mkt.
627 Monroe Ave.
Versage Bros.
31 Marshall Ave.
J. Amies
243 University Ave.
Park Ave. Provision
159 Park Ave.
Home Grocers
131 Park Ave.
M. Levenberg
111 Park Ave.
H. G. Viall
24 So. Union St.
Convection Food Shop
204 Clifton Ave. S.
L. Ziff
62 Monroe Ave.
Paul's Delicatessen
624 Monroe Ave.

Schiff's Delicatessen
850 Monroe Ave.
Highland Farm and Dairy
860 Monroe Ave.
Cobb's Hill Grocery
424 Monroe Ave.
J. Sedla
334 Glude St.
F. Angelini
367 Emerson St.
H. H. Schaeffer
247 Sherman St.
Camello Bros.
155 Oak St.
G. Formicola
114 Myrtle St.
A. J. Albrecht
1083 Lyell Ave.
J. Prietleva
1290 Lyell Ave.
J. Lama
610 Plymouth Ave.
Jake Thrig
30 Lake Ave.
J. Polizzi
743 South Ave.
F. Ridotto
417 Verona St.
A's Food Store
130 Dewey Ave.
J. C. Keck
712 Maple St.
P. Melli
774 Jay St.
Blanchi & Son
201 Glude St.
J. Saymanski
214 Ames St.
Schroth Mkt.
500 Lyell Ave.
Ehmann's Mkt.
1018 Clinton Ave. So.
M. Sassone
904 Jay St.
J. Faurmina
148 Wilder St.
S. Insalaco
280 Orange St.
J. Taurmina
138 Wilder St.
A. Micicche
111 Orange St.
A. Pelix
148 Broad St.
S. Lapinae
216 Wilder St.
M. Simonetti
131 Campbell St.
A. Montana
280 Whittier St.
Serv-Wel Foods
495 Lyell Ave.
H. Quetti
131 Hornby St.
L. Nebbia
1207 Jay St.
N. Chinnappi
922 Jay St.
L. Cordaro
1207 Jay St.
M. Kestiw
1228 Jay St.
C. Cardillo
335 Smith St.
Arrow Food
587 Dewey Ave.

Charlie's Mkt.
1587 Clifton Ave.
D. DiGirolamo
347 Bay St.
J. H. & Son
1124 Monroe Ave.
R. Di Bella
333 Portland Ave.
Batali Bros.
418 Portland Ave.
Herman Market
358 Portland Ave.
White Market
326 Portland Ave.
L. E. Miller
1033 Portland Ave.
Community Grocery
1159 Portland Ave.
R. Bojara
1456 North Street
F. Elment
340 Carter Street
L. Randell
425 Central Park
F. Caccamo
396 Perry Ave.
M. Castrovina
292 So. Street
A. Pellegrino
236 So. Street
P. Saraceno
296 So. Street
Payone Grocery
328 E. Main Street
F. Summers
169 Ohio Street
Tierney Market
312 North Street
Arrow Food
28 North Street
M. Fiorella
680 North Street
Hayward Grocery
533 Hayward Ave.
E. Frenz
1518 East Main Street
Karch Food
301 Culver Rd.
L. B. Levin
1323 Lake Ave.
H. A. Luplow
836 Ridge Rd. W.
B. Letson
377 Ridgeway
Rogers IGA
1462 Dewey Ave.
Tenth Ward Mkt.
1224 Dewey Ave.
Dewey Fruit & Veg.
1203 Dewey Ave.
Community Grocery
1284 Dewey Ave.
Schaeffer Mkt.
1030 Dewey Ave.
Bauman & Baynes
603 Driving Pk. Ave.
K. Christoff
34 Lexington Ave.
B. Hoffman
454 Lexington Ave.
P. Shannon
102 Lexington Ave.
C. L. Drake
200 O'Connell Ave.
W. Stokes
290 Lake Ave.

Miracle Food Mkt.
294 Lake Ave.
Lake Ave. Fruit Mkt.
562 Lake Ave.
W. McNally
420 Dewey Ave.
Arrow Food Stores
537 Dewey Ave.
A's Food Centre
316 Dewey Ave.
Christoff IGA
1012 Joseph Ave.
J. Czebatul
1001 Joseph Ave.
L. Sachs
483 Joseph Ave.
Schwam's Creamery
493 Joseph Ave.
M. Labovitz
1290 Joseph Ave.
Simon Bros.
307 Joseph Ave.; 488 Joseph
P. Terno
367 Clinton Ave. N.
Sam Home
520 Clinton Ave. N.
J. Genuse
612 Clinton Ave. N.
T. Prestanti
781 Clinton Ave. N.
F. Giambra
694 Clinton Ave. N.
Mazza Mkt.
420 Clinton Ave. N.
Clinton Supply Co.
841 Clinton Ave. N.
L. Filippone & Son
966 Clinton Ave. N.
Frish Mkt.
1041 Clinton Ave. N.
L. Komisar
1100 Clinton Ave. N.
A. Eisenmenger
223 Remington St.
Marty's Grocery
171 Clinton Ave. N.
V. Mascari
1204 Clinton Ave. N.
J. Aroesty
274 Norton St.
T. J. Zimmer
1642 St. Paul St.
W. C. Glaeser
313 Conkey Ave.
Stor Grocery
340 Conkey Ave.
I. Yates
271 Conkey Ave.
R. J. Phelan
151 Hudson Ave.
L. H. Denter
81 Conkey Ave.
M. Charles
32 Lowell St.
P. & E. Frane
1121 Hudson Ave.
W. Jablonick
1070 Hudson Ave.
Anna's Delicatessen
173 Hudson Ave.
Clifford Mkt.
1073 North St.
Mari Bros.
747 Hudson Ave.
J. Kircher
701 Hudson Ave.

Miller's Mkt.
683 Hudson Ave.
H. Melin
342 Hudson Ave.
R. Einhorn
408 Hudson Ave.
A. Dnyk
493 Hudson Ave.
Gorski & Millewich
472 Hudson Ave.
T. Addante
781 North St.
F. A. Waller
721 North St.
A. Lipschultz
450 Ormond St.
M. Fideor
180 Joseph Ave.
Leonard's Creamery
210 Joseph Ave.
Potter Creamery
384 Joseph Ave.
H. Zellner
423 Joseph Ave.
Mendick Mkt.
520 Joseph Ave.
Andycki IGA
742 Ave. D.
Greszczak, J.
92 St. Clair St.
S. Bobby
831 Norton St.
A. Leszczinski
1680 Joseph Ave.
A. Szwedmer
1029 Joseph Ave.
A. Fuxman
140 Brooks St.
Herman's Prov.
696 Clifton Ave.
J. Taulillo
72 Hillcrest St.
C. Datillo
195 Fernwood Ave.
H. B. Reynolds
1254 Culver Rd.
Culver Fruit & Veg.
1248 Culver Rd.
Mom's Food
1157 Culver Rd.
Pallman Mkt.
1163 Culver Rd.
Bud's Food Mkt.
62 Parselle Ave.
J. DeMalle
440 Parselle Ave.
Ballard Food Shop
78 Stout St.
H. J. Goff
834 Garson Ave.
H. Goldman
448 N. Goodman
M. Ruial
730 N. Goodman
E. Relis
230 Webster Ave.
Meyer Groceries
339 Webster Ave.
C. J. Treiber
1031 Bay St.
L. Salvaggio
226 Winifred St.
Cassarelli
601 Bay St.
J. A. Fischer
2261 Clifton, 900 Bay St.

All-Purpose Shortening — It's Triple-Creamed

OTHER SPECIALS



Help guard against cosmetic skin with LUX Toilet soap

LUX for dishes — kind to hands



Stops "B.O." in your daily bath

For tub, washer, dishpan, and all household cleaning



TOTAL YOUR WHOLE BILL

And You'll Discover How Much More You Save At



Lowest Price in Months On Quality Like This!

TENDER JUICY PRIME-STEER

BEEF SHOULDER ROASTS

17¢ lb.

ALL-PURPOSE GOLD MEDAL FLOUR 24 1/2-lb. 83¢

FOR PERFECT CAKES SOFTASILK CAKE FLOUR pkg. 21¢

SOFT ABSORBENT SCOT-TISSUE 4 rolls 25¢

ONE POUND SIZE GENUINE EGG NOODLES 2 pkgs. 19¢

FRESH DAILY, WEGMAN'S FAVORITE COFFEE 2 lbs. 25¢

POUND CAN SILVER SKILLET CORNED BEEF HASH

Here's EXTRA value; Lean, solid-jack corned beef hash, a full pound for only 10¢

26-OZ. COLLEGE INN TOMATO COCKTAIL bottle 11¢

DR. PHILLIP'S GRAPEFRUIT JUICE can 5¢

14-OZ. CERTIFIED TOMATO CATSUP 3 bottles 25¢

KREEMEX PERFECT PANCAKE FLOUR 3¢

PACKED IN ALUMINUM Luxury TUNA FISH 2 cans 25¢

BIG THREE LB. PACKAGE MOTHER'S OATS 13¢

Genuine, original Mother's Oats, in a big THREE POUND package, at a record low price of only...

LINCOLN'S

2 DAYS
Left To Have
YOUR GIFT
PORTRAITS

Made With
48 PROOFS
TO CHOOSE FROM

Large 8x10 Size

\$1.00
6 For
\$4.00



SPECIAL

We can still take your picture on Monday and Tuesday... but you won't have time to see proofs. Our expert photographer will choose your best pose.

Store Open Until 9 P.M.
No Appointment Necessary

SPORTS

By JOHN BURNS

Rochester's winter sports calendar is unusually well filled, with such diversions as pro and amateur fighting, wrestling, lacrosse and basketball tempting the sports minded. Perhaps it's a commentary on economic conditions, or perhaps promoters have tired of gazing at rows and rows of empty seats, that prices for the productions listed above have been slashed to what might be called a "popular" scale.

Once upon a time it was not a difficult trick to dispose of tickets to a sporting event for \$3, plus tax, but it seems that those days are gone forever. And many an optimistic out-of-town promoter has learned this to his financial sorrow.

Promoters who make an honest effort to give patrons a run for their money manage to keep doing business here. Back in the days when Rochester was a famous trial spot for new shows, local audiences were known throughout the theatrical world as being inclined to "sit on their hands," meaning that applause was not lavished promiscuously. It's the same way with sports fans—if they feel that they have been cheated they utilize their privilege of staying away from the next show.

Oliver French, head man of the Red Wings, has been shopping for a Florida training camp for next year. Our Oliver made a flying trip to Winter Haven and the fact that his tour extended no farther leads to the belief that the 1939 Wings will get in shape at this lovely Polk County town.

George Toporek moved another step higher in the Red Sox organization when he signed a three-year contract to manage the Little Rock Travelers of the Southern Association.

Association with Millionaire Tom Yawkey's baseball family has been a nice thing for Toporek since George joined the Boston outfit in 1936 as manager of the Rocky Mount club in the Piedmont League. The brass hats of the Boston organization like Toporek and appreciate his ability and acumen, and the association has been mutually beneficial.

When the Red Sox acquired a considerable piece of the Louisville club in the American Association it was generally figured that Toporek would become manager of the Colonels, a move that would have brought George back to double A company as a pilot.

But those who had mentally moved Toporek to Louisville did not know that Donie Bush was a financial partner with the Red Sox in acquiring the Louisville property. So Bush, with a finger in that pie, was in position to grab the managerial job.

Between April 30 and September 10, the dates announced for opening and closing in the International League, there should be considerable excitement, if for no other reason than the presence of Billy Southworth as manager of the Red Wings and Burleigh Grimes as pilot of the Montreal Royals.

Neither Southworth nor Grimes is a fellow who'll accept reverses placidly. Rochester fans know Southworth from the days when he led the Wings to four successive championships and they know what to expect from Billy the Kid. But Grimes will be new in the International and the Lord of Burleigh, provided he follows the line of action for which he has long been famous, should be a problem child for Francis Joseph Shaugnessy and his umpires.

Rabbit Maranville, a little fellow who makes a big splash of color, will be working for a new boss next season. The Rabbit, after doing the best he could with a hopeless Montreal club this season, threw up the sponge. Next year he will manage the Albany club of the Eastern League.

MEN WANTED TO MAKE 4-DAY TEST
If you get up nights due to functional kidney disorders get Juniper oil and seven other drugs made in to green rabbits. Help nature flush wastes acids that cause the irritation that wakes you up. Just say "Rabbit" test bed to say "Rabbit" locally at J. K. Post Drug Co.

For Bronchitis Coughs, Colds
Buckley's Mixture (triple acting) Quickly Loosens Things Up
It's different—better to swallow—it's compounded on superior medical fact findings new in this country. By far the largest-selling medicine for coughs and colds and bronchitis in all of old Canada. Fight away that tightness begin to loosen up the bronchial passages clear—you're happy and breathing easier. Satisfaction Guaranteed by druggists everywhere or your money back.

ATTENTION SCHICK OWNERS
SERVICE—REPAIRS INSTRUCTION
SCHICK SHAYER SERVICE CORP.
FACTORY BRANCH
705 TEMPLE BLDG.
STONE 4655

BERGHASH
BOTTLED IN BOND 4-Year Old
BOURBON Whiskey
100 Proof \$2.39 Full Quart

IMPORTED French and Italian
VERMOUTH
Reg. \$1.29 Value
98c Large 25 Oz. Bottle
LIMITED QUANTITY!

Reg. \$1.43 Value
CALIFORNIA BRANDY
100 Proof \$1.39 Fifth

BERGHASH
124 CLINTON AVE. SO.
FREE DELIVERY MAIN 798

Customs Taxes Show Decrease

Customs receipts in the Rochester district, comprising this city, Utica, Syracuse, Oswego, and Solus Point, fell off sharply last month, Collector Austin J. Mahoney announced.

The decline was \$81,006 in a comparison of November, 1937 with the same month of this year. The figures: 1937 — \$214,054.42; 1938 — \$133,047.34. By ports: Rochester, 1938 — \$83,788.39, against \$154,881.59; Utica, 1938 — \$45,182.86, against \$46,900.97; Oswego, 1938 — \$177.86, against \$153.39; and Solus Point, \$119.61 against \$134.94 in 1937.

While reasons for the drop were not definitely known, a feeling was expressed at the customs office here that importers waited for the signing and enforcement of new trade treaties before placing orders usually expected at this season.

Fingerprints For WPA Seen Unlikely Here
It won't happen here—at least that's the hope of Robert G. Hoffman, WPA director, who said there was no occasion for fingerprinting anywhere outside of New York. It seems that an order for such was issued in Manhattan and, promptly, WPA workers here wondered.

It further seems that fingerprints for WPA-ers in New York were asked by police of that city who are checking up on a new crime outbreak.

NEW BUREAU AIDE
An additional inspector has been assigned to the Rochester Motor Vehicle Bureau office. He is Edward Levinaky, formerly of Buffalo, who will investigate accidents and aid in road tests.

More than 74,000 copies of the Rochester Sun are delivered every Thursday.

BERGHASH
WINE & LIQUOR
STORE
OFFERS
YOU THE WORLD'S
FINEST SELECTION AT

LOW CUT PRICES

Reg. \$2.42 Value
PARK & TILFORD
BOTTLED IN BOND
STRAIGHT RYE
100 Proof
Old \$2.95

STOP
Paying Top Prices
For 8 Yr. Old Scotch
10-YEAR-OLD
KINTORE \$2.75
SCOTCH
Large 25-Oz. Bottle

IMPORTED BY SCHENLEY
BERGHASH
QUALITY WINE
PRICED LOW
CHATEAU D'ORMONT
CALIFORNIA WINE
PORT—SHERRY—TOKAY—MUSCATEL—ANGELICA
1/2 gallons gallons
84c \$1.58
Reg. Value \$1.19 Reg. Value \$2.20

Booth's Dry
GIN FINEST AMERICA'S
PRODUCT OF
PARK & TILFORD
100 Proof
\$1.39 Fifth
2 For \$2.60 — Case, 12 Bottles \$15

Reg. \$5.00 Value
Spanish BRANDY
Imported From Spain
48 75c 104
\$3.50 Large 25-Oz. Bottle
Try 1-Like 16-oz. Your Money Back

CHOICE OF 2 FINE WHISKIES
RYE-BOURBON
Straight RYE Whiskey
FOREIGN LEGION
CREAM-O-GRAIN
Straight Bourbon Whiskey
QUART
4 Quarts For \$5.00
ASSORTED AS YOU LIKE
Case 12 Quarts... \$14.50

Reg. \$2.21 Value
Julius Marcus
CORDIALS
CHERRY-PEACH
100 Proof
\$1.00 Fifth

IMPORTED French
SAUTERNE
100 Proof
98c Large 25 Oz. Bottle
LIMITED QUANTITY!

Reg. \$1.50 Value
RENAULT BURGUNDY
2 Bottle for \$1.00
LIMITED QUANTITY!

First Time at This Low Price!
LARGE 26 OZ. BOTTLE
\$2.29
GREAT WESTERN SPARKLING BURGUNDY
Large 24 Oz. Bottle
\$1.98

C. W. "SANTA" CLAUS INC. 5c TO \$1 STORES

581 MONROE AVENUE
Next To Wegman's

Open Evenings UNTIL CHRISTMAS
BEGINNING SATURDAY EVENING

405-407 RIDGE RD. WEST
Next To Wegman's

For the Tree
Beautifully Colored
ORNAMENTS
2 for 5c, 5c, 10c
Box of 12 Attractive Ornaments 12c
Fireproof Cotton Batten
For wrapping around base of the tree **10c pkg.**
Icicles Largest boxes in town 5c - 10c
Tinsel 10c - 20c - 25c
Snowball Lights ea. 10c
Wonder Star Lights 5c - 10c

TREE LIGHT SETS
19c—59c—69c

BULBS 3 for 5c
MAZDAS 5c
Small Light Sockets 2 for 5c

Electric WREATHS **25c**
Others at 29c, 39c, 49c

XMAS CANDLES
3 for 10c, 5c, 10c
Candle Holders, 25c

Silver Table Decorations 10c
Poinsettias 5c and 10c

Full Line of
INFANTS' WEAR AND NOVELTIES
Buntings \$1.00
Sweaters 69c to \$1.00
Bathrobe Sets 59c
Rattles, Toys, etc.

Complete Line of
MEN'S, WOMEN'S & CHILDREN'S GLOVES

Boys and Girls **BOOKS 25c**
"Big Little" Books
Painting Books
Cut-Out Books
Story Books
A Very Fine Collection
10c ea.

Now Two Stores To Serve You!
Visit our newest store (581 Monroe Ave.) this week-end and see for yourself what a complete stock of "dollar-stretchers" we carry. Gifts for the entire family at a saving.

STATIONERY
Boxed with Envelopes 10c, 25c
PAPER NAPKINS
In Christmas Designs 10c per pkg.
Xmas Tablecloths
10c and 15c ea.

CANARIES
Guaranteed Singers
Cages \$4.95
(with stand, \$1.98)
BILLFOLDS 25c
BILLFOLDS and KEY CASE SETS 29c-59c

Good Assortment **ALARM CLOCKS 98c**

CHRISTMAS CANDIES
HARD and FILLED
10c, 15c, 20c, 25c
Per Pound

Canes 5 for 5c
2 for 5c and 5c ea.

Snow White and the Seven Dwarfs, Candy, Filled Chocolate Santa Claus
Favors 10c
A Large Assortment of Chocolate Santa Clauses From 5 for 5c to 5c each

STOCKINGS Filled With Candy 5c and 10c

LADIES' SLIPS Satin and Reversible Rayon \$1.00 ea.
LADIES' Dresses Exceptional Value at This Price \$1.00 ea.

LADIES' Handkerchiefs, 5c (Linen) White and Colors Embroidered Hankies 5c and 10c
Extra fine quality white linen ca. 10c
Embroidered Hankies 5c and 10c Also Boxes at 20c, 25c and 39c

LADIES' House Slippers 49c - 59c - 69c
Children's Slippers 35c
Ladies Fine Quality Aprons, 25c, 39c, 49c

LADY ISABEL SILK HOSE
39c pr.
Full-Fashioned
HOSE
59c, 69c and 89c

XMAS CARDS

5 for 5c
3 for 5c
2 for 5c
5 for 10c
5c and 10c
Boxed Assortments 10c, 25c 39c, 50c

Gift Wrappings

TISSUE PAPER 10c Roll
SEALS AND TAGS 5c and 10c pkg.
White 24 sheets Ribbon 10c
Colors 20 sheets Cord 5c, 10c

Games and Toys

A Big Assortment
10c, 25c, 50c & \$1.

Checkerboards 10c each
Checkers set 10c
Chess Men 50c Per Set
Dominoes, 10c, 25c
The popular game of Zoop... each 25c
Iron Soldiers 5c each
Toy Airplanes, Trucks, Touring Cars, etc., ca. 10c
Larger Sizes at 49c and \$1
Bingo Games and Many Others

TOILET SETS 25c-50c
LAMP SHADES 25c-50c

GLASS & CHINA GIFTS, 10c to \$1

GIFT BOXES ALL SIZES

DOLLS 29c, 49c, \$1.
Every wanted type

Doll Carriages and Bathinettes
49c, \$1.00, \$1.25

GIFTS FOR MEN & BOYS

Men's Neckties ea. 25c
Ties in gift boxes 50c
Socks 10c, 15c, 20c, 25c
Suspenders and Belts 50c

Men's Dress SHIRTS, \$1
Mufflers 50c, 59c
Men's Sneaks 69c
Boys' Sneaks 59c
Boys' Handkerchiefs and Tie Sets 50c

C. W. CLAUS Inc. HOME OWNED 5c TO \$1 STORES FREE PARKING IN THE REAR
MONEY SPENT HERE STAYS IN ROCHESTER

Norman Adams, 551 First Street, sec. 1, "Dramatic School" at Loew's Rochester Theater opening Friday. Call at the Sun for guest ticket.

Miss Mildred Miller, 1233 Clinton Avenue North, sec. 1, "Dramatic School" at Loew's Rochester Theater. Call at the Sun for guest ticket.

BUY CLARK'S POULTRY

And Really Enjoy Your Dinner

Milk Fatted ROASTING CHICKENS	CHICKENS Buy What You Want Of The Cuts You Prefer	Milk Fatted YEARLINGS for fricassee and ROASTING CHICKENS
21c	BREASTS... lb. 39c LEGS... lb. 37c WINGS... lb. 36c GIBLETS... lb. 19c NECKS... lb. 12 1/2c	3 lb. average 19c

LOIN ROAST	15c	ROCHESTER MADE FRESH RING
PORK	15c	LIVER
POT ROAST	16c	SAUSAGE
BEEF	16c	13c

CLARK'S MARKETS

600 Jefferson Ave. Cor. Bartlett St. Gen. 1417

FREE PARKING At Both Stores

906 N. Goodman St. Cor. 4870

Open Evenings To 9 P.M.

GIFT SPECIALS

AT
LOWEST PRICES

Reg. 79c Ringless
PURE SILK HOSE

2 Pairs For \$1.00

59c

Every pair perfect! Every pair full fashioned! Splash proof! New winter shades.

RAYON GOWNS and PAJAMAS

Size 16 and 17. Choice of colors. Regular 1.19 Value

79c

Reg. \$1.00 Children's
DRESSES

69c

JEAN'S

COTTON AND SILK DRESS SHOP

Two Convenient Stores

1162 CLINTON AVE. N. 500 LYEAL AVE.

SPECIAL REDUCTIONS for Christmas

ON ALL LEADING BRANDS OF WINES and LIQUORS

PLUS THESE

SUPER-SPECIALS

IMPORTED Rosendale Dry Pale SHERRY	Imported COGNAC The famous Pelletier Brand	9 Year Old CANADIAN STRAIGHT RYE WHISKEY	GIN 99c
\$1.19	\$2.89	\$1.68	Full Fifth
Full Fifth	Full Fifth	3 Quarts for \$9.75	100% Neutral Spirits. Distilled from cane under an old English recipe.
ROYAL PIPER SCOTCH	Full Fifth \$2.29	DRY WINES Gal. 89c	Barbera — Barberon — Zinfandel

MANHATTAN WINE AND LIQUOR CO.

960 GENESEE ST. PHONE: GENESEE 3928 Free Delivery Within 3 Miles

School Party For 200 Aged

As has been the custom for many years, Washington High School will again open its doors to more than 200 aged Monday for their annual Courtesy Party.

Six of Rochester's homes for the aged, plus a number of private homes, will have members present at the affair. Transportation to and from the school is being provided by members of the Knights of Columbus. A program of entertainment has been arranged to be followed by a luncheon and general festivities. Before leaving each guest will receive a gift.

Since its beginning twenty years ago, the Courtesy Party has become a tradition in the history of Washington High. Each class in the school upon reaching the eleventh grade is given charge of the party.

Following are the heads of the various committees: General Committee—Frank Coudak, student chairman; William Rotmans, general chairman; George E. Eddy, Miss M. Sheenan, Miss Nellie Bils and Mrs. M. Steinhausen, faculty advisors. Invitations—Mary Domizio, student chairman; Miss C. Donoghue and Mrs. Steinhausen, faculty advisors; Transportation—Sebastian Tomaselli, student chairman; E. Kennell, faculty advisor; Publicity—Sam Yaroslaw, student chairman; Miss B. London, faculty advisor; Program—Miss Nellie Bils.

Hosts and hostesses—Shirley Germanow, Miss M. Thornton and Miss Agnes Peterson; Home Room Representation—Sam Rosella, Miss B. Dick; Gifts—Joe D'Amico, Miss M. Werner; Foods—Betty Bellinger, Miss Helen Williams; Serving—Lillian Belviso, Mrs. M. Judson; Arrangements—Betty Bellinger, Miss J. Sickles, assisted by the Garden Club, and Decorations—Marvin Rubenstein and Reed Harding.

Open Door Church To Give Yule Party

Sacred Circles, followed by divine healing will open the services of the Open Door Spiritualist Church Sunday at 8:30 p. m. Message bearers will include Dorothy Maxwell, Daisy De Rost, James McNeil and guest mediums. J. J. Carroll of Buffalo will deliver the trance lecture at 8 p. m. Mr. Carroll and mediums of the church will give messages at 8:30 p. m. and at 10:15 p. m. a special spirit communion service will be directed by Dr. Carroll. Dorothy Maxwell will direct the spirit communion Monday evening.

A yule tree, and Santa distributing gifts will mark the church's Christmas party Friday evening, December 23. Gloria Hutton of Buffalo will welcome the children and Ruth Holroyd Martineau will entertain them with Christmas stories. Carols will be sung.

ROCHESTERIAN ELECTED

Joseph Goldstein, 220 Oakdale Drive, was elected one of eight vice presidents of the state federation of YMAA, YMCA and Jewish Community Centers in the recent Syracuse convention.

Tense Drama



ALAN MARSHAL
LUISE RAINER

Drama is the word for "Dramatic School" opening Friday at Loew's Rochester Theater.

Child Service Bureau—Hillside Home To Merge

Merger of the Children's Service Bureau and the Hillside Home for Children will take place December 15, it was announced by Kenneth L. Messenger, home superintendent.

Facilities of the bureau will be moved to the home, 1183 Monroe Avenue. No downtown office will be maintained. Both are organizations working in behalf of Protestant children. Trustees are considering a new home for the combined bureau-home.

Say you saw it in THE SUN

Early Registration Advised For Madison Adult Classes

Registration for the new term courses in adult education at Madison Evening High School will be conducted on Thursday evening, January 5, and Tuesday evening, January 10, according to Frank M. Jenner, evening school principal, who urges that prospective students enroll early to avoid disappointment.

More than sixteen hundred adults were enrolled in the various courses at Madison during the present term and many of these already have signed up for the 1939 session.

The program for the new term includes classes in mathematics, languages, bookkeeping, business English, dictation, shorthand, typewriting, English for foreign born, health education for men and women, homemaking, dressmaking, cooking, commercial art, photography, drafting, both elementary and advanced, architectural drafting and blueprint reading, electricity, auto mechanics, woodworking, cabinet work, patternmaking, printing and sheet metal.

Classes in these subjects will be maintained if fifteen or more register for the class and additional classes in subjects not scheduled will be started if there is sufficient demand.

Classes are conducted on Tuesday and Thursday and Monday and Wednesday evenings and are in session from 7:30 to 9:30 o'clock.

A materials fee of one dollar pays for part of the materials used in the shop classes and a materials fee of fifty cents is charged in other classes.

Information regarding evening school classes may be obtained by calling the school office, Genesee 3427.

Benefit Party for Hospital

A benefit party for St. Mary's Hospital is being planned by members of the hospital's Women's Board. Mrs. John A. Murray of Canterbury Road, general chairman of arrangements, has announced the date of the party as the evening of December twenty-eighth, the time eight o'clock, the place Blessed Sacrament Hall, and tickets twenty-five cents.

Assisting Mrs. Murray in preparations are Mrs. Francis P. Beattie of Arnold Park, chairman of the ticket committee; Mrs. Leo F. Simpson of Highland Avenue, in charge of refreshments; Mrs. Donald A. Daley of Canterbury Road, chairman of hostesses; Mrs. Benjamin J. Duffy of Lake Avenue, chairman of the check room committee, and Mrs. John C. Menihan of Pittsford, in charge of publicity.

David A. Lawless is chairman of the committee on prizes.

Prominent Citizen Arrested For Voting

Every fair minded Rochesterian will burn with indignation to learn of the arrest of one of the city's most respected women citizens, whose only offense consists in having voted in the fall election. For this innocent act she has been ordered to report for trial in the court at Canandaigua.

Women of Rochester, are you going to stand for this sort of thing? Are votes to be challenged, just because they are cast by women? Shame! Shame upon us if we do not rise as one man (or woman, as the case may be) in protest against such unfair discrimination.

To allow such a matter to go uninvestigated would be a blot (Names and details of this matter upon the fair name of our city) are given in "Rochester and Monroe County" a book which is not afraid to TELL ALL.

Niagara Unit Formal Dance

The second annual formal dance of the Vincentian Club of the Rochester Niagara School of Business will be held December 17 at Oak Hill Country Club. The affair, one of the highlights of the school's social activities, will feature the music of Charles Siverson's WHAM orchestra.

Robert A. Hulbert is general chairman of the dance and the following committees have been named: Invitations, Thomas H. McLain, chairman; Lewis Dietz, James Driver, Ruth Leimberger, Patrick Kreckel, John Henner, Mildred Duing, Gordon Pickett, Austin Glasser and Joseph Weishaar, finance; William J. Miller, chairman, Oscar Ritz.

Arrangements, Alfred Green, chairman, Donald Tesch, Brian Mannion, Elmore Yeckel, and Jane Connolly; publicity, Mary Guncheon, chairman, John O'Connor, Charles Wiley, Thomas Dalley and Frederick Mahoney; orchestra, Carroll Casey, chairman, Frank Mindock, Ruth Wobus.

Reception, Agnes Walsh, Gilbert Hasselt, co-chairmen, William Frank, Joseph P. O'Brien, Rose McMorow, Edward McAndrews, Alice Keefe, Eva Heuer, Mary Louise Bopp, patronesses, Frederick Mix Jr., chairman, Isabelle Toomey, Rhea Wahl, Helen Rich and Madeline Leimberger.

League to Give Christmas Fete

St. Mary's Junior League will give its annual Christmas party for the boys of St. Mary's Home tomorrow evening.

Gifts will be provided for all the children in the home. A program of entertainment will be presented and there will be refreshments.

Mrs. Herbert Heinze and Mrs. Sylvester Kiechhammer, co-chairmen of the affair, will be assisted by officers of the League, including Mrs. Mark Touhey, Mrs. Joseph Still, Mrs. George D. Bryant, Mrs. John Temmerman and Mrs. Arthur Dailor.

Serving on committees will be: Entertainment, Miss Gertrude Le Roux, chairman, Mrs. Henry Link, Mrs. Charles O'Leary, Mrs. William McFall, and Mrs. Harold Peters; Christmas tree, Mrs. Charles Farnung, chairman, Mrs. Augustine Hehr, Mrs. Alden McGuire, Mrs. Bryan Ford and Mrs. Arthur Heberle.

Gifts, Mrs. Carl Wattell, chairman, Mrs. Bryant, Mrs. Charles Gertner, Mrs. Walter Fritz, Mrs. Arthur Hack, Mrs. Joseph Weber, Mrs. Edwin Thurston, Mrs. Rufus Maier, Mrs. Bralard Wilson and Mrs. T. Raymond Buckley; refreshments and candy, Mrs. Arthur Martin, chairman, Mrs. Kenneth M. Powers, Mrs. Robert Weston, Mrs. Harold Schueler, Mrs. Richard Welch, Mrs. Gentry Veal, Mrs. William Gower, Mrs. Robert Keefe and Mrs. John Long.

Residential Building Gains In November

Government efforts to stimulate home-building had a reflection in Rochester last month in a 26 per cent residential building gain over November, 1937. Twelve permits representing construction costs of \$49,450 were issued last month, against 10 permits for \$39,100 a year ago.

Always Dependable!

ACME HARD COAL

STOVE \$9.70
NUT-EGG

Rice \$6.65 Pea \$8.25
Buckwheat \$7.60

Cash Prices Per Ton Shoveled Off

Phone Genesee 7800

BLACK DIAMOND

Office and Yard—190 York St.

If you receive a WELFARE CHECK—cash it at Black Diamond and save the difference between \$11 and our prices!

BACK DIAMOND LEHIGH COAL

STOVE \$10.65
NUT-EGG

Rice \$6.75 Pea \$8.75
Buckwheat \$7.75

Black Diamond STOVE \$8.75
COKE or NUT TON

CORRECTION

KEY DRUG STORES AD OF DEC. 8th SHOULD HAVE READ

60c ALKA SELTZER
49c KEY DRUG STORES

470 N. Goodman Near Main 92 E. Main Near Water 669 N. Clinton Cor. Lowell

The CHATEAU

• Monroe Avenue at the Twelve Corners •

Famous For Fun, Food and Superb Drinks

Rochester's Only New York Nite Club

ALL STAR FLOOR SHOW

EDITH KELLY
And Her 6 Manhattan Dots

DEAN & MARTIN
Ballroom Dancers

ADELAIDE COOK
Tap Dancer Extraordinary

THE WYNN TWINS
A Comedy Plot

THELMA WALTERS
Mistress Of Ceremonies
Rochester's All-Time Favorite

3 Complete Shows Nightly

TRY OUR SUNDAY DINNER

FISH CHICKEN, DUCK OR CABBAGE DINNER COMPLETE Per Person \$1

STEAK DINNER \$1.50 Per Person

2 ORCHESTRAS

Cover Charge 25c After 9:30 P. M.

Goodrich OFFERS YOU

Large Solid Mahogany

Cocktail Table 12.50

COMPLETE DISPLAY OF GIFTS FOR THE HOME

At Definitely Lower Prices

Pay a visit to this fine new furniture store and you'll see what is meant by furniture values. We feature Grand Rapids, James town, and Barnard and Simonds of Rochester fine furniture.

GOODRICH

1683 DEWEY AVE.

OPEN EVENINGS GLEN, 4064

OUTSTANDING XMAS VALUES

LAMPS 7.50 up

ROCHESTER'S NEW DOWNTOWN Strand

DIRECTION OF HOWARD C. CARROLL

December 18-19 "SPAWN OF THE NORTH" Dorothy Lamour, George Raft "BLOCKHEADS" Laurel and Hardy

December 20-21 "LETTER OF INTRODUCTION" Charlie McCarthy, Andrea Leeds "PAINTED DESERT" George O'Brien

December 22-23 "THE VIRGINIANS" Gary Cooper "MANNEQUIN" Joan Crawford, Spencer Tracy

December 24 "MYSTERIOUS MR. MOTTO" Peter Lorre, Mary Maguire "REG. BORROW OR STEAL" Frank Morgan, Florence Rice

CASH GIVEN AWAY EVERY WEEK

BINGO

AFTERNOONS 2:30 EVENINGS 8:30

10 TO 3 PM 2 DAY FEATURES! ALWAYS! 15 3 TO 6 PM 500 SEATS NIGHTLY 15

A New Answer... TO YOUR OLD PROBLEM

Thirteen times a year B-ETTES—the modern sanitary protection—will prove a blessing to you! You wear B-ETTES internally—no belts or pins, no slightest betraying sign—but a new sense of freedom, comfort and security—without a chance of odor embarrassment. Approved by physicians. Next time, try the modern way—

Bettes

(TAMPONS—WORN INTERNALLY)

Modern SANITARY PROTECTION

12 for 52c—4 for 10c At Drug and Dept. Stores

MEMBER ROCHESTER CHAMBER OF COMMERCE

"WHO SAID-THERE AIN'T NO SANTA CLAUS?"

**NEVER
BEFORE!**

You Won't Get This Gift Into Any Christmas
Stocking - But It'll Sure Go Into Your Budget!

**NEVER
AGAIN!**

FOR 25 LUCKY PEOPLE!

NEW 1939 MODEL

INCLUDING PHILCO AERIAL AND
INSTALLATION

PHILCO RADIO

TOTAL VALUE \$69.95 • WITH A ONE YEAR GUARANTEE!

—OR YOUR CHOICE OF THE FOLLOWING—

**25
ONLY
BETTER
HURRY!**



AUTOMATIC WASHER!

AUTOMATIC IRONER!

FLORENCE RANGE!

SET OF FOUR TIRES!

VACUUM CLEANER!

LIVING ROOM SUITE!

BEDROOM SUITE!

DINING ROOM SUITE!

GIRLS or BOYS BICYCLE!

FLORENCE OIL HEATER!



**25
ONLY
BETTER
HURRY!**

—AND—

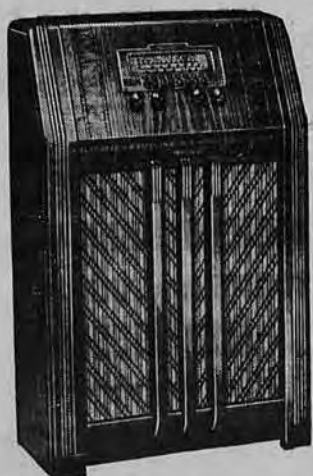
**NATIONALLY
ADVERTISED**

REFRIGERATOR

BOTH FOR

\$144⁵⁰
AND UP

\$5 DOWN—\$5 MONTH



PHILCO MODEL 25XF
Guaranteed 1 Year

Standard American Broadcasts, Day and Night
Foreign and American Short Wave Broadcasts,
State Police and Amateur Broadcasts.

NOTE:—OWING, TO THE IMPORTANCE OF
THIS SPECIAL EVENT AND CLOSE MARGIN
OF PROFIT WITH SUCH LIBERAL TERMS,
WE CANNOT ACCEPT UNION CHRISTMAS
CHECKS!

FAIRPORT STORE
60 NORTH MAIN STREET
FAIRPORT, N. Y.

PHONE
STONE
5007
5008



STONE
PHONE
5007
5008



**NATIONALLY ADVERTISED
ELECTRIC REFRIGERATOR**
GUARANTEED FOR 5 YEARS
(HERMATICALLY SEALED)

NOTE:—IT TAKES BUT A FEW MINUTES TO
OPEN A UNION ACCOUNT... NO RED TAPE
OR EMBARRASSING QUESTIONS... MAKE ALL
PAYMENTS DIRECT TO UNION TIRE CO.

EAST ROCHESTER STORE
114 WEST COMMERCIAL ST.
EAST ROCHESTER

★ 3 BIG STORES TO SERVE YOU ★

CHURCH YULE PARTY

Arthur Mann Auxiliary, St. Paul's Episcopal Church, will give a Christmas dinner today in the parish house. Bishop Bartel H. Reinheimer will be guest

speaker. Mrs. Clifford Moll is chairman, assisted by Mrs. Marvin Crippen, Mrs. Walter P. Titter and Mrs. Alfred M. Wedd. Carols will be sung during the evening.

Auxiliary Waits Christmas Party

Annual Christmas party of the Sacred Heart Ladies Auxiliary will be held today in the school hall. Dinner will be served at 6:15 p. m. followed by entertainment and distribution of gifts.

Miss Zita E. Flangan is general chairman, assisted by Mrs. Robert Kellman, co-chairman; reception committee, Mrs. Peter Feeney, Mrs. Albert Fang, Mrs. Leo Connell, Mrs. William Dietrich, Mrs. Charles Smith and Mrs. Charles Miner; reservations, Mrs. Francis Corrigan; entertainment, Mrs. Paul Bailey; decorations, Mrs. Joseph Shay; gifts, Mrs. Eva O'Brien and Mrs. George Rodwell.

Dinner, Mrs. Harvey Cottler, Mrs. Francis Manning, Mrs. Francis Burns, Mrs. Ella Burke, Mrs. Pearl Walsh, Mrs. George Perry, Mrs. Mayne Uhl, Mrs. George O'Brien, Mrs. Florence Harper, Mrs. George Cannan, Mrs. Chester Hahn, Mrs. Marco Carcelli, Mrs. George Milne, Mrs. E. W. Saunders, Miss Edna Preatman and Miss Teresa Smith; publicity, Mrs. Ramond Jeffery. Guests of honor will be the Rt. Rev. Magr. George V. Burns,

the Rev. John P. O'Beirne, the Rev. Earl E. Ritz, the Rev. Leo E. Hastings, Mrs. Edward Fromm, Dr. and Mrs. Arthur B. O'Brien, Mr. and Mrs. Cornelius Schaeffer and Mr. and Mrs. Thomas Farrell.

Mrs. Frank Spencer, 337 Reynolds Street, see Louise Halner, Goddard and Henry Stephenson in "Dramatic School" at Low's Rochester Theater. Call at The Sun for guest ticket.

Mrs. James Wye, 325 Alexander Street, call at The Sun for guest ticket to "Dramatic School" at Low's Rochester Theater.

Winton Junior Choir Will Give a Tableau

Junior Choir of Winton Congregational Church will give a candlelight service Sunday under the direction of Mrs. Burnett Eddy. A tableau, "The Light of the World," will be presented. Wanda Eddy will be the reader, Harold Kennett the friar and Betty McCallion the Madonna. Shoppers will be portrayed by Stanley Bardwell.

Burnett Eddy, Jr. and Jane James Foley. Harold Wickman, Alan Lowe and Harold Kennett will enact the roles of the three kings. Soloists will include Catherine Bailey, Janet Salomon, Elsie Leavitt, Virginia Schaad and Ruth Quackenbush. Gifts will be presented for the Yule baskets and an offering will be taken for the benefit of the church school.

CENTURY THEATER

BIG XMAS BINGO PARTY

Thursday, Dec. 22
20 Cash Prizes
TOTAL \$200

Matinee 2:30 — Evening 8:30

NOTE—NEXT WEEK

Due to length of show and automobile given away WEDNESDAY—Century Bingo will be played Monday — Thursday and Friday.



YOUR CREDIT IS GOOD

BUY ALL THE WINTER DRIVING ACCESSORIES AND SERVICES YOU NEED ON ROCHESTER'S EASIEST BUDGET TERMS



TIRES BATTERIES HEATERS

PRESTONE SKID CHAINS

You Can Even Budget Payments On Needed Repairs

UNIT PARTS

1185-1223 MAIN ST. E. ROCHESTER, N. Y. CULVER 250

NOW IS THE TIME TO SAVE MONEY

HARD COAL SURE FIRE

EGG STOVE \$9.70
NUT
PEA COAL . . . \$8.25

DOMESTIC DUSTLESS

COKE \$8.50

Pennsylvania's Finest

HARD COAL
EGG STOVE \$10.65
NUT
Pea Coal . . . \$8.75
Buckwheat . . . \$7.75
Rice . . . \$6.75

CALL GLEN 538-537

LAKE COAL & COKE CO. 255 LYELL AVENUE

THE MIRACLE MARKET

THOUSANDS ARE BUYING and
THOUSANDS ARE SAVING
EVERY DAY AT MIRACLE

FREE
Delivery
on Orders
of \$3.00
or Over

694
LAKE
AVE

Near
Driving
Park

You Get the Savings!

Lower overhead costs, fewer supervisory salaries and elimination of warehouse, freight and other shipping charges enables us to do business for less. We pass this saving on to you in the form of Rochester's lowest prices on quality foods. Shop Miracle and save in every department.

Open Friday and Saturday To 9 P. M.

We Reserve The Right To Limit Quantities
WE WILL MEET or BEAT ANY
ADVERTISED PRICE IN THE
CITY!

Del Monte Sale!

Del Monte Corn Large No. 2 Can 3 for 25c

Del Monte Pineapple Juice

2 Large Cans 45c 2 Small Cans 19c

Del Monte Pineapple 3 for 25c

No. 1 Flat Can 4 Slices to a Can

Imperial Pure
VEGETABLE OIL Gal. 74c

EVAPORATED MILK

• VAN CAMPS Tall Can 5c
• ARMOUR'S
• BERGER'S

Flour HECKERS 24 1/2 lb. Sack 75c

Pork & Beans HEINZ 18 Oz. Cans Reg. 12 1/2c Ea. 3 for 29c

Post Toasties [New Large Box 3 for 25c] Box 5c

Catsup 14 oz. bottles 3 for 25c

SUGAR 10 Pounds 44c

SPRY 3 Lb. Can 45c

VELVET FACIAL TISSUES 2 for 9c 150 Count—Reg. 10c Ea.

ROASTING CHICKENS Milk Fatted 4-6 Lb. Average Lb. 21c
LEG of SPRING LAMB Lb. 21c
PORK LOIN ROASTS Fresh Corn Fed Small Rib End Lb. 15c

CHUCK and SHOULDER Beef Roasts Lb. 15c Fresh From Maryland Oyster Beds Oysters Qt. 35c
Cut from U. S. Inspected young steers

—Buy What You Want Of The Chicken Cuts You Prefer—

Chicken Breasts lb. 39c Chicken Wings lb. 20c
Chicken Legs lb. 37c Chicken Necks lb. 12 1/2c
Chicken Livers lb. 45c Chicken Giblets lb. 19c

OUR POULTRY IS NOT COLD STORAGE STOCK

CANNED VEGETABLE SALE

Stock up for Christmas.—Following New York State vegetables, packed for us by Snider Packing Corp.
TOMATOES PEAS SPINACH
CORN WAX BEANS
SHOE STRING BEETS
4 CANS 25c

DAIRY SPECIALS!

EGGS Grade C doz. 25c
IMPORTED Swiss Cheese lb. 27c
CREAMY MILD Cheese lb. 16c
WE HANDLE FULL LINE OF FRO-JOY ICE CREAM AND HOLIDAY SPECIALS

FRUIT and VEGETABLES SPECIALS!

Emperor Grapes 2 lbs. 17c
Lg. Florida Oranges doz. 19c
Green Beans 2 lbs. 19c
Washed Carrots 5 lbs. 10c
Large Bunch Celery 10c

5 COMPLETE STORES UNDER ONE ROOF



A World of Gifts from **Edwards**
THE STORE WITH THE CHRISTMAS SPIRIT

OPEN FRIDAY AND SATURDAY 'TIL 9 P. M.

Offering Our Best Values In A Great 2-DAY GIFT EVENT FRIDAY and SATURDAY

GIFT Lingerie

1.98
EACH

GOWNS . . . of luxurious satins or bright, merrily printed rayon crepes . . . Beautiful models in lace or tailored styles with bias cut.

BED JACKETS . . . You'll look so adorably feminine over the breakfast tray in one of these satin jackets colored in tearose or blue. Many dainty styles from which to make your selection . . .

SATIN DANCETTES . . . "Thanks for being different," says the happy recipient . . . Pure dye silk satin panties with bras to match. Exquisitely trimmed with fine laces and novelty bows . . .

"SEAMPRUFE" SATIN LA-RUE SLIPS . . . Guaranteed seams throughout . . . And you can find your size . . . Tailored or lacy models . . .



What Every Woman Wants . . .

SIZES
Short, 32 to 40
Medium, 32 to 44
Long, 36 to 44
EDWARDS
Second Floor

100,000 Women Can't Be Wrong!
"EDWA" All Silk Ringless
SHEER CHIFFON

Stockings

69¢

IN AN EDWARDS
GIFT BOX . . .

Yes! We have sold more than 100,000 pairs of these particular "EDWA" Hosiery to Rochester women! So well do these superbly made stockings sell — it is necessary for us to plan months ahead in order to keep up with customers' demands . . . Selected silk from tip to toe and double reinforcements at all points of strain. Quality with no skimping . . . Sizes 8½ to 10½ . . . (Also in ringless semi-sheers).

WINTER COLORS

Praline Beige—A smart neutral beige
Charm Beige—A glowing rosy beige
Mist Beige—A medium greyish beige
Tile Beige—A deep burnished beige
Cloudhaze—A distinctive light taupe
French Toast—A sparkling burnt tan
Vivacity—A vibrant rosy copper

EDWARDS, Street Floor



For Every Woman on Your List

"NAME-ON" SCARFS

Cross off dozens of feminine names on your gift list with a gift that's smart and strictly personal. . . NAME-ON scarfs are richly made of acetate crepe in handsome tubular or ascot style. White, black, wine, teal blue, green, rust, gold.

59¢

50 Names Pressed on While You Wait

Agnes	Elizabeth	Jean	May
Alice	Elsie	Josephine	Mildred
Ann	Ethel	Julia	Pauline
Betty	Evelyn	Kate	Peggy
Bertha	Frances	Laura	Rose
Catherine	Florence	Lillian	Ruth
Charlotte	Gertrude	Louise	Sally
Clara	Glady	Lucille	Shirley
Doris	Grace	Margaret	Susan
Dorothy	Helen	Marie	Sylvia
Edith	Irene	Marian	Virginia
Edna	Jane	Miriam	Mabel
	Jean	Mary	



EDWARDS, Street Floor

2 Hours FREE PARKING
With a Purchase of \$1 or more



Copies of
BETTER

Bags

\$1

An Appreciated Gift

HOLD EVERYTHING . . . and that's exactly what these beautiful bags do! Yet they're smart and convenient enough to tuck under your arm . . . Made with expensive features for daytime, afternoon, evening. All nicely lined and fitted and so reasonable in price . . .

SIMULATED LEATHERS
BEADED EVENING BAGS
GENUINE SUEDE

SILK CREPES
MUFF BAGS
FABRICS

EDWARDS, Street Floor

Read The Next 5 Pages of This Special Gift Section, Then Follow The Crowds to EDWARDS.



A World of Gifts from Edwards

THE STORE WITH THE CHRISTMAS SPIRIT

OPEN FRIDAY AND SATURDAY 'TIL 9 P. M.

SALE!
Two & Three
Strand

Pearls \$1

Thrill your friends and loved ones with a gift of Pearls. Attractive two and three strands with rhinestone clasps. Specially priced for Christmas giving.

*Simulated

EDWARDS, Street Floor



Rochester's Largest
Assortment of
MEN'S

Ties
55c

Neat Figures
Large Figures
College Stripes
Flashy Designs
Checks
Plaids
Satin
Capes
All Silk
Mogadores
Twills
Spittfield
Effects
Wools

Patterns To Please All

EDWARDS, Street Floor



For Every Woman
and Child
On Your
GIFT LIST!

Slippers



Child's Woolie

Side-snapping elk boot with warm fleece lining, soft sole and heel. Blue, brown, red.

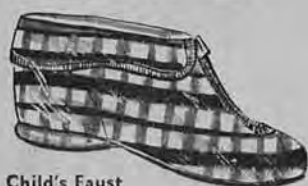
1 19



The Spoolie

A satin sandal, open toe, leather sole, spool heel. Blue with red or wine with yellow.

1 95



Child's Faust

Wooly zipper boot with cozy fleece lining. Turn down cuff. Soft sole and plaid.

1 19



The Bridge

Black leather bridge slipper, leather sole, wood heel, pink satin, quilted lining. Bow trim.

1 39

EDWARDS New Shoe Dept., Third Floor

"Early American" TOILETRIES

Mingled scents of rare pieces and crushed petals of natural flowers made OLD SPICE the favorite fragrance of the Colonial Era... The use of "Early American" toiletries revives this most romantic period. Packages—inspired by sewing, trinket and bride boxes of that day... A reproduction of a Stiegel bottle serves as a fitting vessel for OLD SPICE toilet water. Thus romance of the past is revived for the fastidious taste of today in "Early American" toiletries.



SEWING BOX
TOILET SET \$5

Removable tray and mirror. Dusting powder, toilet soaps, guest soaps, bath salts, toilet waters.



NOTION BOX
TOILET SET \$2

Includes toilet water, talcum, soap and sachet... Grand for gift-giving.

TALCUM
POWDER 50c

With a convenient sifter top that makes it easy to sprinkle and rub on your hands.



DUSTING
POWDER \$1

Very fine texture, in package reminiscent of a woman's hat box of the Early American period.



TOILET
WATER \$1

A Stiegel reproduction, flask; contains four ounces.



BATH
SALTS \$1

Beautifully packed in a replica of an early American salt box... 1 pound.

TOILET
SOAPS \$1

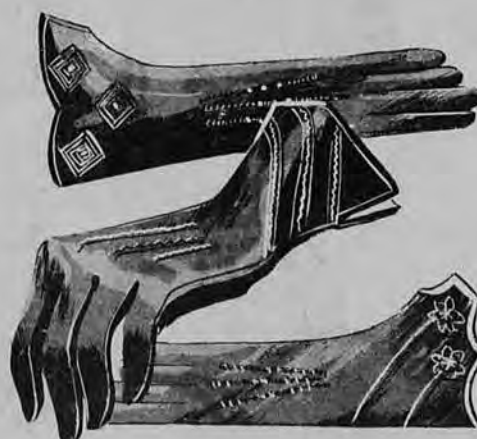
OLD SPICE Toilet Soap: 3 delicately scented cakes cleverly wrapped.



SHAVING
SETS \$2.75

Sensibly styled for masculine tastes... Shaving mug, lotion and talcum.

EDWARDS,
Street Floor



Our Own Importation!

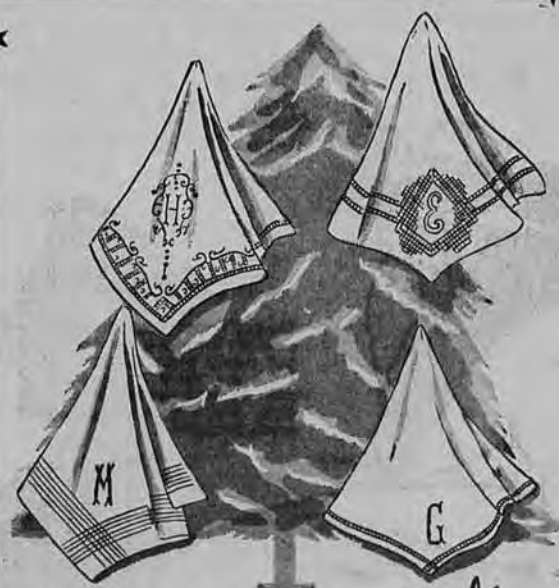
WOMEN'S
REAL

Kid Gloves
1 95

Gift Boxed

Another Edwards Exclusive! We've imported gloves galore—the finest that one of Europe's foremost glove makers had to offer... High quality skins... All in the classic 4-Button novelties... All sizes in slip-on and one clasp styles.

Black—Black with White—Brown—White
EDWARDS, Street Floor



ALL LINEN
Hand
Initialed

Handkerchiefs
25c Ea.

FOR MEN: Good quality white linen, neat 3/4-in. hand-rolled hems, choice of attractive hand embroidered initials.
FOR WOMEN: Fine quality white linen, rolled hems, choice of exquisitely hand embroidered initials.

EDWARDS, Handkerchief Dept., Street Floor



A World of Gifts from **Edward's** THE STORE WITH THE CHRISTMAS SPIRIT

OPEN FRIDAY AND SATURDAY 'TIL 9 P. M.

Positively one of the Best Selections in Town!

MEN'S Super Quality GIFT

WITH
YOUR
MONOGRAM
FREE

Shirts
Regularly More

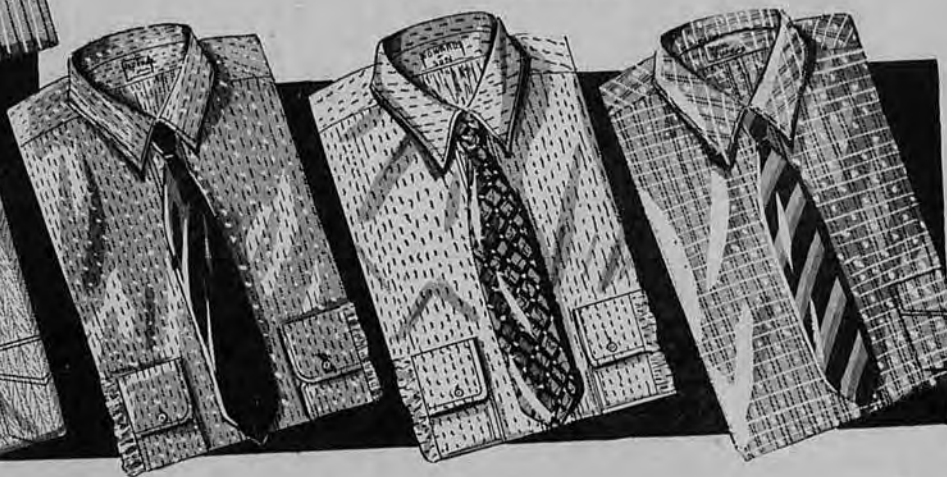
\$1.19
EACH

Men! No longer need you fear shirt collars that decide to give way just before that all important engagement. This new and fresh assortment of quality shirts comes equipped with the famous Non-Wilt collar. They're perfect gift shirts and boast of the fine tailoring found only in better shirts... Novelty Prints and Broadcloths.

Fancy Stripes - Checks - Stripes - Whites!

Sizes 14 to 17

EDWARDS, Street Floor



2 Hours
FREE Parking
With A Purchase Of
\$1 Or More

The
Famous

MAJESTIC

With a
5-yr.
Guarantee

**PEN
AND
PENCIL**

\$1 Set

Full Name
Engraved
In Gold

You'll see at once what a remarkable value this is! Now you may give friends a truly fine set at an amazingly low price! Pens with the new, iridium-tipped points for smooth, effortless writing, free ink flow. Automatic pencils with eraser and extra lead. Multi-color pear, engine-turned gold-finish bands. Sizes for men and women.

EDWARDS, Street Floor



His
Monogram
FREE

What Most Men Want For Christmas!

ALL WOOL
FLANNEL

Robes
4.95

When he settles back—make sure it's in solid comfort and smart appearance... These fine all-wool robes with shawl collars and contrasting piping—or double-breasted style, with notch collar. Finely tailored from extra-quality flannel.

EDWARDS, Street Floor

GIFTS From Our Street Floor STATIONERY SHOP



5 YEAR DIARIES

A daily gift with every page... Complete with lock and key... Choose from red, black, blue, brown.

\$1



WORLD GLOBES

The educational gift for every home... 12 inch globe-half meridian—plus a booklet telling all the facts about interesting places... Globe is in colors.

3.95



ONYX PEN BASE

With an iridium tipped point... Attractively boxed for Christmas giving.

1.25



**ONYX PEN BASE
with CALENDAR**

A festively boxed combination that brings you the famous iridium tipped pen-point.

1.95



Leather BRIEF CASE

For business men or students... Post handle, triple extension lock, all around straps, 4 pockets and zipper. Black or brown.

3.50

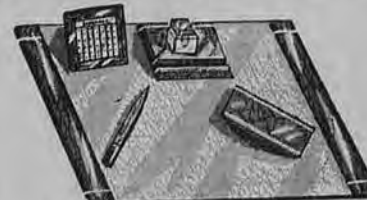


BOXED STATIONERY

Priced so low—and just when you need it most... Highest quality vellum in large single sheets.

50c

EDWARDS, Street Floor



Leather DESK SETS

5 piece set consists of: hand blotter, ink stand, letter opener, calendar... Brown, green, red blue.

2.25



NO CHARGE
for A GIFT BOX
with purchase
of 50c or more

2 Hours
FREE Parking
With A Purchase
of \$1 or More



Hand Made Filet Lace TABLECLOTHS

Exquisitely designed tablecloths—nice enough for your most formal dinners . . . Closely woven in the finest materials, they make a gift you'll be proud to give . . . Years and years of service in everyone of these beautiful coverings . . . 70" x 90".

Others at 5.98 — 6.98 — 7.98
EDWARDS, Second Floor

4⁹⁸



**Christmas
SALE**

**White Goose Down
COMFORTS**

Size
72x84

8⁹⁸

Light as a cloud . . . and designed for real comfort in sleep . . . Covered with luxurious Celanese Rayon Taffeta and filled with the softest, warmest filling obtainable, white down. Many colors from which to choose your gift—comfort . . . Specially priced for Christmas at 8.98.

EDWARDS, Second Floor

A World of Gifts from **Edwards** THE STORE WITH THE CHRISTMAS SPIRIT

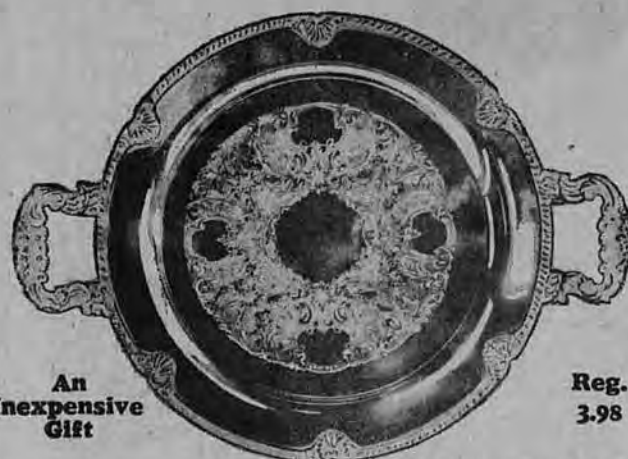
OPEN FRIDAY AND SATURDAY 'TIL 9 P. M.



Regular \$3.50
**IMPORTED RAYON
TABLECLOTHS 1⁹⁸**

That have a quality look—and wear that way . . . Rich, lustrous pastel shades of green, peach, gold, blue or plain white . . . Size 58" x 78".

Reg. 25c Napkins to Match **19^c ea.**
EDWARDS, Second Floor



An
Inexpensive
Gift

Reg.
3.98

Reproduction . . . Sheffield TRAYS 2⁹⁸
A truly impressive gift . . . beautiful, yet practical! Large 16-in. tray with godron or scalloped edge. Elaborately designed handles. Exquisitely engraved center. Bright finish silverplate on sturdy copper base.
EDWARDS, Street Floor

The Perfect Gift! Colored Border FLORALS



\$1

Delightful gifts for the "home-bodies" on your list . . . pictures that look as though they cost much more than a mere \$1. White frames with mats in enchanting shades. 14x18 sizes.

EDWARDS, Fourth Floor

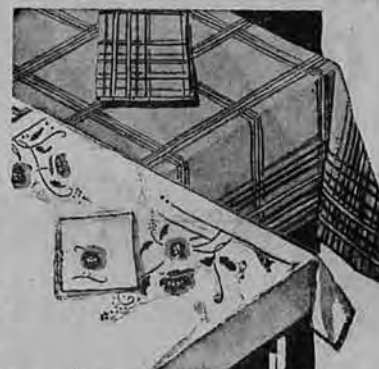
Colorful Linen Sets 2⁹⁸

"Color-Craze" . . . Smartly woven in colored borders on Pure Linen Crash that wears and launders so well . . . Nicely boxed.

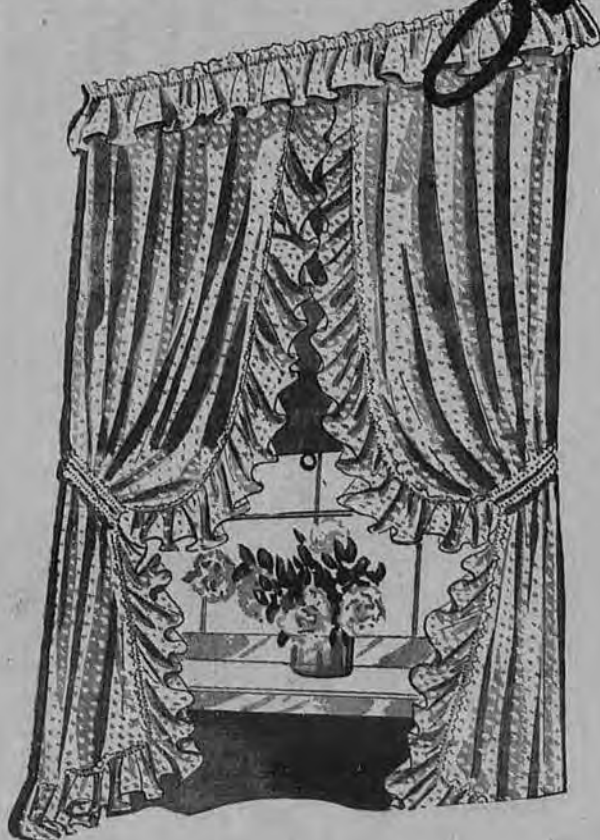
5-Pc Linen Bridge Sets \$1

Beautiful hand applied designs on fine quality linen . . . Exquisitely boxed for gift giving . . . Specially imported for holiday shoppers. Designed to comply with the season's Festive Mood.

EDWARDS, Second Floor



**Brighten Up
Your Windows
for Christmas . . .**



Sale

2000 Pairs Brand NEW CUSHION DOT RUFFLED CURTAINS

Made to
Sell for
1.79

1²⁹
pair

The manufacturer made us a special price concession . . . his way of saying "thank-you" for the tremendous amount of business we've given him all year. And so, in traditional Edwards spirit, we're passing the savings on to you. Every pair of curtains brand new, and made to our rigid specifications for \$1.79 curtains. Come, see them and convince yourself of their values.

- * Extra Fine Quality Dotted Marquisette
- * 92 In. Wide to Pair . . . 2 1/4 Yds. Long
- * Wide Enough to Criss Cross
- * 6 In. Cut Ruffles, Baby Headed
- * Decorators' Tiebacks with Bone Rings
- * Back Hemmed
- * Cream or Ecru

EDWARDS, Fourth Floor

NO CHARGE
GIFT BOX
Purchase of
or more.

Come
TOY
For

Sh
Li-I Abner—
Gallery . . . Ea
less cork balls
an outfit that
delighted with

Unbre
Up to the mi
is this service
are baked on
quent boiling
the decoration

Pop
A fascinatio
or girls. St
ed steel . .
variety of
and over-ag
mer, nails



A World of Gifts from Edwards

THE STORE WITH THE CHRISTMAS SPIRIT

OPEN FRIDAY AND SATURDAY 'TIL 9 P. M.

From Rochester's Most Attractive

Gift Shop



Ivy Bowls

No decorative you'll want several of them. Many styles in assorted colors of pottery and glass.

\$1



Many Way Pillows

Place them in bed in any position to make yourself comfortable. . . . Kappa filled. . . . Green, gold, brown or rust.

2 98



Rustic Mexican WOOD CHAIRS

Something different. Made in blue, yellow, green and red for the sun porch, Spanish room or sun parlor.

3 98

EDWARDS Gift Shop, Second Floor

SALE Famous Westinghouse Electric 2-Heat ROASTERS

Never Before At This Record Low Price

12⁹⁵

The roaster that gives tasty tenderness to inexpensive cuts of meat and retains the full delicious flavor of all foods. Pays for itself in daily convenience and kitchen coolness. Finished in black and chrome. Approved by Underwriters' Laboratories. (Cooking and baking temperatures are controlled by a two-way plug to give high and low heat.)

Read These Important Features:

- Reversible 2-Heat Plug
- Chrome-Plated Steel Lid
- Aluminum Inset Dishes
- Cool Wood Handles
- Baked-on Black Enamel Finish

EDWARDS, Sixth Floor



PAY \$2 DOWN
Balance \$1 Per Week

Come to Edwards TOY TOWN

For Real Values!



Shooting Gallery

Lil Abner—4 color action Shooting Gallery. . . Each gun shoots 20 harmless cork balls without re-loading — an outfit that any youngster will be delighted with. . .

\$1



Play Bathinette

An exact reproduction of the larger Bathinette for babies. . . . Actually holds water, has pockets for all implements. Ivory frame with Pink or Ivory tube.

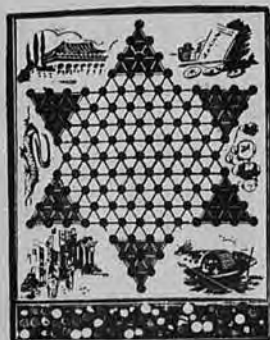
1 69



Unbreakable Toy Dishes

Up to the minute in design and style — is this serviceable Fiesta Set. . . . Colors are baked on for permanence and frequent boiling or washing will not affect the decoration.

\$1



Chinese Checkers

The season's newest fad. . . . This fascinating marble checker game can be played by 2 to 6 people. . . . Set complete with 36 marbles and full instructions.

50c



Pop Eye Nailing Set

A fascinating, constructive toy for boys or girls. . . . Sturdily made in red-enamelled steel. . . . Colored wood pieces in a variety of shapes — can be used over and over again. Set complete with hammer, nails etc.

\$1



DeLuxe Play Stove

Everything a little housewife could ask for in a stove. . . . Highly polished aluminum utensils, including a whistling tea kettle. A big affair — 14" high 14" wide and 7 1/4" deep.

1 95

EDWARDS Downstairs Toy Town

SALE OF COMFORTABLE PILLOW BACK

"T" CUSHION
GIFT

Chairs



\$19⁹⁵
Pay \$2 Down
Balance Monthly

Decorator Styling with Classical Lines!

Deep, Roomy T-Cushion with Multi-Spring Unroll

Padded Armrest "Butterfly" Carved Legs

Form-Fitting, Tufted Semi-Pillow Back!

Big, Roomy, Man-Sized! Durable Tapestry Covers!

Guaranteed Sag-less Innerspring Construction!

While They Last!

Sit in one . . . and relaxed comfort — as you've never known it — is yours. . . . You'll have to see this chair to prove to yourself its truly sensational value. . . . We bought all the maker had to offer of this value, so hurry if you want one!

FREE DELIVERY WITHIN 200 MILES

EDWARDS, Fifth Floor



A World of Gifts from **Edwards** THE STORE WITH THE CHRISTMAS SPIRIT

OPEN FRIDAY AND SATURDAY 'TIL 9 P. M.

Write Your Letters to Santa Claus in Care of Edwards: Santa Broadcasts Every Day 5:30 to 5:45 P. M. Over WHEC.



**DUNHILL'S
Silent Flame Lighter**

Always
Complete
Sellout

\$1



So we've ordered more for holiday buyers... The lighter that works as if magically controlled... The gift surprise for every smoker at home or at business! A copy of Dunhill's famous \$5 lighter... Colorful, non-inflammable bakelite and trimmed with chrome. Black, red, ivory, green.

EDWARDS Clock Dept., Street Floor



**100% Wool
FLANNEL
HOSTESS
ROBES
5⁹⁸**

Figure - flattering robes for home comfort and style... Precision tailoring in the Zipper-Closing model or in the criterion of comfort—Wrap-around... Small, Medium large, or extra-large.

Second Floor



MADE IN ENGLAND
53 PIECE

**Dinner Sets
13⁹⁸**

A distinctive dinner set that will add beauty to your table... Service for 8 people... Patterned in Pink Bristol. The kind of set (and the kind of Price) you've been waiting for.

EDWARDS, Second Floor



GIVE HER THIS BEAUTIFUL
10 PIECE

**Dresser Set
6⁹⁸**

A grand gift—if you can bear to part with it... Each of these gorgeous sets is brought to you in enamel with its beauty enhanced in a trimming of gold... Green, blue, black or brown.

EDWARDS, Street Floor

You'll Cut a FINE FIGURE
In Rochester's Greatest

SALE of the
Nationally Famous

"CANADIAN FLYER"

ICE SKATES

Made to Sell for \$5

for Men
Women
Boys... Girls



2.99
PAIR

The SHOES....

- Genuine Leather Shoe
- 8 oz. Felt Tongue Lining
- McKay Sewn Sole

The SKATES....

- High Quality, Heat Treated Steel
- Tubular Type Skate
- Entire Skate Nickel Plated

EDWARDS Sporting Goods, Lower Floor

Skating, the ever-popular sport with children, is in fashion again with grown-ups, too. Skates of the best quality for all ages and sizes. The skating shoe is made in the laced-to-the-toe pattern with a regular soft toe. The skate blade is made of high quality, heat-treated steel. Let the unusually low-priced "Canadian Flyer" skates solve the problem of what to give anyone who likes to skate. This is one of the most amazing Christmas Gift Sales we have ever been able to bring you. Famous "Canadian Flyer" skates at a fraction of their actual value.



**ASSORTED
POTTERY AND
ALABASTER**

**Lamps
\$5**

Lamps regularly priced at 7.50 brought to you at this special sale price of \$5... Silk covered, rayon lined styles in pleated or stretched shades.

EDWARDS, Second Floor

**ELECTRICAL
GIFTS**



**Samson
COFFEE MAKER 3¹⁹**

Makes delicious coffee without the bitter metallic taste common to metal coffee containers. Complete with glass filter rod. 8-cup capacity.



**Samson
HEAT PAD 2⁹⁸**

Guaranteed for a year. 3 heats; removable, washable cover; rubber covered heating unit. Can be used with poultices or wet compress.

EDWARDS, Sixth Floor



**Samson
WAFFLE IRON 2⁹⁸**

Heat indicator tells you when to pour batter. Die-cast grids, heat-proof bakelite handles and chromium finish. Cord included.

A Guide To Better Buying In
More Than 74,000 Rochester
Homes. News and Advertising
Of Interest To Every Member Of
The Family.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thurs-
day Afternoon. If You Do Not
Receive Your Copy By 6 P. M.,
Phone Stone 6001 and One Will
Be Delivered

VOL. II No. 8

ROCHESTER, N. Y., THURSDAY, DECEMBER 22, 1938

74,300 COPIES DELIVERED

MERRY CHRISTMAS TO ALL!

THE SUN extends sincere greet-
ings to the 74,300 families
who receive Rochester's Outstand-
ing Shopping Guide every
Thursday...and to the merchants
whose advertising makes this
publication possible.

SUN ADVERTISERS

Murray Beauty Salon
McFarlin Clothing Co.
Neisner's
Noah's Ark Stores
Paul J. Noth
Norban's
Patty's Appliance Co.
Paul's Curtain Shop
Payne & Dunham
Peerless Radio Co.
People's Outfitting Co.
Pilling Baby Carriage
Pinnacle Tavern
Pioneer Coal Co.
Pittsford Inn
J. K. Post Drug Co.
Prince Furniture Co.
Projansky Furs
A. L. Proudfoot
Purple & Berhman
Janette Purvin
Red Wing Gas & Oil Co.
Rivers Furniture Co.
Roboff's
Rochester Business Institute
Rochester Brewing Co.
Rochester Curtain Shop
Rochester Dividends Corp.
Rochester Gas & Electric Corp.
Rochester Jobbing House
Rochester Nut Shop
Rochester Simon Pure
Roper Range & Furnace Co.
Rudolph's Jewelry
Sagamote Hotel
E. Kelsey Scott
School of Commerce
Schmidt's Market
Shafer Fur
Seneca Stores
Schick-Shaver
Sibley, Lindsay & Curr
Henry Siebert Sons, Inc.
Small's Jewelry
Snappy Men's Shop
Spain Beauty Parlor
B. A. Speedy, Inc.
The Sport Shop
St. Paul Liquor Store
Standard Brewing Co.
Stephen's Women's Apparel
Sterling Range Corp.
Strand Theatre
Stromberg Carlson Radio
Summit Optical Co.
Sears Roebuck & Co.
Teall's
J. E. Thompson Co.
Turner's Downyflake
Union Tire Co.
Unit Parts
Van Dyk's Coffee
Webber's Market
Weed & Co.
Wegman's Food Markets
Weis & Fisher Furniture
W H A M
Williams Dress Shop

SUN ADVERTISERS

The Jordan Co.
Keller Company
W. K. Kellogg Co.
Kemp Equipment Co.
Key Drug Co.
Kiener Dress Shop
Kiwanis Club
Klass Furniture Store
Koverall Paint Co.
Kreckman Electric
Kresges 5c to \$1 Store
Lake Coal & Coke Co.
Laube's Old Spain
Lauer Furniture Co.
Lever Bros.
Levis Music Stores
Liberty Coal
Likly's
Lincoln Stores
Linen Stores
Livadas Bros.
Lombardo Cleaners
Lotus Tea Garden
Love's Confections, Inc.
Lyon's Furniture Co.
Majestic Furniture Co.
Manhattan Wine & Liquor Co.
Manson News Agency
Harry B. Marcille
Maytag Washer Co.
Meisel Tire Co.
Miracle Market
M. & G. Silk Store
Mohican Co.
Monroe Coal Co.
Moran-Everson Paint Store

SUN ADVERTISERS

Paul DiPasquale
Doyle Gas & Oil Co.
East Ave. Florists
Eastman Theatre
Eddie's Chop House
E. W. Edwards & Son
Everybody's Credit Store
James Field Corp.
Rose Fortuna
Genesee Brewing Co.
Genesee Valley Trust Co.
Gibaud's
Goodrich Furniture Co.
W. T. Grant Co.
H. B. Graves Co.
Gravin's Clothing Co.
Hart's Food Stores, Inc.
Hickson's
Hill Appliance Co.
Hoffman Music Shop
Hollywood Theatre
Holsworth
Horton & Quinn Co.
Howe & Rogers Co.
Hudson Millinery
A. B. Huff
I. S. Hunt Co.
H. L. Hunter Co.
Independent Gas & Oil Co.
L. Itkin
Jean's Cotton Dresses
Bruce S. Johnson

SUN ADVERTISERS

Brighton Place Dairy
Brown's Furniture Co.
Bryan's Drug House
Chas. F. Buelte—Insurance
Burke Furniture Co.
Burke Shoe Store
Catact Brewing Co.
Century Theatre
Champion Knitwear
Chase Garden Store
The Chateau
Churchill Motors
City Delivery & Storage Corp.
City Typewriter
Clark's Market
Clark's Shoe Store
C. W. Claus, Inc.
The Clinton Dress Shop
Collegiate Stationery Co.
Craigie Cream
Catali's
Daw's Drug Co.
De Luxe Laundry

SUN ADVERTISERS

Achter's Dept. Store
Adorable Dress Shop
Agnes Beauty Shop
American Auto Supply
American Brewing Co.
Atlantic Supply House
Avon Shop
Avondale Nut Shop
Auditorium
Barnard, Porter & Remington
Berghash Liquor Store
Black-Diamond Coal
Blackfriars Guild
Bond Clothing Co.
Braun's Radios

Resignation of Mayor Puts City Manager on Spot

Buying Wave Brings Rush of Business to Merchants

Rochester's retail merchants today are willing to admit that there is a Santa Claus. They're as happy as a youngster with a new toy, and all because their Christmas business has been satisfactory.

Best by unseasonable weather, especially a lack of snow, prospects for a profitable holiday business were not too bright a few weeks back. But the picture changed within the last fortnight as a buying wave rolled through downtown stores

with a surge that is expected to continue until the doors are locked Saturday evening.

"Our Christmas business has been excellent," said an executive of a large downtown store yesterday. "And from what I hear the same situation prevails in other stores. We have sold more toys and skates than we expected to sell and a real snowstorm would swell sales of such items to record proportions."

Here, There and Yonder

By CRAY REMINGTON

Men and women residing on streets over which trolleys have jangled and clanged and thumped and bumped for many years have something to be thankful for this Noel season. They expect, at last, to enjoy comparative quiet in their homes.

Obsolete trolleys, with never ending motor and flat wheels pounding over poorly set and obsolete rails, made a veritable bedlam of some Rochester residential thoroughfares and at times really values to nothingness and tired souls, whose physical beings yearned for rest, never could find any. The trolleys wouldn't allow them to.

The greatest rejoicing, perhaps, it not in the city at all, but in Irondequoit where the trolley, in St. Paul Boulevard section, has long ruined a fine residential section by laying tracks in the front yards of homes and using the space needed for walks.

These rattling and mostly empty trolleys, contributed by the last century's engineers, lent drab picture to what should have modern development. It was incongruous and during all the years in which walls from householders arouse in long chorus, politicians and so termed civic leaders remained strangely quiet. It seemed to be something so sacred that none, except the little fellow dared protest.

The St. Paul Boulevard trolley line, believing reports, averaged losses between \$15,000 and \$20,000 annually. None ever pretended to know the answer.

But the Boulevardiers won't be satisfied easily. They will demand, and won't get, more than the obsolete type bus, box like, small and homely. It happens that St. Paul Boulevard is (Continued on Page 6)

Republicans Regard Baker as Opponent of Party Platform

Resignation of Mayor Lester B. Rapp—forecast by The Sun last June—has definitely placed City Manager Harold W. Baker on the spot in connection with fulfillment of the Republican platform.

Sun Calendars

Sun carriers, the boys who deliver The Sun to your home every Thursday, will be calling at the 74,300 homes served by The Sun within a day or two with calendars for 1939. These calendars are handsomely embossed and we bespeak your consideration when your Sun carrier calls.

6 Vets Eligible for Police Posts

Six disabled veterans have first call for promotion to police sergeant, according to Civil Service ratings announced Tuesday.

First is Ray W. Pemberton, 624 Parsells Avenue, who rated third but moved to the top because of disability resulting in the World War.

Vance G. Keeling, 21 Roslyn Street, jumped from twelfth to second because of disability, while Albert Heinkel, 80 Maple Avenue, who was first with no preference claim, dropped to seventh place.

Other disabled veterans in their rating order are: Edward A. Shepard, 142 Woodbine Avenue, third; William T. Hargather, 37 Brayer Street, fourth; Frank D. Fogarty, 90 St. Stanislaus Street, fifth; Edward G. Shafer, 190 Weldon Street, sixth. Shafer jumped from forty-first to his position.

Miss Elizabeth White, daughter of Mr. and Mrs. Ernest L. White of Douglas Road, will return on Saturday from the University of Pennsylvania to pass the holidays with her parents.

Mrs. Edward M. Caffery, 151 Avenue A, call at The Sun for guest ticket to "A Christmas Carol" at Loew's Rochester Theater.

See Chance For Fare Cut In 1940

Perhaps it's the Christmas spirit anyhow, a student of figures told The Sun that there is a chance, possibly remote, but, nevertheless, a chance that trolley and bus riders in Rochester may gain the boon of a lower fare in 1940.

The new service-at-cost contract with the Rochester Transit Corporation is slated for approval by the City Council next week and this contract will place Mr. and Mrs. Car Elder exactly \$182,500 nearer a future fare reduction than was the case when original figures for the contract were considered.

When contract negotiations were started, the RTC mentioned \$9,970,000 as the figure upon which it should receive a return of 5 per cent. This figure, negotiators for the city contended, was the cost value of RTC properties without depreciation.

The original figure, which would have allowed the Transit Corporation a return of \$498,500, was pared to \$8,200,000, the figure that will be in the contract. Under this sum as a base value the RTC will be entitled to a return of \$310,000.

In addition to the 5 per cent return, the Transit Corporation is also entitled to add approximately \$62,000 for renewals and replacements and as a fund for care of pavements in streets where trolley lines have been abandoned.

Records indicate, according to The Sun's informant, that a slight increase in business will mean a lower basic fare in 1940.

This possibility of a fare reduction in 1940 would have been less than a possibility if the City Council had not refused to include an accrued deficit of something like a million and a half dollars in the new contract. This deficit, accumulated since 1933, is carried as a Transit Corporation asset on the contract which will expire on December 31, but it will not appear in the new contract. Actual operation during 1939 is the only factor to be considered in making rates for 1940.

Syracuse Alumni Set Undergraduate Party

Rochester undergraduates of Syracuse University will be entertained at a Chamber of Commerce luncheon Tuesday by the Syracuse Alumni Club. Nearly 150 Orange students, including a number of area athletes, will be guests at this annual affair.

Other guests will be Charles A. Lee, alumni secretary from the university; members of the coaching staff and players from this year's football team. Dr. J. E. Guldin, president of the local association, will preside, toastmaster will be County Judge Elect H. Douglass Van Duser, with G. E. Schumann chairman, Blair Knapp, dean of men at Syracuse, will speak.

lay off tugging those cars and come to the Sun today. You'll get a ticket, instead of giving one, a ticket to see "A Christmas Carol," starring Reginald Owen and Gene and Kathleen Lockhart, opening Friday at Loew's Rochester Theater.



J. & Thompson

PRE-CHRISTMAS CLEARANCE
For Last Minute Shoppers

PAJAMAS 1.79
Formerly To \$2.25

The last word in sleeping pajamas—we have just hundreds of them in all colors and tailored to meet every demand of comfort—also many lace trims, sizes 12-40.

GOWNS... 1.79
Formerly to 2.25

SLIPS... .99c
Formerly to 1.75

BED JACKETS... 1.79
Formerly to 2.25

FLANNEL HOUSE COATS... 4.90
Formerly to 6.50

SLIPPERS
Were 1.19 and higher
NOW 98c

J. & Thompson
78 CLINTON AVE. S.

VISIT OUR SLIPPER BAR In Front of Store
STORE OPEN Dec. 22nd, 23rd, until 9 P. M.

RUDDOLPH'S for GIFTS!

A Man's Most Important Gift... An ELGIN



Give This Streamlined **21-JEWEL "Lord Elgin"** \$55

ACTUAL SIZE

Truly a gift fit for a king, yet moderately priced! 21-Jewels for precision accuracy! Streamlined case in the color of natural gold! A real rugged "he-man" watch that every man will want to own! Guaranteed dependability backed by the maker and Rudolph's!

\$1.50 DOWN — \$1.50 WEEKLY



3-DIAMOND Solid Gold CROSS

The gift symbol... the gift appropriate! Exquisite solid gold cross set with 3-radiant diamonds. Matching chain! For Christmas-giving, there is no finer or more thoughtful gift!

\$7.95

50c DOWN — 50c WEEKLY



12-Pc. DRESSER SET
With Boudoir Clock

12 Beautiful enamel and chrome pieces in attractively lined gift chest! Modern, accurate boudoir clock included! The sure way to win "her" heart!

\$9.95

50c DOWN — 50c WEEKLY

Rudolph's
E. MAIN at SOUTH AVE. JEWELERS
OPEN EVENINGS 'TIL CHRISTMAS

HIT A NEW HIGH



For The Christmas and New Year

WITH A COMPLETE HAIR STYLE AND PERMANENT

\$5

FORTUNA
HAIR STYLING SALON
105 COMMERCE BLDG.
Phone Stone 4691

A SAVING OF \$10.70
When All Three Articles Are Purchased Together



GET ALL THREE FOR ONLY \$34.95 cash price
(Regular Retail Value \$45.65)

1. Remington Rand Electric Shaver
2. General Electric Radio
3. I. E. S. Floor Lamp

ROCHESTER GAS & ELECTRIC CORP.

Yule Mail Peak Expected Today

Christmas mail is moving fast. An avalanche of packages from all sub-stations of the city was being received at the Post Office for outgoing shipment with as great a number coming into the city on trains and buses.

Charles J. Fleckenstein, assistant postmaster, said the climax of the rush will come today, but there is enough help on the job to insure that all gifts will be sent quickly to their destinations.

Start the NEW YEAR right at the STARLIGHT ROOF

New Year's Eve PARTY

- ★ 20 Act Floor Show
- ★ Sagamore Supper
- ★ Nolemonade
- ★ Music by

MORREY BRENNAN

★ Reservations taken now, \$5 per person.

Sagamore Hotel

LAUER'S STOCKS ARE MORE COMPLETE THAN EVER BEFORE—NEW SHIPMENTS ARRIVE DAILY!

WING CHAIR (or Barrel Chair Not Pictured)
From The JAMESTOWN LOUNGE CO.



\$39.50
In Stripes or Figured Damasks or In Pure Fresh Blocked Linen

EVEN IF IT'S PRICE IS MODEST THIS CHAIR
Has The Style And Quality At LAUER'S Only

\$9.95

IN FIGURED DAMASKS—IN STRIPES TOO



Lauer Tier Table In Mahogany \$10



Large Selection of Lamps \$4 to \$12

LAUER'S POLICY OF LARGE SELECTIONS THE YEAR ROUND GIVES LATE BUYERS EVERY ADVANTAGE.

- Knee-hole Desks
- Living Room Suites
- I.E.S. Floor Lamps
- Bedroom Suites
- I.E.S. Bridge Lamps
- Zenith, RCA Radio
- Cocktail Tables
- Blackstone Washer
- Dining Room Suites
- 1939 Sweeper-Vac

LAUER'S 50 STATE ST

Home Bureau Yule Hints

BY MARIETTA Z. DICKERSON

The Rochester Home Bureau has a few suggestions for mothers of little children which have been found helpful at the New York State College of Home Economics.

A place for each child's gifts after he has unwrapped them on Christmas morning will mean much to him and will keep the house in better order for the comfort of all home members.

A waste basket conveniently placed to take care of wrappings from gifts as they are removed will help considerably.

When children are young most parents find that Christmas morning is a better time for celebration than Christmas eve. Safety in decorations must be considered. Glass ornaments for the tree should be left for more mature years. Electric light fixtures should be examined to insure safety. Lighted candles should not be within reach of little children.

If a child received too many things, some of them should be put away for a later use. Too many toys out at a time are confusing and over-stimulating. There are many toys that can be made easily in the home, and the New York State College of Home Economics has published a bulletin, entitled "Home Made Playthings to Promote Success in Routine Activities," that tells clearly how they may be constructed. This bulletin is available at the Rochester Home Bureau, 150 Plymouth Avenue North.

Unblocking at Proper Time Gives Defense Edge in Play

Each week The Sun will present Virginia Levy's description of the bidding and play of an "actual" bridge hand.

By VIRGINIA LEVY

One of the first things a beginner is taught in the play of a hand is how to unblock. It is a simple matter for any player to observe the situation when he must unblock in the play of the dummy. Many otherwise good players fail to take advantage of this extremely important phase of the play, namely, unblocking, in defensive play.

This, of course, is due to the fact that when defending we do not see our partner's hand and, consequently, do not see the necessity for this particular play.

The West player in the following hand succeeded in defeating a three no trump contract by very fine defense which all would do well to study.

NORTH
S 5 2
H K Q
D A 8 7 6 4
C Q 7 3

WEST
S 5 2
H 4 4 3 2
D Q 2
C K 8 2

EAST
S A 10 8 4
H 10 9 3
D J 5 3
C 9 8 7

SOUTH
S Q J 8 3
H A 7
D K 10
C A 10 9 4

North was the dealer and the bidding went as follows:

NORTH EAST SOUTH WEST

1 Diamond Pass 1 spade Pass

2 Diamonds Pass 2 N. Trump Pass

3 N. Trump Pass

West made a very fortunate lead, the five of spades, on which dummy played the nine.

East then, declarer quite correctly ducking. East now laid down his ace and followed with the lead of the jack, which South won with the queen.

South won with the queen.

SMART PLAY

Declarer decided that his best plan of play was to attempt to set up his diamonds. Therefore, he led the king and at this point West did a little thinking. His partner, he figured, had a spade for two to cash, but the difficulty probably would be in trying to find an entry in his hand.

With his club holding, it certainly did not look as if there would be an entry in that suit, and naturally the heart suit didn't look very promising either, with the king and queen in the dummy.

There remained just one possibility, and that was that if East had three diamonds to the jack, certainly not too much to ask, this, of course, would leave declarer with only the doubleton king and the contract could

be defeated by creating an entry in East's hand by means of unblocking with the queen.

With this thought in mind, West dropped his queen on declarer's king, thus unblocking the suit and setting up the jack in his partner's hand for an entry.

CONTRACT DEFEATED

With this defense, there was nothing South could do to avoid going down one. Had West, instead of unblocking with his queen of diamonds, played low on the king, declarer could have led another round of the suit and allowed West's queen to hold the trick. In this way the diamond suit would be set up and East could never get in to take his spade tricks.

Unblocking is just as important to the defense as it is to the declarer's play. The situations where it becomes a necessity, however, are not so easily recognizable. A little time and study of hands of this type might be well worth your while.

New Child Clinic Opens Next Year

Serving the behavior and personality needs of children up to the ages of 21, the city's new Guidance Center, a mental hygiene clinic for youths and children, will open January 1 at 31 Gibbs Street.

The new organization to be supported by the Community Chest and the county, will take over the child study department of the Society for the Prevention of Cruelty to Children.

Mrs. Hugh M. Shirley, chairman of the child study interim committee will be president of the new group, assisted by these directors, Isaac Adler, Whitcomb H. Allen, the Rev. Hubert A. Bisky, Mrs. Adrian G. Devine, County Welfare Director Jesse B. Hannan, Mrs. Jesse S. Horwitz, Miss Sara H. James, Mrs. Louis A. Langie, Miss A. Laura McGregor, Mrs. Henry W. Morgan, Mrs. Judson A. Parsons, John W. Remington, Vilas M. Swan and Judge Henry D. Shedd.

CAROLS FOR CHILDREN

Children's ward of the General Hospital will echo to Christmas carols Saturday night when twenty-five Girl Scouts of Troop 25 will play Santa Claus to the little ones. Each child will be presented with a gift.

Donald Roulan, 260 Scio Street, call at The Sun for guest ticket to see "A Christmas Carol" at Loew's Rochester Theater.

Charles A. Wallace, 476 Goodman Street, South, call at The Sun for guest ticket to "A Christmas Carol" at Loew's Rochester Theater.

Edwards

Luxurious Comforts

8.98

GIFTS For a LAD'S Christmas!

Boys' and Juniors' FANCY

Shirts **89c**

Boys' Gift Neckwear **39c**

The kind of gift ties boys will wear... Plaids, stripes, checks and assorted colors.

Boys' Handkerchiefs and TIE SETS **50c**

Boys' Gift Belts **50c**

Strong belts in black and brown.

Boys' All Wool Toques **49c**

Choose your gift from a complete stock in many assorted colors.

Boys' Fine Sweaters **1.98**

Full zipper—1/2 zipper and crew necks in all the latest patterns and colors at truly great savings.

Boys' Fancy Pajamas **\$1**

Fast color that won't wash out! Cool and middy styles in assorted patterns... Sizes from 8 to 18. A world of wear in every pair of these broad-cloth pajamas.

EDWARDS—Street Floor

FINAL DAYS to Shop for Christmas Gifts..

Store Open Tonight and FRIDAY 'til 9 P. M.

SATURDAY 'til 5:30 P. M.

WHITE GOOSE DOWN FILLED

Light as a cloud. Delightfully warm and comfortable—real luxury at a price you never thought possible. Fine Celanese rayon taffeta plumply filled with white down. Choose from many luscious color combinations.

EDWARDS—Second Floor

Brown & Rose
Peach & Green
Orchid & Green
Rose & Blue

A Gift for the Home! Fine Quality Luxurious CHENILLE

Spreads **4.98**

Smart floral design in two-tone effect on colored sheeting that makes these bedspreads beautiful and useful Christmas gifts... Choose from blue, green, peach, gold, dusty rose, woodrose, tan and brown... For double or twin size beds.

EDWARDS—Second Floor

"EDWA" 45 GAUGE RINGLESS

Stockings **79c pr.**

Legs are in the limelight! Dresses are shorter... so "EDWA" gives you hosiery—smartly designed for leg beauty and practically woven for long wear... Correctly styled for every moment of the day and night.

For Evening
Fine two thread crepes in all silk, high quality.

For Afternoon
Famous Supertwist in 3 threads... All silk.

For Every Day
4 threads in Supertwist with plaited soles.

For Longer Wear
7 thread semi-service weight, with lace welt and sole.

Extra Lengths in 3 and 4 Threads (9 1/2-11)... **89c**

EDWARDS—Street Floor

Sincere Greetings of the Season To All Our Patrons And Friends!

MURRAY'S BEAUTY SALON

43 STONE STREET

A Few Steps From Main St.

PHONE STONE 1485

If You Receive the Wrong Parcel—

We will be very glad to return any parcel or merchandise for you. We can save you many steps and much time. Regardless of the store or ownership of merchandise. By so doing you have saved a loss for someone and satisfied the owner.

CITY DELIVERY

195 SCIO ST. — 0 — STONE 905

Let's Go To **EDWARDS** Jewelry Department To Save On Christmas Gifts

PAY 10% DOWN
Balance Monthly

DIAMOND ENSEMBLES 49.75

Three glorious diamonds in the natural gold engagement ring—three matched diamonds in this harmonizing wedding ring.

Beautiful 9-Diamond SOLITAIRE \$90

If you shop for months to come, you'll never find a value to equal this! Large center stone surrounded by 8 matched diamonds.

Choice Ladies' or Men's GIFT WATCHES 5.95 & up

Sturdy, dependable strap watches for him—dainty bracelet models for her.

Ladies' Delight Square ELGIN \$33.75

Make her happy this Christmas... Pay Next Year

BULOVA Rona \$24.75

In the charming color of natural yellow gold with bracelet to match

13-JEWEL BULOVA \$24.75

The Banker's smart new Bulova Strap Watch

\$24.75 EDWARDS—Street Floor

A Last Minute Reminder GIFT SELECTIONS ARE STILL COMPLETE AT THE ROCHESTER JOBBING HOUSE

GIFTS for MEN

All Wool Campus Coats 5.98 up
Heavy Plaid Jackets 2.98 up
Gen. Suede Jackets 4.98 up
Fleece Back Sweaters 79c
Gen. Horseshoe Jackets 2.98
Corduroy Bush Jackets 2.98
Flannel Wool Blinds
Robes 2.98 up
Double Thick Hooded
Sweat Shirts 1.98
Sherpkin Vests 2.79
Fleece Lined Union Suits 2.50
Gen. Buckskin Jackets 2.89
Dress Gloves 59c up
Dress Rubbers 1.00
Sheepskin Coats 4.98 up

GIFTS for BOYS

All Wool Campus Coats 4.98 up
Heavy Plaid Jackets 1.98 up
Sports Sweaters 1.48 up
Corduroy Knickerbockers 1.98 up
Wool Lounges 1.39 up
Dress Shirts 59c up
Hooded Sweatshirts 1.79 up
Raincoats with Hoods 1.39 up
Corduroy Suits "Niagara" 4.98
Flannel Broadcloth
Pajamas 89c up

GIFTS for WOMEN and CHILDREN

Campus Coats 4.98 up
Gen. Suede Jackets 4.98 up
Child Ski Pants 1.79 up
All-Wool Sweaters 89c up
Ladies' Ski Pants 2.98 up
Ladies' All-Wool
Coat Sweaters 1.98 up
Ladies' Flannel Robes 4.98

EVERY MAN CAN USE ONE OF THESE FINE SWEATERS \$1.39 to \$4.45

Styles: Zipper, button, slip-on,
sports, conservative.
Colors: Brown, blue, grey, taupe,
maroon, oxford, silver
and green.
Materials: Worsted, brushed, suede
gabardine, mohair, and
shakers.



By Alfred Johnson ICE SKATES

Sizes 6 to 12
\$2.99
Others to \$5.50

Famous Lund TOBOGGGANS

Nationally-Famous
extra-low price!
\$1.00
Per Pair

WOOLY—WARM 3-PIECE SNOW SUITS \$2.39

Full-lined ski-pants
with suspenders.
Warm, lined jack-
et. Lined hat to
match. Sizes 3 to 6.
Others to \$10.98

OPEN EVERY EVENING 'TILL 9 UNRESTRICTED PARKING
Rochester Jobbing House
159-161 JOSEPH AVE. COR. NASSAU ST.
STONE 2260

Rochester on Parade ★ ★ ★ By W. L. James



Merry Christmas!
HURRY! HURRY! ONLY TWO MORE SHOPPING DAYS 'TIL CHRISTMAS

THE SAGE OF MAIN STREET:
"I'M GLAD THAT WE LIVE IN A LAND WHERE WE HANG UP OUR SOCKS AT CHRISTMAS TIME INSTEAD OF GETTING A SOCK HUNG ON US"

ZIP
REGULAR REPUBLICAN PARTY

JACK JUMPED OUT OF THE BOX WHEN THE G.O.P. REFUSED TO RAISE HIS SALARY—THE FINAL ECHO OF THIS LEAP WILL NOT BE HEARD UNTIL VOTES ARE COUNTED ON NEXT ELECTION DAY

WHEN A LOT OF US GET TO BE GRANDFATHERS

YES SIR SON—I CAN REMEMBER AWAY BACK WHEN WE HAD TO RIDE TROLLEY CARS TO GET TO TOWN

WHAT WUZ A TROLLEY GRANDFATHER?

Society of Genesee Picks Heumann for Honoring
Sol Heumann, president of Keller, Heumann, Thompson, Inc. will be honored by more than 300 Rochesterians when they gather at the annual dinner of The Society of the Genesee January 23 in New York.

WHAM Highlights

SPECIAL FEATURES
DICKENS — CHRISTMAS CAROL — Saturday, Dec. 24, to 9 p. m.
President Roosevelt lights the National Tree in Washington.
CHRISTMAS COMES TO TIMMY — Sunday, Dec. 25, 1 to 1:30 p. m. An original Christmas drama.
An original Christmas drama.
BETHLEHEM CHRISTMAS FESTIVAL — Sunday, Dec. 25, 10 to 10:30 p. m.
This musical half-hour features the choir of Bethlehem, Pa., with the famous Trombone Choir of the Moravian Church.
CHRISTMAS MORNING SERVICE — Sunday, Dec. 25, 7 to 7:30 a. m.

MUSIC
SUNDAY MUSICAL — Sundays, 12:30 p. m.
ROCHESTER CIVIC ORCHESTRA — Monday, Dec. 28, 9 p. m.
Guy Fraser Harrison conducting.
GERMAN HOUR — Tuesdays, 7:30 p. m.
Charles Rodzinski conducting.
NBC SYMPHONY — Saturdays, 10 p. m.
METROPOLITAN OPERA — Ever Saturday afternoon.
December 31, the opera will be "Lucia Di Lammermoor".

VARIETY
PLANTATION PARTY — Fridays, 9 p. m.
HANK AND HERB — Saturdays, 7:30 p. m.
BARN DANCE — Saturdays, 9 p. m.
MAGIC KEY OF RCA — Sundays, 2 p. m.
JACK BENNY — Sundays, 7 p. m.
CHARLIE MC CARTHY — Sundays, 7:30 p. m.
CARSON ROBINSON — Mondays, 8 p. m.

FIBER MCGEE — Tuesdays, 9:30 p. m.
BOB HOPE — Tuesdays, 10 p. m.
HOBBY LOBBY — Wednesdays, 8:30 p. m.
INTERESTING NEIGHBORS — Thursdays, Dec. 29, 8 p. m.
GOOD NEWS OF 1939 — Thursdays, 9 p. m.
KRAFT MUSIC HALL — Thursdays, 10 p. m.

COMMENTARY
FATHER COUGLIN — Sundays, 4 p. m.
WALTER WINCHELL — Sundays, 9:30 p. m.
FRITZ BROWNELL — Wednesdays and Fridays, 7:45 p. m.
LOWELL THOMAS — Mondays thru' Fridays, 6:45 p. m.
HARRY MC TIGUE — Mondays thru' Saturdays, 6:30 p. m.
NATIONAL RADIO FORUM — Mondays, 10:30 p. m.
PUBLIC INTEREST IN DEMOCRACY — Wednesdays, 10:30 p. m.
This commentary program brings together Mark Sullivan and Jay Franklin in a discussion of the vital topics of the day.
PETER GRANT — Sundays, 8:45 p. m.
FARM NEWS — Mondays thru' Friday, 1:15 p. m.
COURIER NEWS — Saturdays, 11:15 a. m.
YOUR ESSO REPORTER — Four times a day, seven days a week.

WE ALSO RECOMMEND
NBC JAMBOREE — Fridays, 8:30 p. m.
SING ME A SONG — Mondays 8 p. m. and Thursdays, 5:15 p. m.
CHECKER BOARD TIME — Mondays, Wednesdays and Fridays, 12 p. m.
NATIONAL FARM & HOME HOUR — Every week-day, 12:30 p. m.

AT BRAUN'S ONLY
BOSCH & STEWART WARNER RADIOS — BRAND NEW
Bul. not the latest Models
Regular Price \$69.50
You Save \$47.50
\$22.00
• CONSOLE MODELS
• AMERICAN AND FOREIGN RECEPTION
Brand New 1938 Models
PHILCO-RCA-ZENITH! 1/2 PRICE \$1 WK.
XMAS DELIVERY POSITIVELY ASSURED
Stone 122 **BRAUN'S** Stone 122
900 PORTLAND—OPEN EVENINGS

SHIPMENT JUST RECEIVED!
2-TONE COMBINATION LEATHER AND WOOL JACKET
\$5.25
Size 36 to 46
• WOOLRICH ALL-WOOL BODY
• SOFT CAPEKIN LEATHER SLEEVES
• KNIT COLLAR, CUFFS AND BOTTOM
• ZIPPER CHEST POCKET
• ZIPPER FRONT FOR CONVENIENCE
PAY CASH—PAY LESS
Champion
KNITWEAR CO. 71 ST. PAUL ST.
30 Minutes' Free Parking at 3 Station, Bill's, Strand and Sparks
Open Tonight & Friday Till 9

**JUST 3 DAYS LEFT
LAKE'S LADIES STORE
GOING OUT
OF BUSINESS
SALE**
THE ENTIRE STOCK OF OUR
STORES MUST BE SOLD BEFORE
XMAS REGARDLESS OF COST.
DRESSES, GOWNS, LINGERIE AND
SPORTSWEAR AT THE VERY
PRICE YOU WANT TO PAY. THIS
IS ALL NEW STOCK AND MUST
BE LIQUIDATED. SAVINGS OF
NOT LESS THAN 13 TO 34 ON
EVERY GARMENT. FOR FEAR OF
A RIOT WE DARE NOT QUOTE
MANY PRICES IN THIS ADVER-
TISEMENT. WE ADVISE ALL
WOMEN WHO WANT A REAL SUR-
PRISE IN WEARING APPAREL
TO GET TO OUR STORE AS SOON
AS POSSIBLE FOR THE BEST
SELECTION AT THE LOWEST
PRICES. THE SIZES ARE 12 - 52.
OPEN EVERY NIGHT UNTIL 10 P.M.

DRESSES 99c Reg. \$3.95
LAKE'S LADIES STORE
597 HUDSON AVE. COR. CLIFFORD

Go first to Neisner's 5c to \$1.00 Stores

PRICES REDUCED ON XMAS! Gift SLIPPERS for EVERYONE

For Her
Beautiful Satin DORSAYS
Several Smart Styles
BIG VALUE!
37c
* Attractive Colors
Any woman would appreciate this smart gift. We have just the style she would prefer.

TEMPERED S' EEL ICE SKATES
TUBE STYLE
MEN, WOMEN, BOYS'
ALL SIZES
SALE PRICE
\$2.98
SALE

WARM FELT EVERETTS
Attractive Colors
* LEATHER SOLES
SIZES 3 to 9
94c
* LEATHER TIPPED
for extra wear
A real practical gift any woman would enjoy the whole year round.

INDIAN HEAD SLIPPERS
WOMEN'S BOY'S CHILD'S
PADDED SOLES
29c SALE

BOYS-GIRLS WARM SHEEPSKIN Bunny SLIPPERS
REAL VALUE
44c
SIZES TO 2
Soft, woolly slippers to keep little feet warm and the cutest things you've ever seen.

MISSSES' CHILD'S RED or BLUE BOOTEES
SALE
39c
SIZES 5 to 8 1/2 to 2

Mens Leather Sole EVERETTS
A FAVORITE WITH MEN WHO ENJOY COMFORT
94c
* LEATHER SOLES
Ideal Gift For Dad

BOYS' HI-CUT LEATHER BOOTS
FREE KNIFE AND SIDE POCKET
\$1.98 Sizes To Big 6

Womens' Girls GALOSHES
SMART LOOKING! NEAT FITTING!
OUR LOW PRICE
59c
Also New Snapless Styles

CLARK'S FOWL
Young Milk Fatted Roasting CHICKENS 21c lb.
4 lb. AG.
Milk-Fatted Yearling FOWL 19c lb.
3 lb. avg. for friesanes or salad
Fancy Long Island DUCKLINGS 21c lb.
Fancy Watertown GEESE 25c lb.
Northwestern Wheat Fatted Young TURKEYS 29c lb.
Fresh Shucked OYSTERS 35c qt.
Fresh Small Corn Fed PORK Rib End Loin Roast 15c lb.
CHICKENS
Buy What You Want Of The Cuts You Prefer
BREASTS lb. 29c
LEGS lb. 37c
WINGS lb. 29c
GIBLETS lb. 19c
NECKS lb. 12c
LIVERS lb. 45c
CLARK'S MARKETS
600 Jefferson Ave. FREE PARKING At Both Stores
Cor. Bartlett St. Gen. 1417
906 N. Goodman St. Cul. 4679

AUDITORIUM Beg. Monday AT 8:30
3 NITES, MON., TUES., & WED.—WED. MAT.

LABOR STAGE
PINS and NEEDLES
"The Rollicking Musical Revue"
"EXCITING TROUPE"
"ONE OF THE BEST MUSICAL SHOWS OF THE YEAR"..... NEW YORK TIMES
ORIGINAL NEW YORK CAST

NITES—ORCH.: \$2.20, \$1.65, \$1.10
LOGES—\$1.65, BALC.—\$1.10, 55c
WED. MAT.—ORCH.: \$1.65, \$1.10, BALC.: 55c.
POP. WED. MAT.
SEATS ARE NOW ON SALE

SATIRE SANS RANCOR



IRENE FOX **AL ALFALSA**
Featured performers in "Pins and Needles", which will be presented at Auditorium Theatre next Monday, Tuesday and Wednesday.

Original Cast To Put on Show

The original New York cast will present the musical revue, "Pins and Needles," sponsored by Labor Stage and acted by members of the I. L. G. W. U. at the Auditorium Theatre Monday, Tuesday and Wednesday night, with a matinee on Wednesday.

"Pins and Needles," born of the cultural, recreational and educational branch of a labor organization, has been the most sensationally successful Broadway musical revue of the last year.

In song, dance and in satirical skits, "Pins and Needles" lampoons itself and has a general good time ribbing everybody.

CHANUKAH PARTY

Junior League of Beth Shalom Congregation will give a Chanukah party January 7. A bridge party is tentatively scheduled for January 23.

Vincent H. Faga, 388 Selva Terrace, call at The Sun for guest ticket to see "A Christmas Carol" at Loew's Rochester Theatre.

Adrian F. Daansen, 133 Marton Street, see "A Christmas Carol" starting Monday, December 22, at Loew's Rochester Theatre. Call at The Sun for guest ticket.

BLACK MAGIC QUALITY COAL \$10.65
Egg—Stove—Nut
Buckwheat \$7.75 ton
Pea Coal \$8.75 ton
COKE \$9.05 ton
Established for Over 25 Years Phone GEN. 586
PAYNE & DUNHAM

AGAIN THIS CHRISTMAS ITS... LOVE'S for

FRESH, DELICIOUS HOME MADE CANDIES

The Ideal Gift Our Own Home Made CHOCOLATES
Attractively Gift wrapped in 1-2-3-5-lb. boxes, gift card included. Choice of 30 different centers to each pound!

ICE CREAM Special For Christmas!
• Neapolitan • Molloy • Pistachio • Rum & Nut Raisin • Cranberry Sherbet

ORDER YOURS NOW!
Only **25c** per lb. **RED AND GREEN CREAM WAFERS 25c** per lb.

Variety of Hard Candies & Novelties
RIBBON CANDY 25c per lb.
CANDY STOCKINGS 10c • **15c** • **25c** Ea.
All Hard Candy 19c lb.
50% Filled Candy 29c lb.
All Filled Candy 39c lb.

RED AND GREEN MOCASSA POPCORN BALLS 5c ea. • **RED AND GREEN MOCASSA SALTED NUTS 1c** ea. • **RED AND GREEN MOCASSA SALTED NUTS 1c** ea.

334 Monroe Ave. Monroe & Goodman
1286 East Ave. 683 Lake Avenue
598 Main St. 1325 Love Ave.
836 Main St. Corner Ridge Rd.
4340 Culver Rd., opp. Park Entrance

By Way Of Mention

Mr. and Mrs. Victor W. Hunt of Sandringham Road, will entertain at dinner and bridge on Saturday, December 31, in their home.

Mrs. William O. Boswell of Berkeley Street, returned Monday from Cincinnati where she spent several days.

Mr. and Mrs. Henry E. Kil of Cleveland, will spend the holidays with Mrs. Kil's sisters, the Misses Bessie and Mollie F. Sill, of Alexander Street.

Mrs. Harold L. Field of Sandringham Road, will entertain at dinner on Monday at the Chatterbox Club for her son, Harold P. Field.

Mrs. Frederick P. Church of Oxford Street, is spending three weeks in Englewood, N. J., as the guest of her daughter, Mrs. Gerrit V. Weston, and Mr. Weston.

Mr. and Mrs. Robert F. Jones of Clover Road, entertained at dinner on Friday in their home.

Mrs. Charles Esselsteyne of University Avenue, left yesterday for Hingham, Mass., where she will remain for two weeks as the guest of her sister.

Mr. and Mrs. Arthur Q. Pryor of Darlington Street, will entertain at dinner and bridge on Tuesday, January 3, at the Century Club.

Mrs. Charles B. F. Gibbs of Highland Avenue, entertained her duplicate bridge club for luncheon today at her home.

Raymond O. DeMalle of South Goodman Street, flew to Mt. Vernon on Saturday to pass the week-end with Mrs. DeMalle.

Mr. and Mrs. James M. Well of Westminster Road, entertained at dinner on Saturday in their home.

Mr. and Mrs. Charles J. Paisley of Culver Road, will entertain at dinner and bridge next Thursday at the Century Club.

E. F. Wheeler of Westfield, was the week-end guest of Mr. and Mrs. Francis J. D'Amadio of Brunswick Street.

Donald G. Clark of Cobbs Hill Drive, will entertain at a skating party for her son, Donald, on Thursday, December 29, at the Country Club of Rochester.

Frank P. Feedick of Cromwell Drive, returned Saturday from New York where he spent a week.

Miss Marjorie Bruce, daughter of Mr. and Mrs. Nelson F. Bruce of San Gabriel Drive, has gone to Pittsburgh where she will spend Christmas with her daughter, Mrs. Sidney S. Hammond, and Mrs. Hammond.

Harold B. Dugan of Cincinnati, will arrive this week to spend Christmas with his parents, Mr. and Mrs. William E. Dugan, of Park Avenue.

GIFTS OF JEWELRY

From "SMALLS"—28 E. MAIN ST.

Electric PERCOLATOR SET \$7.95
A lovely Gift including the Percolator—Creamer, Sugar and Tray 50c Week

17-JEWEL Streamlined MAN'S 'FAIRFAX' \$14.95
Fitted in natural color gold case complete with matched bracelet. 50c WEEK

For 'HER'—The Lovely LADY'S 'FAIRFAX' \$9.95
Tiny round model, with choice of bracelet or cord strap. 50c WEEK

For 'HIM'—Shockproof BENRUS 'SIGNET' \$19.75
The newest mode in watches—cut-out initials in side panels. 50c WEEK

The Very Popular BULOVA 'RONA' \$24.75
A new square shaped model fitted in engraved yellow gold case. 50c WEEK

A YEAR TO PAY

10-PIECE DRESSER SET \$10.95
50c A WEEK

SPECIAL! ELECTRIC MIXER \$8.95
A famous make, Durable—dependable. 50c A WEEK

Corona Zephyr or Underwood Portable TYPEWRITER with Case \$29.75 up
75c A WEEK

Electric Strike and Chime MANTLE CLOCKS \$9.95 up
Nationally Famous ELECTRIC TOASTER \$7.19
2 slice toaster, Chrome and black.

SPECIAL MICKEY MOUSE WATCHES Reg. \$3.25 Value \$2.29
25c DOWN WEEK

8-Cup Electric COFFEE MAKER \$2.89
Vacuum Style, 8-Cup Size. Complete with Elect. Stove.

FREE PARKING
CASINO PARKING STATION Directly in Rear of Store

RAND Close-Shaver
The Shaver that really Shaves

The Famous RAND \$9.50

The Famous SCHICK The "Regular" \$12.50

The Famous "SUNBEAM" SHAVE-MASTER \$15
50c DOWN

Men's 2 Diamond CAMEO RINGS \$12.95
50c A WEEK

The Gift You Can Give Anyone—A PEN and PENCIL Parker or Sheaffer \$1.95 Up

Streamlined EMERSON \$9.95
50c WEEK

6-Tube ZENITH \$14.95
50c WEEK

START PAYMENTS IN JANUARY

Gifts FOR THE ENTIRE FAMILY

Store Open Christmas Eve and All Day Christmas For Your Convenience

Ladies' All-Wool ROBES \$3.95 up
In navy, royal and wine. Sizes 14 to 20. Small, medium, large. Worth much more.

LADIES' CHENILLE ROBES \$5.45
Reg. \$7.95 Value
In Green, Royal and Light Blue. Zipper and flap-over style. With non-skid belt. Sizes 14 to 20.

Complete line of Men's, Women's and Children's Beacon Flannel and All Wool Robes in all sizes, colors and price ranges.

Ladies' Genuine Berkshire PURE SILK HOSE 69c
First quality full fashioned in chiffons or service weight. Sizes 9 to 11. Ask about our Hosiery Club.

It-Kin Be Had For Less At ITKIN'S

L. ITKIN DRY GOODS
We Deliver Phone Main 482
365 JOSEPH AVE. Cor. Buchan Pk.
Entire Family Outfitters.
Open Every Day and Every Evening Until 10 P. M.

Safety Course For NYA Leaders

Eighteen National Youth Administration recreational leaders are going to school. With a wider scope of first-aid, safety and highway education in mind, the play leaders will take a 10-week course at the Board of Education classrooms.

The training course, under the sponsorship of the Health Education Department of the Board of Education, will offer the latest methods of first-aid treatments and leadership in the event of minor accidents.

After "graduation" from the course, the N. Y. A. recreational leaders will receive advanced first-aid certificates from the Red Cross. The lessons will be given under the direction of Don Bruno, Licensed Instructor, approved by the Red Cross chapter of Rochester. The Youth Administration workers will be under the supervision of Clayton Goodridge, N. Y. A. supervisor.

Central Adds New Pullmans

Forty new streamlined Pullman cars are soon to be put into operation by the New York Central in Rochester.

Similar to those used on Twentieth Century limited and Broadway where they are being built by Pullman-Standard Car Manufacturing Company.

Officials also announced that 75 streamlined, air-conditioned passenger cars will be put into service in anticipation of heavy travel to New York World's Fair.

Open Door Spiritualists List Christmas Party

Tomorrow evening Open Door Spiritualist Church will celebrate its annual Christmas party. Gloria Hutton will speak, William H. Burr will welcome the children to the festivities, Marjorie Hurd will announce the arrival of Santa Claus, and carols will be sung.

Sunday services will begin at 8 p. m.

HALF PRICE SALE

Now clearing these items at half their original prices. Sorry, but we cannot extend credit on these specials. Easy credit terms on the rest of our stock.

FLOOR LAMPS 6-Way Indirect light, Silk Shade. \$5.95	END TABLES Venner Top. \$2.95
HASSOCKS \$98c	5-PIECE BREAKFAST SETS With porcelain top—extending leaf table. \$17.50
DUNCAN PHYFFE TABLE with drop leaf. \$14.50	REG. \$17.50 CEDAR CHESTS \$10.75

KLASS FURNITURE CO.
217 W. MAIN ST. cor BROAD
Open Evenings Until 9 P. M. EASY TERMS

CHILDREN'S YULE PARTY
Central 18th Ward Men's Democratic Club and Women's Auxiliary will give its sixth annual Christmas party tomorrow at 8 p. m. for the benefit of needy children. Joseph J. Minnie is chairman of the men's division and Miss Mary Malone, women's unit.

NEVER A COVER CHARGE

THE NIGHT CLUB
With The Country Club Atmosphere
ROCHESTER'S CLUB BEAUTIFUL

START 1939 RIGHT
Make Reservations Now For Old GALA New Year's EVE PARTY

A Lovely Setting For A Grand SUNDAY DINNER
Fine Food Superb Service Plan Your Party Now!
Full Course Dinner \$1.00 Per Person

VISIT BEAUTIFUL MARTIN'S TERRACE GARDENS
Exclusive, But Ridgeway Ave. Not Expensive.
Turn left at Dewey, One block past Mt. Read Blvd. Phone Glen. 3259.

New Oriental Room New Hawaiian Room

★ STAR STUDDED Floor Show
★ "DICK" STEVENS Orchestra
★ Excellent Food MODERATELY PRICED
★ Superb Drinks Rochester's Foremost Barman
★ MODERATE PRICES

High Spirits Low Prices

HOLIDAY LIQUOR SAVINGS

MONTICELLO SPECIAL 1/2 PT. 5-Year-Old 100 Proof Straight Rye Bottled in Bond **69c**

IMPORTED—20-YEAR-OLD CARTER COGNAC \$2.89 — SPECIAL FULL FIFTH

PURE CALIFORNIA DRY WINES 89c Reising, Barbara, Claret, Burgundy, Sauterne, Zinfandel. FULL GAL.

Bottled in Bond Stone Valley 1 Year Old Straight Whiskey **\$2.49** FULL QUART \$1.29

Pure California Wine Sunny Days Port - Sherry - Tokay, Muscatel Special Reg. \$1.99 **\$1.50** FULL GAL.

IMPORTED 1928 VINTAGE LOUIS ROYER CHAMPAGNE \$2.49 MADE IN FRANCE LARGE SIZE

Urban De Luxe 18 YEAR OLD Pts. **MOUNT VERNON** Pts. 12 Years Old

WIDMER'S TAYLOR'S MAXFIELD'S LARSEN'S GOLD SEAL WINES At Lowest Prices

OPEN ALL DAY DECEMBER 26th

ST. PAUL LIQUOR STORE FREE DELIVERY
1286 ST. PAUL ST. GLENWOOD 4197 Cor. AVENUE C. Ruben Natapow, Prop.

SPORTS

By JOHN BURNS

Baseball, both on the field and in the front office, is replete with unusual happenings, and one of the oddest this correspondent can recall popped up the other day when the Brooklyn Dodgers acquired outfielder Gene Moore from the Boston Bees.

Phone Co. Fights 'Wrong Number'

A "Wrong number" that will cost \$90,000 faces the Rochester Telephone Corporation. It'll be sometime in March or April before the U. S. Supreme Court will decide if the "number" is right. It has agreed to hear the case.

The phone company argues that the wrong number is the contention of the Federal Circuit Court of Appeals that the RTC is subject to control of the New York Telephone Corporation. Right number, says RTC, is the fact that the only connection between the local company and NY Tel. is in phone lines, and not stock control.

Crux of allegations is order of Federal Communications Commission to submit data concerning operations and corporate structure. That's where the \$90,000 comes in. It will require that sum to submit said data. But the local company is not subject to FCC regulation, according to T. Carl Nixon, attorney for the utility.

PARTY SLATED

The Rochester Fourth Degree Assembly, Knights of Columbus, will hold its annual Christmas party today at 8 p. m. in Columbus Civic Center. A business session will be held before the start of the party at which food and cash donations to the Knights of Columbus Christmas fund will be received. Norman A. O'Brien is chairman.

Remington:

(Continued From Page 2)

Ideal for the bus transportation type, with seats on the roof and a rear door exit as well as a front one.

Bus riding to Rochester's lake front in St. Paul Boulevard should be made a gay adventure, they insist, with patrons being attracted by the desire to ride amidst pleasant surroundings as well as by urge to get somewhere.

Undoubtedly summer traffic could be built this way, but Rochesterians insist it will never happen from incentive by Associated Gas & Electric Companies, Inc., still holders of control of the reorganized Transit Corporation.

Now that the women in this district have won one victory, which gradually was gained by economic evolution, they will continue working for another to clear their fine residential district, covering several square miles, of smoke and noise nuisance.

The old R. W. & O. locomotive, built longer than thirty years ago, continues to drag coal, nine cars per load, up the long grade leading from Charlotte to the city line in the Seventeenth Ward.

Soft coal soot from this ancient transportation unit, which, for the railroad's own economy, should have been relegated to the scrap heap years ago, floats over the Irondequoit district in thick layers and otherwise immaculate homes become cleaning jobs.

Only the New York Central Railroad can remedy this deplorable situation and it will not act until it is forced to by public opinion.

When the Kodak plant tried to make its factory cleaner and safer and more economical by installing natural gas this railroad fought its use to retain its profits on coal hauling, and eventually lost. Modernity always succeeds eventually, but always the public must fight to win.

CHURCH FETE TONIGHT
Winton Congregational Church school will hold its annual Christmas party today at 7:30 p. m. Santa Claus will be there to give the children their gifts.

Mrs. James A. McEntaney, 4 Flora Street, see Reginald Owen, Gene and Kathleen Lockhart and Ann Rutherford in "A Christmas Carol" at Loew's Rochester Theatre. Call at The Sun for guest tickets.

Miss Mary M. McMahon, 1134 Genesee Street, call at The Sun for guest tickets in "A Christmas Carol" at Loew's Rochester Theatre.

Better be glad you did, than sorry you didn't.
See Us—Before You Buy
• LINOLEUMS • RUGS
• CARPETS •
Horton & Quinn Co.
430 Main St. E.
Tel. Stone 1266

For ECONOMY And COMFORT

Fill Your Bin With This Dependable Fuel

GLO-BRITE ANTHRACITE COAL
EGG, STOVE or NUT \$10.65 Ton
Pea \$8.75, Rice \$6.75 Buckwheat \$7.75

STANDARD Hard Coal \$9.70 Ton
EGG, STOVE or NUT
Pea \$8.25, Rice \$6.55 Buckwheat \$7.60
Coke GLO-BRITE \$8.75 Ton
STOVE or NUT

GLENWOOD 59-58-57
ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 1525 CLINTON AVENUE NORTH
Fairport Plant, 44 N. Main St.—Brookport Plant, 165 Park Ave.

YOUR CREDIT IS GOOD

BUY ALL THE WINTER DRIVING ACCESSORIES AND SERVICES YOU NEED ON ROCHESTER'S EASIEST BUDGET TERMS

TIRES BATTERIES HEATERS

PRESTONE SKID CHAINS

You Can Even Budget Payments On Needed Repairs

UNIT PARTS Roch. Corp. CULVER 250
1185-1223 MAIN ST. E.

C. W. 'SANTA' CLAUS INC. 5c to \$1 STORES

581 MONROE AVE. Next To Wegman's

405-407 RIDGE RD. WEST Next To Wegman's

GIFTS FOR HER

SILK HOSE 39c pr.
"Lady Isabel" Brand. Every pair first quality. In chiffon or seersucker.

Berkshire Hose 69c pr.

BOXED HANKIES 25c box
1 dainty little embroidered or appliqued hankie in each box.

LEATHER SOLE SLIPPERS 69c

While They Last! FREE SOUVENIRS
Lovely ASH TRAY GIVEN To Our Customers! Ask The Salesgirl For One!

GIFTS FOR HIM

SHIRTS 98c
In Gift Box
White or fast color fancy patterns. Sizes 14 1/2 to 17.

TIES 50c
In Gift Box

FOR THE CHILDREN

Complete Line of **TOYS - GAMES NOVELTIES** 10c

Complete Selection Of Items For A Merry Christmas
TREE ORNAMENTS GIFT WRAPPINGS CHRISTMAS CANDIES
OPEN EVERY EVENING
Monroe Ave. Store Until 9:30 P.M.
Ridge Rd. Store Until 9 P.M.

THE CHATEAU
• Monroe Avenue at the Twelve Corners •

FLOOR SHOW NOW PLAYING
THE NORTONETTES
DEAN & MARTIN
MONA STAFFORD
Terpsichorean Specialties
EDDIE POLO
Rupley's Sensational Group Man
SANDY McDONALD
The Dancing Duke of Jesters
As Master of Ceremonies
FINNEY & ROGERS
Dancing Comedians And Of Course
THELMA WALTERS
"The 'Me' Girl"

ROCHESTER'S ONLY NEW YORK NITE CLUB

PLAN NOW To Be Here For Our GALA NEW YEAR'S EVE PARTY
SATURDAY DEC. 31st
\$3.75 Per Person
Including Dinner, Favors And Novelties
Phone Your Reservations Now

CHOOSE THE CHATEAU FOR SUNDAY DINNER
Our master chefs are famous for their cooking proficiency. Superb service and an inviting atmosphere.

FISH CHICKEN DUCK CAPON
Full Course Dinner Complete
\$1 Per Person
STEAK DINNER \$1.50 Per Person

2 ORCHESTRAS NOW PLAYING
• CONTINUOUS MUSIC •
Hawaiian and Swing Masters

Cover Charge 25c
After 9:30 P. M.

BERGHASH Famous for Fine Wines & Liquors

GIFTS FOR XMAS

• FAMOUS BRANDS •
AT ROCK BOTTOM PRICES

WHOLESALE'S LOSS IS YOUR GAIN
SAVE \$1.25
On Each Quart You Buy (100 Proof Bonded Whiskey)

Bottled in Bond 4-YEAR-OLD 100 Proof Bourbon Whiskey
\$2.29 Qt.

12 YEARS OLD — IRISH WHISKEY
NATIONALLY KNOWN BRAND
2 for \$5.50 Reg. \$3.18 5th \$2.74
90 Proof
Case 12 Bottles \$31.00

QUEEN VICTORIA SCOTCH
100% SCOTCH WHISKIES
The Best Buy in Rochester 2 for \$4.50
Case 12 Bottles \$26.00 **\$2.39** Fifth

RENAULT WINES, Reg. 79c Value
A CLOSE-OUT! Choice of Port, Muscatel, Tokay, Madeira, Sherry
2 Fifth Size Bottles **\$1**

40 YEARS OLD IMPORTED SPANISH BRANDY
(Specially Priced) For This Sale Only
Large 25.6 oz. Bottle **\$3.69**
2 for \$7.00 Limit 2

25 YEARS OLD IMPORTED FRENCH COGNAC
Reg. \$4.95 Value **\$3.59**
Fifth—Limit 2

3 1/2 Year Old California Brandy
WHOLESALE'S CLOSE-OUT!
2 for \$3.00—Limit 2 **\$1.59** Fifth

NO FINER GRADE OF WHISKEY
Ever Offered At This Low Price
BRIARWOOD STRAIGHT RYE WHISKEY **\$1.83**
Case 12, \$19.00 2 for \$3.50 Quart

OUR BIGGEST SELLING WHISKEY
IN RYE OR BOURBON
Compare This Fine Quality Whiskey With Any Other Value
Case 12, \$15.00 **\$1.39** Quart

5 YEARS OLD STRAIGHT RYE
American Bottled in Bond—100 Proof
Sorry, We Can't Mention Distiller's Name at This Low Price
Special! Case 12, \$31.50 **\$2.75** Qt.

100% PURE CALIFORNIA WINE
OUR MONEY BACK GUARANTEE WITH EVERY PURCHASE
Reg. \$2.25 Value
Gallon **\$1.58**
1/2 Gallon **89c**

WHOLESALE'S LOSS IS YOUR GAIN
SHOP EARLY! SAVE!
4 YEARS OLD BOURBON 90 Proof **\$2.19** qt.
5 Qts. For \$10.25

PROMPT FREE DELIVERY
BERGHASH 124 CLINTON SO.
Next to Loew's Theatre
Phone Main 786
FREE PARKING OPPOSITE OUR STORE



at **LOWEST CUT-PRICES**
for THURSDAY, FRIDAY, SATURDAY and SUNDAY

KEY DRUG STORES

3 470 N. Goodman Near Main 92 East Main Near Waller 669 N. Clinton Cor. Lowell 3

XMAS TREE LIGHTS

Regular 40c

Complete With Eight Bulbs And Double Socket

18c



Xmas Wrappings, Cards Tinsels and Ribbons

Regular 10c

8c

3 for 23c

Gifts For The Smoker



Xmas Wrapped CIGARETTES And Lb. TOBACCOS AT LOWEST CUT PRICES



Lb. PRINCE ALBERT IN GLASS HUMIDOR CONTAINER, Reg. \$1.35 **98c**



Complete Assortment of Yellow Boles — Kaywoodies and Franks

PIPES AT LOWEST PRICES

XMAS WRAPPED CIGARS R. G. DUN FORTY FOURS GARCIA GRANDE LA ARORES **98c** Box of 25 **\$1.95** Box of 50

CHURCHILL Candid Type CAMERA

Complete With Leather Carrying Case Takes 16 Pictures On Roll of 127 Film

\$2.89



MARY LINCOLN Xmas Wrapped CANDIES 1 Lb. Box **60c** 2 Lb. Box **\$1.00**

Regular 59c STUFFED ANIMAL T-O-Y-S **43c**

TAMPAX SANITARY PROTECTION WORN INTERNALLY No pins, pads or belts. No odor. Remarkable freedom and comfort. You are unaware of the presence of Tampax. Worth while investigating. Economy Size **98c**



LISTERINE ANTISEPTIC FOR COLDS AND SORE THROATS Largest Size **59c**

ALKALIZE with ALKA-SELTZER Try It For Quick Relief Of HEADACHES, COLDS, SOUR STOMACH, ACID INDIGESTION AND MORE! ING WISKEY **49c** Lg. Size

50c WOODBURY Almond Rose Cream **21c**

50c Jergen's Lotion and 25c Jergen's Cream Both for **39c**

60c WILD ROOT Hair Tonic **2 for 61c**



1.00 BREWER'S Yeast Tablets Bottle of 250 **49c**

20 Double Edge BLADES To Fit Gillette Razor **10c**

35c FREEZONE **16c**



DETECTO SCALES



Reg. 2.50 **\$1.87**



Reg. 4.95 **\$3.19**

OTHER DETECTO SCALES TO \$5.45

75c NOXZEMA Cream **49c**

40c PITCHERS CASTORIA **11c**

50c TEK Tooth Brushes **2 for 51c**

PARKER Fountain Pens & Pencils **1.25 to 10.00**

FREE

Dr. Miles Weather Calender

No Purchase Necessary While Supply Lasts



Electric HEATING PADS

With Switch **89c** Others To \$2.98



JERGENS SETS **25c**

WOODBURY SETS **89c**

Cashmere Bouquet Sets **25c & 49c**

BATH POWDERS **35c up**

EVENING IN PARIS SETS



95c



\$5.00

OTHERS TO \$15.00

CUTEX MANICURE SETS **49c to 2.95**

Evening In Paris Perfume **55c to 5.00**

COTY PERFUME **1.00 to 5.00**

POND BEAUTY SETS **25c and 49c**

Eve. In Paris Powder & Perfume **1.10**

35c POND'S CREAMS

16c

15c CLEANSING TISSUES

Box of 200

6c

25c Extra Heavy

WAX PAPER

125 Feet

10c

LIFEBUOY SOAP

3 for

11c

50c Nickel Plated

CIGARETTE CASES

23c

35c

HILL'S NOSE DROPS

14c

GILLETTE RAZOR SET

\$1.39



Others 49c to \$2.45

PALMOLIVE SHAVING SET **89c**

Other 25c and 49c



GILLETTE DRY RAZOR

The Aristocrat of Dry Shavers

\$20



Ever-Ready Shaving Brushes **39c** Others to \$5

YARDLEY'S Shaving Bowl **\$1.00**

WOODBURY Sets **25c & 89c**

LAVENDER Shaving Bowls **49c**

WRISLEY 49c, 98c, 1.75

Shav. Sets

COTY Shav. Sets **1.75 to 3.50**

YARDLEY Shaving Lotion **65c**

YARDLEY After Shaving Talc **55c**

MENNEN SETS

\$1.09 and \$1.98



HERES A MAN'S IDEA OF Christmas



Bargain For 89c

VOGUE Candid Type CAMERA

\$1.89



Takes 16 Pictures On 1 Roll of 127 Film

REG. 75c McKESSON'S

COD LIVER OIL

2 FOR 76c

Pint Size

Green's Assorted CHOCOLATES

Regular 40c **23c**



10c GREEN'S MINATURE CHOCOLATES

Box **8c** 3 For 23c

Green's Cordial

CHERRIES

Reg. 40c **23c**

lb. box



75c BAYER Aspirin Tabs

Bottle of 100 **59c**

ANACIN Tablets

Bottle of 100 **98c**

35c GROVE Bromo Quinine

24c

PROPHYLATIC Brush Sets

1.00 to 5.95

BORAXO

2 for 25c

LUCKY TIGER SPECIAL

Big Bottles only

79c

Be it to your hair—now. We have the famous Lucky Tiger Hair tonic, regular \$1 size and reg. 50¢ size only. One to each customer only.



FACE POWDER In gay Xmas box. Color has many shades **\$1**

AUTOGRAPHED MAKE-UP SET Powder, Rouge and Lipstick in color harmony. Autographed by famous stars **\$2.50**



OTHER MAX FACTOR GIFT SETS... \$1.50 TO \$9.50

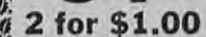
Stock Up! Thrift Package

MODESS

3 Doz. Napkins

54c

2 for \$1.00



Modess



BY IRE
There's one
send the fami
table with
they've eaten
ever' meals
their favorite
dessert.
You may ha
of knowing
nourished, to
gains greater
dietitians eve
makeup of n
eggs, those i
in building
bodies.
There's a
for you, too,
paring the e
able to say t
needn't worr
got that out
morning."
To be sure
desserts alwa
cream as qu
This will pre
fy cream and
to the top of
heavier fru
freeze on th
crystals. Som
be beaten
nearly frozen
Others have
beaten into
pling of crea
this is not n
However,
mixture is o
the cream of
lightness al
whipped into
very finely a
freeze in har
ture. After t
turn the con
one or two o
the normal a
made dessert
at normal.
PRUNE AL
1/2 c sugar
1/2 c water
1/2 c whites
1/2 pint cream
Boll together
water until
thread. Pour
stiffly beaten
ing constant
until cool.
tender, store
a sieve. Me
fold into fl
lemon juice
ly the whip
gas or elect
and freeze w
the cold con
CHOCOLATE
1 oz. chocolate
1/2 c milk
2 eggs
1/2 c salt
Mix chooc
salt and co
Bring to a
or until mix
chill. Whip
stiffness of
fold into
Place in ri
tray and fr
tray atmax
around side
and return
complete th
FROZEN
1 c sugar
1 c water
2 eggs
1/2 c gelatin
1/2 c cold wat
1 c dry bread
cubes
Boll sug
minutes. P
yolks, stirr
in double b
add gelatin
soaked in c
bread crum
beaten egg
fruits and
and fold in
Freeze with
control at
These th
excellent a
meals. You
piquant fla
nut partall
cha ice cre
members o
anything s
late, while
ding is a
pare the
fruits for
whenever
you'll find
touch to y

There's a
for you, too,
paring the e
able to say t
needn't worr
got that out
morning."
To be sure
desserts alwa
cream as qu
This will pre
fy cream and
to the top of
heavier fru
freeze on th
crystals. Som
be beaten
nearly frozen
Others have
beaten into
pling of crea
this is not n
However,
mixture is o
the cream of
lightness al
whipped into
very finely a
freeze in har
ture. After t
turn the con
one or two o
the normal a
made dessert
at normal.
PRUNE AL
1/2 c sugar
1/2 c water
1/2 c whites
1/2 pint cream
Boll together
water until
thread. Pour
stiffly beaten
ing constant
until cool.
tender, store
a sieve. Me
fold into fl
lemon juice
ly the whip
gas or elect
and freeze w
the cold con
CHOCOLATE
1 oz. chocolate
1/2 c milk
2 eggs
1/2 c salt
Mix chooc
salt and co
Bring to a
or until mix
chill. Whip
stiffness of
fold into
Place in ri
tray and fr
tray atmax
around side
and return
complete th
FROZEN
1 c sugar
1 c water
2 eggs
1/2 c gelatin
1/2 c cold wat
1 c dry bread
cubes
Boll sug
minutes. P
yolks, stirr
in double b
add gelatin
soaked in c
bread crum
beaten egg
fruits and
and fold in
Freeze with
control at
These th
excellent a
meals. You
piquant fla
nut partall
cha ice cre
members o
anything s
late, while
ding is a
pare the
fruits for
whenever
you'll find
touch to y

There's a
for you, too,
paring the e
able to say t
needn't worr
got that out
morning."
To be sure
desserts alwa
cream as qu
This will pre
fy cream and
to the top of
heavier fru
freeze on th
crystals. Som
be beaten
nearly frozen
Others have
beaten into
pling of crea
this is not n
However,
mixture is o
the cream of
lightness al
whipped into
very finely a
freeze in har
ture. After t
turn the con
one or two o
the normal a
made dessert
at normal.
PRUNE AL
1/2 c sugar
1/2 c water
1/2 c whites
1/2 pint cream
Boll together
water until
thread. Pour
stiffly beaten
ing constant
until cool.
tender, store
a sieve. Me
fold into fl
lemon juice
ly the whip
gas or elect
and freeze w
the cold con
CHOCOLATE
1 oz. chocolate
1/2 c milk
2 eggs
1/2 c salt
Mix chooc
salt and co
Bring to a
or until mix
chill. Whip
stiffness of
fold into
Place in ri
tray and fr
tray atmax
around side
and return
complete th
FROZEN
1 c sugar
1 c water
2 eggs
1/2 c gelatin
1/2 c cold wat
1 c dry bread
cubes
Boll sug
minutes. P
yolks, stirr
in double b
add gelatin
soaked in c
bread crum
beaten egg
fruits and
and fold in
Freeze with
control at
These th
excellent a
meals. You
piquant fla
nut partall
cha ice cre
members o
anything s
late, while
ding is a
pare the
fruits for
whenever
you'll find
touch to y

There's a
for you, too,
paring the e
able to say t
needn't worr
got that out
morning."
To be sure
desserts alwa
cream as qu
This will pre
fy cream and
to the top of
heavier fru
freeze on th
crystals. Som
be beaten
nearly frozen
Others have
beaten into
pling of crea
this is not n
However,
mixture is o
the cream of
lightness al
whipped into
very finely a
freeze in har
ture. After t
turn the con
one or two o
the normal a
made dessert
at normal.
PRUNE AL
1/2 c sugar
1/2 c water
1/2 c whites
1/2 pint cream
Boll together
water until
thread. Pour
stiffly beaten
ing constant
until cool.
tender, store
a sieve. Me
fold into fl
lemon juice
ly the whip
gas or elect
and freeze w
the cold con
CHOCOLATE
1 oz. chocolate
1/2 c milk
2 eggs
1/2 c salt
Mix chooc
salt and co
Bring to a
or until mix
chill. Whip
stiffness of
fold into
Place in ri
tray and fr
tray atmax
around side
and return
complete th
FROZEN
1 c sugar
1 c water
2 eggs
1/2 c gelatin
1/2 c cold wat
1 c dry bread
cubes
Boll sug
minutes. P
yolks, stirr
in double b
add gelatin
soaked in c
bread crum
beaten egg
fruits and
and fold in
Freeze with
control at
These th
excellent a
meals. You
piquant fla
nut partall
cha ice cre
members o
anything s
late, while
ding is a
pare the
fruits for
whenever
you'll find
touch to y

There's a
for you, too,
paring the e
able to say t
needn't worr
got that out
morning."
To be sure
desserts alwa
cream as qu
This will pre
fy cream and
to the top of
heavier fru
freeze on th
crystals. Som
be beaten
nearly frozen
Others have
beaten into
pling of crea
this is not n
However,
mixture is o
the cream of
lightness al
whipped into
very finely a
freeze in har
ture. After t
turn the con
one or two o
the normal a
made dessert
at normal.
PRUNE AL
1/2 c sugar
1/2 c water
1/2 c whites
1/2 pint cream
Boll together
water until
thread. Pour
stiffly beaten
ing constant
until cool.
tender, store
a sieve. Me
fold into fl
lemon juice
ly the whip
gas or elect
and freeze w
the cold con
CHOCOLATE
1 oz. chocolate
1/2 c milk
2 eggs
1/2 c salt
Mix chooc
salt and co
Bring to a
or until mix
chill. Whip
stiffness of
fold into
Place in ri
tray and fr
tray atmax
around side
and return
complete th
FROZEN
1 c sugar
1 c water
2 eggs
1/2 c gelatin
1/2 c cold wat
1 c dry bread
cubes
Boll sug
minutes. P
yolks, stirr
in double b
add gelatin
soaked in c
bread crum
beaten egg
fruits and
and fold in
Freeze with
control at
These th
excellent a
meals. You
piquant fla
nut partall
cha ice cre
members o
anything s
late, while
ding is a
pare the
fruits for
whenever
you'll find
touch to y

There's a
for you, too,
paring the e
able to say t
needn't worr
got that out
morning."
To be sure
desserts alwa
cream as qu
This will pre
fy cream and
to the top of
heavier fru
freeze on th
crystals. Som
be beaten
nearly frozen
Others have
beaten into
pling of crea
this is not n
However,
mixture is o
the cream of
lightness al
whipped into
very finely a
freeze in har
ture. After t
turn the con
one or two o
the normal a
made dessert
at normal.
PRUNE AL
1/2 c sugar
1/2 c water
1/2 c whites
1/2 pint cream
Boll together
water until
thread. Pour
stiffly beaten
ing constant
until cool.
tender, store
a sieve. Me
fold into fl
lemon juice
ly the whip
gas or elect
and freeze w
the cold con
CHOCOLATE
1 oz. chocolate
1/2 c milk
2 eggs
1/2 c salt
Mix chooc
salt and co
Bring to a
or until mix
chill. Whip
stiffness of
fold into
Place in ri
tray and fr
tray atmax
around side
and return
complete th
FROZEN
1 c sugar
1 c water
2 eggs
1/2 c gelatin
1/2 c cold wat
1 c dry bread
cubes
Boll sug
minutes. P
yolks, stirr
in double b
add gelatin
soaked in c
bread crum
beaten egg
fruits and
and fold in
Freeze with
control at
These th
excellent a
meals. You
piquant fla
nut partall
cha ice cre
members o
anything s
late, while
ding is a
pare the
fruits for
whenever
you'll find
touch to y

There's a
for you, too,
paring the e
able to say t
needn't worr
got that out
morning."
To be sure
desserts alwa
cream as qu
This will pre
fy cream and
to the top of
heavier fru
freeze on th
crystals. Som
be beaten
nearly frozen
Others have
beaten into
pling of crea
this is not n
However,
mixture is o
the cream of
lightness al
whipped into
very finely a
freeze in har
ture. After t
turn the con
one or two o
the normal a
made dessert
at normal.
PRUNE AL
1/2 c sugar
1/2 c water
1/2 c whites
1/2 pint cream
Boll together
water until
thread. Pour
stiffly beaten
ing constant
until cool.
tender, store
a sieve. Me
fold into fl
lemon juice
ly the whip
gas or elect
and freeze w
the cold con
CHOCOLATE
1 oz. chocolate
1/2 c milk
2 eggs
1/2 c salt
Mix chooc
salt and co
Bring to a
or until mix
chill. Whip
stiffness of
fold into
Place in ri
tray and fr
tray atmax
around side
and return
complete th
FROZEN
1 c sugar
1 c water
2 eggs
1/2 c gelatin
1/2 c cold wat
1 c dry bread
cubes
Boll sug
minutes. P
yolks, stirr
in double b
add gelatin
soaked in c
bread crum
beaten egg
fruits and
and fold in
Freeze with
control at
These th
excellent a
meals. You
piquant fla
nut partall
cha ice cre
members o
anything s
late, while
ding is a
pare the
fruits for
whenever
you'll find
touch to y

There's a
for you, too,
paring the e
able to say t
needn't worr
got that out
morning."
To be sure
desserts alwa
cream as qu
This will pre
fy cream and
to the top of
heavier fru
freeze on th
crystals. Som
be beaten
nearly frozen
Others have
beaten into
pling of crea
this is not n
However,
mixture is o
the cream of
lightness al
whipped into
very finely a
freeze in har
ture. After t
turn the con
one or two o
the normal a
made dessert
at normal.
PRUNE AL
1/2 c sugar
1/2 c water
1/2 c whites
1/2 pint cream
Boll together
water until
thread. Pour
stiffly beaten
ing constant
until cool.
tender, store
a sieve. Me
fold into fl
lemon juice
ly the whip
gas or elect
and freeze w
the cold con
CHOCOLATE
1 oz. chocolate
1/2 c milk
2 eggs
1/2 c salt
Mix chooc
salt and co
Bring to a
or until mix
chill. Whip
stiffness of
fold into
Place in ri
tray and fr
tray atmax
around side
and return
complete th
FROZEN
1 c sugar
1 c water
2 eggs
1/2 c gelatin
1/2 c cold wat
1 c dry bread
cubes
Boll sug
minutes. P
yolks, stirr
in double b
add gelatin
soaked in c
bread crum
beaten egg
fruits and
and fold in
Freeze with
control at
These th
excellent a
meals. You
piquant fla
nut partall
cha ice cre
members o
anything s
late, while
ding is a
pare the
fruits for
whenever
you'll find
touch to y

There's a
for you, too,
paring the e
able to say t
needn't worr
got that out
morning."
To be sure
desserts alwa
cream as qu
This will pre
fy cream and
to the top of
heavier fru
freeze on th
crystals. Som
be beaten
nearly frozen
Others have
beaten into
pling of crea
this is not n
However,
mixture is o
the cream of
lightness al
whipped into
very finely a
freeze in har
ture. After t
turn the con
one or two o
the normal a
made dessert
at normal.
PRUNE AL
1/2 c sugar
1/2 c water
1/2 c whites
1/2 pint cream
Boll together
water until
thread. Pour
stiffly beaten
ing constant
until cool.
tender, store
a sieve. Me
fold into fl
lemon juice
ly the whip
gas or elect
and freeze w
the cold con
CHOCOLATE
1 oz. chocolate
1/2 c milk
2 eggs
1/2 c salt
Mix chooc
salt and co
Bring to a
or until mix
chill. Whip
stiffness of
fold into
Place in ri
tray and fr
tray atmax
around side
and return
complete th
FROZEN
1 c sugar
1 c water
2 eggs
1/2 c gelatin
1/2 c cold wat
1 c dry bread
cubes
Boll sug
minutes. P
yolks, stirr
in double b
add gelatin
soaked in c
bread crum
beaten egg
fruits and
and fold in
Freeze with
control at
These th
excellent a
meals. You
piquant fla
nut partall
cha ice cre
members o
anything s
late, while
ding is a
pare the
fruits for
whenever
you'll find
touch to y

There's a
for you, too,
paring the e
able to say t
needn't worr
got that out
morning."
To be sure
desserts alwa
cream as qu
This will pre
fy cream and
to the top of
heavier fru
freeze on th
crystals. Som
be beaten
nearly frozen
Others have
beaten into
pling of crea
this is not n
However,
mixture is o
the cream of
lightness al
whipped into
very finely a
freeze in har
ture. After t
turn the con
one or two o
the normal a
made dessert
at normal.
PRUNE AL
1/2 c sugar
1/2 c water
1/2 c whites
1/2 pint cream
Boll together
water until
thread. Pour
stiffly beaten
ing constant
until cool.
tender, store
a sieve. Me
fold into fl
lemon juice
ly the whip
gas or elect
and freeze w
the cold con
CHOCOLATE
1 oz. chocolate
1/2 c milk
2 eggs
1/2 c salt
Mix chooc
salt and co
Bring to a
or until mix
chill. Whip
stiffness of
fold into
Place in ri
tray and fr
tray atmax
around side
and return
complete th
FROZEN
1 c sugar
1 c water
2 eggs
1/2 c gelatin
1/2 c cold wat
1 c dry bread
cubes
Boll sug
minutes. P
yolks, stirr
in double b
add gelatin
soaked in c
bread crum
beaten egg
fruits and
and fold in
Freeze with
control at
These th
excellent a
meals. You
piquant fla
nut partall
cha ice cre
members o
anything s
late, while
ding is a
pare the
fruits for
whenever
you'll find
touch to y



Call for LAST MINUTE SHOPPERS AT ACHTER'S

387 EAST MAIN STREET NEAR GIBBS STREET

Clip & Save This Ad.
Visit Achter's Every Day

Smashing Windup to a Gala Holiday TOY SALE BRINGS RIOT! THOUSANDS OF WANTED TOYS AT REDUCED PRICES.

SPECIALS

FOR FRI. & SAT. DEC. 23-24th

Assorted GAMES 10c Value 7c	Novelty TOY DOGS 10c Value 4c	Boxed STATIONERY 10c Value 6c
Serving TRAYS Beautifully designed 15c Value 3c	Ladies' Pure Linen HANKIES 5c Value 2 for 7c	Ladies' Xmas Boxed HANKIES Box of 3 25c Value box 14c
Hand Embroidered PILLOW CASES 25c Value each 11c	Ladies' POCKET COMB With mirror in case 10c Value 4c	MEN'S TIES Assorted stripes and prints in Xmas box 25c Value 14c
2-Cup ALUMINUM PERCOLATORS 35c Value 21c	18"x36" Congoleum MATS Slight irregularity 25c Value 6c	70"x80" Extra Heavy BLANKETS Plaid design \$1.49 Value 67c

With This Coupon
Friday and Saturday

Carton of 200 CIGARETTES
All Popular Brands
In Xmas Box
\$1.08

All Rubber Dolls Dolls, drink, wets, 1 1/2 c p. Washable with complete layette in suitcase. \$2.49 Value \$1.87	Betty Wetsy Dolls With table bath, layette and scale in Christmas gift box. \$3.95 Value \$2.74	"Sweetlums" The only drinking and wetting doll with soft, cuddly body. \$1.00 Value 74c
DOLL on Roller Skates With 2 complete outfits in suit case. \$2.45 Value \$1.83	Large NUN DOLLS 30c Value 37c	Poppye NAIL SETS 29c Value 23c
Boys' Soldier Sets 29c Value 23c	Cottage Sets 25c Value 16c	Cuddly DOLL All dressed in dresses, 10c light the little girl. \$1.00 Value 87c
22-Inch BABY DOLLS Dressed in smart organdy frocks. \$1.49 Value 95c	Little Girls' PASTRY SETS She will like this, for it's just like Mother's. 8c	POOL TABLES Just what the boy wants. \$1.00 Value 78c
Assorted GAMES 25c Value 16c	Toy Animals Henry Bear, Panda, etc. \$1.00 Value 78c	Here's Value! Sparkling Mountain Climbers REG. \$1.59 Value 89c
Toy Washing MACHINES 9c	DOLL CARRIAGES 9c	Associated Buddy-L and Kingsbury TRUCKS \$1.00 Value 87c
Ideal for Him or Her! Pedal CARS built to give plenty of service. \$7.50 Value \$5.98	Extra Large TOY CHESTS Just the thing to keep his toys in! \$1.00 Value 87c	Sturdy All Metal SCOOTERS While they last. \$1.49 Value 99c

SPECIALS

For Wednesday Only Dec. 28th

Men's Heavy UNION SUITS 89c Value 47c	Men's Horsehide, Sheepskin Lined GLOVES, Regularly \$1.25, Pair 74c	Men's Suede ZIPPER JACKETS \$3.49 Value \$2.11
3 Way Stretch COMBINATION GIRDLES 39c Value 37c	Women's All Wool COAT SWEATERS \$3.25 Value \$1.17	Children's WINTER COATS, Sizes 3 to 14. \$6.98 Value \$2.49
WHISKEY MUGS 2c	80 Count PAPER NAPKINS Pkg. 3c	SHOE POLISH Black, Brown 2c
PILLSBURY'S BEST PANCAKE FLOUR, Pkg. 7c	42" x 36" PILLOW CASES, 19c Value 7c	Part Linen TOWELING, 2 YDS. FOR 7c
NOTEBOOK COVER Complete with Filler Paper 7c	MOP HEADS 10c Value 5c	Oval Braided RAG RUGS, 29c Value 16c
10c TOOTH BRUSHES 5c	Assorted TOILET SOAP, 5c Value, Bar 2c	Part Linen DISH TOWELS, 10c Value 5c

With This Coupon
Wednesday

J & P Coats' 6-CORD
Machine Tread
2 for **5c**

SPECIALS

For TUESDAY Only Dec. 27th

Men's WORK SOX Part Wool 19c Value 7c	Men's Coat SWEATERS 11.00 Value 57c	Lifebuoy SHAVING CREAM 25c Value 15c
Boys' All Wool Melton JACKETS Full Zipper \$2.49 Value \$1.77	Ladies' Rayon Taffeta SLIPS 49c Value 25c	Ladies' Rayon HOSE 19c Value 9c
Women's HATS Value to \$2.98 64c	Extra Strong CARPET and Baiton THREAD 2 for 5c	CLEANSING TISSUES pkg. 6c
36" Fast Color PERCALE 15c Value 8c	Children's TRAINING PANTS 6c	O.N.T. CROCHET COTTON 3 For 10c Value 11c
Infants' LONG HOSE 10c Value 5c	Large Size SPONGES 10c Value 5c	IRONING BOARD PADS 2 For 25c Value 19c
72x90 SHEETS 49c Value 29c	Large Size Water TUMBLERS 5c Value 2c	Assorted Cut Glass STEMWARE 6c

With This Coupon
Tuesday

IVORY SOAP 2 for
Medium Size Bar
7c

Offering Our Best Values at Bargain Prices!

Christmas Boxed STATIONERY 24 Sheets 24 Envelopes 29c Value 19c	Ladies' Christmas Boxed HANKIES Hand Em- broided 30c Value box 33c	10 Piece Chrome Trim DRESSER SETS In Large Silk Lined Case \$5.95 Value \$4.37	Genuine Leather MEN'S SETS Complete with Cigar- ette Case Key Case & Bill Fold 89c Value 37c	New! Modern! CLOTHES HAMPER Pearl Wick Top and Front Approved by Good House- keeping Institute \$2.97
--	---	--	---	---

Special Value!
FOR HIM
Fine Quality Broadcloth PAJAMAS
All sizes and Colors.
\$1.00 Value
77c

Special Value!
FOR HER
Satin & Bomberg SLIPS
Beautifully Embroidered
\$1.00 Value
78c

Note Our Low Prices.
Then Compare With What You Are Paying Elsewhere.
You'll Be Surprised At The Savings Achter's Offer You

7 Light Indoor or Outdoor TREE SETS
With rubber coated wire and add-on plug. Each bulb burns independently of the others.
\$1.00 Value
59c

8 Light TREE SETS
With Add-On Plug.
set **19c**

SNOW—Fire Proof pkg. **4c**

ICICLES—Fire Proof pkg. **4c**

Mazda Tree BULBS 2 for **9c**

Metal TREE HOLDERS **43c**

450 Ft. Colored Wrapping TWINE roll **8c**

Extra Special 24 Sheets White Gift WRAPPING PAPER 7c roll
10c Value

SPECIALS

For THURSDAY Only Dec. 29th

Men's Cotton HOSE 10c Value Pair 4c	Men's Good Flannel SHIRTS 79c Value 47c	2 Piece CORDUROY SUITS FOR BOYS. \$3.95 Value \$2.21
LADIES' RAYON PANTIES 25c Value 11c	Ladies' Embroidered HANKIES, 5c Value 2c	Children's 10% Wool Silk Striped UNION SUITS At 43c
Sanitary NAPKINS, Box of 12 8c	Solo Hair CURLERS, 5c Value Each 2c	Large DRESSING COMBS, 10c Value 4c
27-INCH OUTING FLANNEL 12 1/2c Value, 2 YDS. FOR 13c	Household PAPER TOWELS, 10c Value, Roll 3c	125 FT. WAX PAPER In Cutter Box, Roll 9c
Aluminum DOUBLE BOILERS 49c Value 28c	PENCIL POUCHES with 4 Pencils, Complete 6c	5c Paring KNIVES 2c
Infants' 3-pc. Knit LEGGINGS SETS. \$1.49 Value 74c	ADHESIVE TAPE, 1x1 ... 2c	CUPS & SAUCERS, 5c Value, Each 2c

With This Coupon
Thursday

Palmolive, 2 for
Soap **7c**

★
DRASTIC REDUCTIONS
Will Be Made On All
★ **TOYS** ★
AFTER 5 P. M.
Saturday, December 24th
★

Extra Special!
Lincoln Log SET
Educational and
lots of fun for the
boy.
\$1.00 Value
67c

It Buzzes!
It Flashes!
It Clicks!
Western Union
Radio Telegraph
SIGNAL SET
\$1.00 Value
84c

STORE
OPEN
Every Night
Until
9:30 P. M.
INCLUDING SATURDAY
OPENS EVERY DAY AT 9 A. M.
FREE PARKING
At the Gibbs Street Station
Opposite the
Y. M. C. A.

ACHTER'S BARGAIN ARCADE 387 EAST MAIN ST., NEAR GIBBS ST.
AND 35 GIBBS ST., OPPOSITE EASTMAN THEATRE
PHONE, STONE 1880-1882
Rochester's Busiest New Department Store



THE WAY TO A MAN'S HEART
BY IRENE MUNTZ

There's one sure fire way to send the family away from the table with impression that they've eaten one of your "best ever" meals and that is to serve their favorite ice cream for dessert.

You may have the satisfaction of knowing that they're well nourished, too, for ice cream gains greater popularity with dietitians every day, due to its makeup of milk, cream and eggs, those important elements in building strong, healthy bodies.

There's a lot of satisfaction for you, too, when you start preparing the evening meal to be able to say to yourself "Well, I needn't worry about dessert, I got that out of the way this morning."

To be sure of smooth, creamy desserts always freeze your ice cream as quickly as possible. This will prevent the light, fluffy cream and eggs from rising to the top of the tray while the heavier fruit juices or milk freeze on the bottom in icy crystals. Some desserts should be beaten thoroughly before frozen to prevent this. Others have enough lightness beaten into them by the whipping of cream and eggs so that this is not necessary.

However, always be sure a mixture is cold before adding the cream or it will lose all the lightness and air you have whipped into it. Chop all fruits very finely so that they won't freeze in hard lumps in the mixture. After the dessert is firm, turn the container back to a point one or two degrees colder than the normal setting. Most home-made desserts become too soft at normal.

PRUNE AND NUT PARFAIT
1/2 c sugar 1/2 c prune pulp
1/2 c water 1/2 c lemon juice
2 egg whites 1/2 c nutmeats, finely chopped
1/2 pint cream

Boil together the sugar and water until the syrup spins a thread. Pour gradually over the stiffly beaten egg whites, beating constantly. Continue beating until cool. Cook prunes until tender, stone and force through a sieve. Measure one cup and fold into fruit mixture. Fold in lemon juice and nuts and lastly the whipped cream. Turn into gas or electric refrigerator tray and freeze without stirring with the cold control at coldest point.

CHOCOLATE MOCHA ICE CREAM
1/2 c chocolate 1/2 c strong coffee
1/2 c milk 1/2 c whipping cream
1/2 c sugar 1/2 c vanilla
1/2 t salt

Mix chocolate, milk, sugar, salt and coffee in a sauce pan. Bring to a boil, cook 3 minutes or until mixture is smooth, and chill. Whip cream to the consistency of a soft custard and fold into chocolate mixture. Place in refrigerator freezing tray and freeze with cold control at maximum until firm 1 1/2 hours around sides of tray. Beat well and return to refrigerator to complete the freezing. Serves 5.

FROZEN PLUM PUDDING
1/2 c sugar 1/2 c orange
1/2 c water 1/2 c seeded raisins
2 eggs 1/2 c citron, candied
2 t gelatin 1/2 c cherries, mixed
2 t cold water 1/2 c nutmeats
1 c dry bread crumbs 1 c whipping cream

Boil sugar and water 5 minutes. Pour over beaten egg yolks, stirring constantly. Cook in double boiler until thick and add gelatin which has been soaked in cold water. Cool, add bread crumbs and fold in well beaten egg whites. Then add fruits and nuts, chopped fine, and fold in whipped cream last. Freeze without stirring with cold control at maximum.

These three desserts give an excellent assortment for winter meals. You'll be surprised at the piquant flavor of the prune and nut parfait. The chocolate mocha ice cream will satisfy those members of the family who like anything so long as it's chocolate, while the frozen plum pudding is a grand dessert to prepare the day you cut up the fruits for your fruit cakes and whenever you prepare them you'll find they add a festive touch to your meals.

Holy Apostles Group Elects New Officers
Officers elected by Holy Apostles Auxiliary are: Spiritual Advisor, the Rev. William Ayres; president, Mrs. Leona Gifford; past president, Mrs. Catherine Speckgoor; first vice president, Mrs. Hazel Wachter; second vice president, Mrs. Catherine Quigley; recording secretary, Mrs. Mary Dalton; financial secretary, Mrs. Frances Kase.

Treasurer, Mrs. Anna Johnson; messenger, Mrs. Florence Gottmeier; sentinel, Mrs. Katherine Keon; guard, Mrs. Mary Pris Pericelli; board of trustees, Mrs. Mae Dunham, Mrs. Mary Sheehan and Mrs. Carrie Raymond; delegates to district auxiliary, Mrs. Speckgoor and Mrs. Dunham; medical examiner, Dr. J. H. Kemp.

Hardware Group Elects Officers

New Officers have been elected by the Rochester Hardware Association.

William Van Dussen was named president; Harold Clark, vice president; George Waterhouse Jr., secretary; William Lauterbach, treasurer, and J. P. Josh, financial secretary.

New directors include Phil Outkin, Harris Hammond, James Shatzel Jr., George Waterhouse Sr., Frank Pommerening and Harvey Hunt. A directors' meeting has been called for January 14, when committees will be appointed.

If Weight is Your Problem Night School Offers Help

Throughout the country there is a greater interest on the part of the public towards recreational education. The present recreational program in Rochester differs widely in its objectives from the pre-depression "night school." The schedule of the old night school usually called for certain subjects selected from the regular school curriculum. The only difference was that it was taught in the evening.

The recreational program of today approaches the problem from the standpoint of needs and desires of the adult person who has in many cases completed formal schooling, but desires to continue his education on subjects to relax his mind as aid his general health.

Women whose problem is weight will find a solution in the special reducing classes offered at John Marshall High School. Youths who lack knowledge of popular sports such as basketball, badminton, tennis and golf, may now learn all of these games, plus many other physical subjects, at any of the high schools.

\$87,800 Security Claims Paid by Local Office

One thousand eight hundred eighty-one social security claims have amounted to \$87,800 have been paid out by the Rochester office of the SX SSB, since it opened, according to figures released by Walter Kruesel, manager.

Claims this year were 800 more than last when only 626 were filed. The approximate 3 1/2 per cent of the eligible wages received by workers. Too, it was noted that only 31 per cent of death benefit claims were paid in the Rochester district, making this area far ahead in of the state and nation, according to Kruesel.

NOW IS THE TIME TO SAVE MONEY

HARD COAL	DOMESTIC DUSTLESS	Pennsylvania's Finest
SURE FIRE	COKE	HARD COAL
EGG STOVE \$9.70	\$8.50	EGG STOVE \$10.65
NUT		NUT
PEA COAL ... \$8.25		Pea Coal ... \$8.75
		Buckwheat ... \$7.75
		Rice ... \$6.75

CALL GLEN 538-537
LAKE COAL & COKE CO. 255 LYLE AVENUE

THE MIRACLE MARKET

Our Gift To You—THUR. - FRI. - SAT.
RECORD LOW PRICES
ON ALL HOLIDAY FOODS

694 LAKE AVE
Park Near Driving

STOCK UP AND SAVE!
Plenty Of Free Parking Space
Drive Out!

Fancy Northwestern Wheat Fatted	LB.	29 ^c
YOUNG TURKEYS		
Milk Fatted Tender Young (4 lb. average)	LB.	21 ^c
ROASTING CHICKENS		
Milk Fatted (3 lbs average) For Fricassee or Salad	LB.	19 ^c
YEARLING FOWLS		
Fancy Long Island	LB.	21 ^c
DUCKLINGS		
Watertown	LB.	25 ^c
FANCY GEESE		
Fresh Corn Fed Small	LB.	15 ^c
PORK LOIN ROASTS Rib End		
FRESH SHUCKED OYSTERS	qt.	35 ^c
Direct From The Oyster Beds		

All Poultry Dressed by Experts Who Know How. All Turkey Tendons Removed — No Extra Cost.

CHRISTMAS DELICACIES

To add extra zest and appeal to your holiday feast. Now at genuine savings.

LARGE No. 2 1/2 CAN		
PUMPKIN		
CRANBERRY SAUCE	Your Choice	9 1/2^c
FRUIT COCKTAIL California Pack	Can	
SHRIMP		
ANCHOVIES Rolled or Flat		CAN 10 ^c

Buy What You Want Of The Chicken Cut You Prefer

Chicken Breasts	lb.	39 ^c
Chicken Legs	lb.	37 ^c
Chicken Livers	lb.	45 ^c
Chicken Wings	lb.	20 ^c
Chicken Necks	lb.	12 1/2 ^c
Chicken Giblets	lb.	19 ^c

OUR POULTRY IS NOT COLD STORAGE STOCK

N. Y. STATE MILD		
CHEESE lb.		13 ^c
FANCY CREAMERY		
BUTTER lb.		28 ^c

FRO-JOY		
Fancy Decorated Holiday		
ICE CREAM CAKE		
35^c		
Serves 4 Persons		

Sunshine		
CRISPY CRACKERS	Box	12 1/2 ^c
XXXX SUGAR	Pound Box	5 1/2 ^c
Swansdown		
CAKE FLOUR	BOX	20 ^c

VAN CAMPS MILK		
As Usual Will Be Sold For		5 ^c
Tall Can		

CHOCOLATES		
5-Pound Box		74 ^c

SWEET PEAS		
Sifted, Wrinkled 4 No. 2 Cans		25 ^c

CASHEW NUTS		
WHOLE lb.		25 ^c

MINCE MEAT		
Armour Brand 3 Pkg. For		25 ^c

Beautiful Chromium
SERVING TRAY for only **6^c**
Quantity Limited to 1000

WE WILL MEET OR BEAT ANY ADVERTISED PRICE IN THE CITY
We Reserve The Right To Limit Quantities.

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE
For The Convenience of Our Customers We Are Open This Week Thursday, Friday, Saturday Evening Until 9 P. M.

BAKERY SPECIALS		
Large Assortment of Plain and Danish		
KUCHENS		15 ^c
Soft White and Whole Wheat		
DINNER ROLLS doz.		9 ^c
Pumpkin-Mince-Apple		
PIES Each		19 ^c
Also Large Assortment of Fruit Pies		
Large Sunkist		
ORANGES doz.		23 ^c
Large Family Bundle		
CELERY		10 ^c
Diamond No. 1		
WALNUTS lb.		23 ^c
Jersey Sweet		
POTATOES 3 lbs		10 ^c
Iceberg		
LETTUCE 2 hds.		15 ^c
U. S. No. 1 Large		
TANGERINES doz.		17 ^c

5 COMPLETE STORES UNDER ONE ROOF

City To Fight
51 Tax Suits

William H. Emerson thought he had disposed of the 59 "reduce-my-taxes" suits, up bobbed 51 more reassessment proceedings.

It would appear that scientific assessment isn't scientific enough to satisfy some taxpayers.

Chamber Waits
Officers' Dinner

President, Bernard E. Finucane; first vice president, Warren S. Parks; second vice president, Raymond N. Ball; third vice president, William H. Goraline; treasurer, Erwin S. Davenport; assistant treasurer, Robert O. Roberts.

That is the slate of officers to be inducted at the annual dinner of the Chamber of Commerce, January 18. These men were named trustees, terms to expire December 31, 1941: Alexander M. Beebe, finance; Benjamin J. Forman, George H. Hawks, Harmon Henshaw, Heumann, Albert A. Hopeman, Arthur H. Ingle, Louis W. Johnston, Frederick K. Knowlton, Lovejoy, Frank W. Moffett, Carl S. Potter, Thomas A. Sharp, James H. Slocum, Edwin Allen Stebbins, Lewis B. Swift and Raymond L. Thompson.

Douglas C. Townsend was named to fill the unexpired term of Samuel T. Nivling as trustee since he was elected to the advisory council. Joseph M. Neisner was selected to fill the unexpired term of Jacques L. Meyers.

Samuel T. Nivling and Wesley M. Angle, former presidents, were advanced to the advisory council.

U. R. Offers
Tea Dance

The University of Rochester will again play host to 750 out-of-town collegians returning home for Christmas vacation at its annual intercollegiate tea dance Tuesday, December 27, from 3 to 6 p. m. in Todd Union, River Campus.

As in the past, out-of-town students returning home may expect to find most of their friends at this cosmopolitan affair.

Ray Bondi, '40, is chairman of the dance committee, assisted by Dave Stewart, Sam Battle, Douglas Emond, Dick Coyne and William Souers. A prominent orchestra will play.

Bonnie Hansen, 157 Mulberry street, call at The Sun for guest ticket to "A Christmas Carol" and "Young Dr. Kildare" at Loew's Rochester Theater.

Miss Annie E. Aab, 274 Aberdeen street, call at The Sun for guest ticket to "A Christmas Carol" at Loew's Rochester Theater.

Miss Vera Traubel, 43 Ely street, see "A Christmas Carol" with Reginald Owen, Gene and Kathleen Lockhart and Lorne Carter at Loew's Rochester Theater. Call at The Sun for guest ticket.

Sagamore Host



MORREY BRENNAN

Big and genial Morrey Brennan and his smooth band will play for New Year's eve merry-makers at the Sagamore Starlight Roof. Lee Johnson, Sagamore manager, persuaded Brennan to abandon plans for a holiday and remain here to entertain Sagamore guests as they hail the new year.

U. of R. Equalizes
Men's "Dorm" Rates

University of Rochester will equalize rates in the dormitories of the College of Men, beginning next year, according to Arthur S. Gale, dean of the men's college.

All rooms with one window, now costing \$120 to \$180 a year will be rented at a flat \$140 yearly fee; All Two-window accommodations now priced from \$140 up, will rent for \$160. Rates in the college for women remain as at present.

Monroe G. O. P.
Seeks Yule Gifts

S. Claus, the gent who every December 25 confers gifts on good little boys and girls, is also being petitioned to drop a few plums (political) in the laps of Monroe County Republicans.

Juciest plum, since the Democrats still retain control of the major state posts, is the clerkship of the State Senate. Ex-Senator Fred Slater of Greece would enjoy the \$12,000 gift, and Tom Broderick would also enjoy seeing Slater get it. Another good little man, William King, veteran assistant clerk, also would appreciate the post.

Then, there are sundry jobs scattered throughout the legislature that would be welcomed particularly in Monroe, so Senator-elect Karl K. Bechtold has been appointed by Speaker Oswald D. Heck, to meet with other legislators and settle the little matter of patronage, before Christmas, it is hoped. However, after-Yule jobs are unlikely to cause any complaints.

ANNUAL YULE PARTY

City of Rochester Circle, Companions of Forest of America, will give its annual Christmas party tonight at Union League Hall.

Mrs. M. L. Gabel, 11 Niagara street, he the guest of The Sun at Loew's Rochester Theater, opening Friday with "A Christmas Carol." Call at 419 Burke Building for guest ticket.

James A. Armstrong, 76 East Boulevard, call at The Sun for guest ticket to "A Christmas Carol" at Loew's Rochester Theater. (2)

UNITED
MOTOR SERVICE

Factory-Trained Men (Bob Watkins) In Attendance. Specializing in Motor Tune-up. All Latest Equipment.

LUJAN
SERVICE STATION

534 ELYLL AVE. Glen. 3633
TOWING SERVICE

SAVE ON SUPERIOR HARD
PENNSYLVANIA COAL

Good Low Cost Fuel
PEA COAL \$7.95
COKE \$8.50

STOVE, NUT or EGG
\$8.95

Phone: Glenwood 700
BELMONT COAL CO.—499 BROAD ST.

CHRISTMAS SPECIAL



REMINGTON
DE LUXE
Regular Price \$42.50
NOW \$29.75

Standard Typewriters Rented, 3 Months \$6
CITY TYPEWRITER
160 Clinton NEXT TO R. H. I. 106 East Ave. OPPOSITE SAGAMORE

Holiday SPECIALS

IMPORTED
SCOTCH WHISKY
\$2.69
5th

NEVER BEFORE! NEVER AGAIN!
BOTTLED IN BOND
RYE WHISKY
PTS. \$1.35... QUART \$2.65

A Rare Buy!
A FAMOUS IMPORTED
Cognac Brandy
\$2.39
4th

J. T. HAWKINS
352 PLYMOUTH AVE. SO.
Phone MAIN 1097 FREE DELIVERY

You'll find what
you want at
MANHATTAN
— And At A Lower Price, Too —

9 Year Old
CANADIAN
STRAIGHT RYE
WHISKY
\$1.63
\$3.25 Quart
Pint
3 Quarts for \$9.55

100% SCOTCH
WHISKY
Royal Piper
\$2.19
Fifth
\$1.19 Tenth

GIN
99c
Full Fifth
100% Neutral Spirits.
Distilled from cane
under an old English
recipe.

Close Out!
WINES
DRY 89c Gal.
SWEET \$1.35 Gal.
Barbera, Barberon, Zinfandel Port, Sherry, Tokay, Muscatel

Complete Selection Of Leading Liquors, Cordials, Gins, Etc.
For Lowest Prices Visit Us In Our New Location
or Phone Us Now, GENESEE 4928
Prompt Delivery To 11 P. M.

MANHATTAN WINE AND
LIQUOR CO.
960 GENESEE ST. PHONE: GENESEE 4928
Free Delivery Within 2 Miles
COR. BROOKS AVE.

BUY ALL YOUR CHRISTMAS GIFTS AT THE UNION

AS LOW AS 50c DOWN — 50c A WEEK!

COUPON SPECIAL!
END
TABLES
98c

K and M
ELECTRIC
MIXERS
\$18.50
50c Down—50c Week

COUPON SPECIAL!
CARD
TABLES
98c

NOTE: It Takes But a Few Minutes
To Open a Union Account... No
Red Tape or Embarrassing Questions
... Make All Payments Direct To
Union Tire Co.

COUPON SPECIAL!
HASSOCKS
79c

TOASTERS
WAFFLE IRONS
HAND IRONS
HAIR DRYERS
50c Down—50c Week

COUPON SPECIAL!
METAL
SMOKERS
98c

GIRLS' AND BOYS'
BICYCLES
(Full Size)
\$24.95
50c Down—50c Week
KIDDIES
VELOCIPEDES
\$4.50

MODERNISTIC
KNEE HOLE
DESK
Walnut Finish
\$9.75
50c DOWN—50c WEEK

ANOTHER UNION SUPER-VALUE!
INNERSPRING
MATTRESS
25 only! You'll have to hurry to
take advantage of this Super
Special... Just one to a custom-
er!
\$8.95

25
REBUILT
CONSOLE MODEL
RADIOS
All Makes!
\$7.95
Perfect Condition!
50c Down—50c Week
COME EARLY
FOR THESE!

THE IDEAL
CHRISTMAS
GIFT
BRIDGE
LAMPS
\$2.95
FLOOR
LAMPS
\$2.95
TABLE LAMPS
\$1.95
50c DOWN
50c WEEK

GIVE HIM TIRES FOR XMAS
ALL NATIONAL STANDARD MAKES
50c DOWN PAY WHILE YOU RIDE! 50c A WEEK PAY WHILE YOU RIDE!

OPEN EVENINGS UNTIL 10 P.M.
UNION
TIRE COMPANY
MAIN STORE
286 EAST AVENUE
OPEN SUNDAYS UNTIL NOON

GIVE HER A BREAKFAST SUITE
TABLE AND FOUR CHAIRS
All colors to match kitchen color
schemes. Table has stainless porce-
lain top. A real gift and a real buy
at this price.
\$19.95
50c DOWN AND 50c A WEEK

FAIRPORT STORE
60 NORTH MAIN STREET
FAIRPORT, N. Y.

PHONE
STONE
5007
5008

PHONE
STONE
5007
5008

EAST ROCHESTER STORE
114 W. COMMERCIAL ST.
EAST ROCHESTER

AT LIVADAS

The Largest Selection Of Choice Holiday
WINES & LIQUORS AT LOWEST PRICES

PARK ROYAL
90 PROOF LONDON
DRY GIN
We have sold thousands of quarts of this Gin, so we can say that it is the "household Gin of Rochester."
100% Cane Spirits
\$1 19 Full Quart

LAUDERS
Royal Northern Cream
SCOTCH
A blend of 100% Scotch whiskeys... all over 12 years old. 86 proof.
A Wonderful Holiday Bargain
\$3 19 Fifth

IMPORTED
PUERTO RICO CLUB
RUM
Fine bouquet. Excellent for Rum Collins, Planters Punch, Rum Cock-tail and others.
\$1 29 Fifth

OLD NATIVE
STRAIGHT RYE
3 Years Old—90 Proof
WHISKEY
\$1 49 Full Quart

FOUR LEAVES
STRAIGHT BOURBON
WHISKEY
90 PROOF
This fine Bourbon whiskey is all 4 years old—a very fine quality and the best buy it has been our privilege to offer our customers.
\$1 79 Full Quart

Complete Assortment Of Fine Vintage Champagnes and Rare Cordials From Every Corner of The Globe. Connoisseurs Delight at **LIVADAS USUAL SAVING PRICES**

CLASSIC DOMESTIC
CORDIALS
• Creme de Cacao
• Creme de Menthe
• Apricot—Peach—Orange
Bottled in a beautiful fancy decanter with glass stopper.
\$1 75 Fifth

3 STAR BRAND
Straight California
GRAPE
Brandy
\$1 29 Fifth
98 Proof

ROB ROY
100% Blended
SCOTCH
80 Proof
ALL OVER 8 YRS. OLD
A choice blend of Highland Whiskeys from Scotland's finest distilleries. Imported and bottled by Cluff and Pickering, Ltd., the biggest Scotch value we have ever offered.
\$2 29 Fifth

B & L GOLD LABEL
SCOTCH
100% SCOTCH WHISKEY, 86.8 PROOF
A world-famous Scotch made by Bulloch & Lade, makers of Old Rarities Scotch.
\$2 49 Fifth

CHARLS COUR
SLOE GIN
LIQUER
\$1 29 5th
80 proof—This is an exceptionally fine quality liquor at a very low price. Those who appreciate quality will appreciate this.

Imported French and Italian
VERMOUTH
79c
\$1.37 VALUE! French (dry) or Italian (sweet). Alcohol 17% to 19% by volume. Large 30 oz. bottle

CITY CLUB 2-YEAR OLD
ST. BOURBON
\$1 25 Full Quart
Distilled from 100% ripe, full flavored American grain, and stored in steam heated warehouses. Distilled the old-fashioned expensive way which accounts for its smoothness and palatability.

2 FAMOUS FRENCH BRANDS
CHAMPAGNE
G. H. Muller, Brut F. Bie'mont & Crie Extra Dry 1928
\$3.39 VALUE! Two of France's most popular champagnes... at one sensationally low price. Both extra dry.
\$1 99 26 Oz.

IMPORTED
FRENCH WINES
• Fortier Picard Bull Burgundy—1928 Vintage
• Richard Grandale—Haut-Sauternes—1929 Vintage
• Chateau Coulet a Basac 1929 Vintage—Bottled at the Chateau
Fifth
These Wines Usually Sell Up To \$2.00
99c

GILBEY'S SPEY ROYAL
SCOTCH
100% Scotch, all over 10 years old. As fine a Scotch as you could ask for at as low a price as you could ask for! A product of Scotland.
\$2 89 Fifth

Dougherty's Private Stock
BOTTLED IN BOND
RYE WHISKEY
5 YEARS OLD
100 PROOF
\$2 49 Full Quart

ROSENDE
IMPORTED SPANISH SHERRYS
AMONTILLADO—Very Dry GOLDEN Medium Sweet DRY PALE
These Sherrys were imported to sell for \$2.25 are offered here at this amazingly low price.
\$1 19 Fifth

"ROSEBUD" BRAND CALIFORNIA
SWEET
WINES
\$1 25 GAL.
Port - Sherry - Tokay - Muscatel

Our Famous **LIVBRO** Brand Pure California
• Burgundy • Reisling • Barbera
• Zinfandel • Sauterne • Claret
DRY WINES
95c Gal.

WE WILL BE
OPEN
ALL DAY
MONDAY

LIVADAS BROS.

"A Name You Can Trust"

183 MONROE AVE.

LICENSE NO. L4229

PHONE STONE 5549

FREE
DELIVERY
TO ALL PARTS
OF THE CITY

Sears ALL STAR JUBILEE

FREE
PARKING
Rear of
Our Store

USE OUR
BUDGET
PLAN

XMAS
TREES
Rear of
Our Store

BUY
XMAS
SEALS
NOW

TOYS
SECOND
FLOOR

POSTAL
DETAILS
SERVICE
Second Floor

Open Every Night 'til Christmas
EXCEPT SATURDAY, DECEMBER 24th—STORE CLOSSES AT 6 P. M.

Royal Purples In A Gift Box
The Kind She'd Buy Herself!

Glamorously Sheer

★ RINGFREE!
★ WORTH 79c!

3 **\$1.95**
PAIRS

Colweby wisps of sheer silk that flatter every contour of the legs they're worn on! In 3-thread weight for important events; 4-thread weight for the active sports woman; and 7-thread weight for the business girl! Lovely new day and evening shades, 1/2 to 10/2.



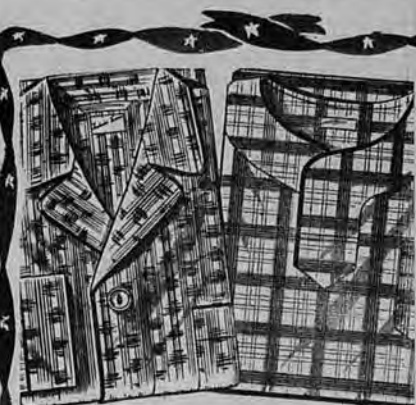
72 PIECES - SERVICE FOR
EIGHT! WM. ROGERS LIFE-
TIME SILVERWARE

★ A Comparable \$40 Value!

\$19.95

\$3 DOWN NO
CARRYING CHARGE

Complete — in tarnish-proof maple finish, wooden chest. Beautifully engraved "Treasure" pattern—exclusively made for Sears by Wm. Rogers! 8 each of Dinner Forks, Salad Forks, Butter Spreads, Oval Bowl, Soup, Ice Tea or Cocktail Forks, 16 Tea Spoons, 3 Serve Spoons, Butter Knife, Sugar Spoon, Cold Meat Fork, Berry Spoon and Gravy Ladle.



A Riot of Color in
This Big Bargain Spree!

SALE! MEN'S PAJAMAS

\$1 \$1.49 to \$1.99 fabrics — beautifully styled and tailored into the most luxurious sleep-wear we've ever sold for a price so low! Middy, coat and surplice styles. Sizes for men A-D. Every color is guaranteed washable.



**5000 UNUSUAL SHIRTS
VALUED TO \$1 EACH!**

2 FOR \$1

Smack in the midst of the Holiday Buying Season — when wrappings and atmosphere seem to create a new kind of store — we crack thru with one of our "more for your money values" to prove that despite the wreaths and holly — we're still the money saving Sears Roebuck and Co. that we are during the other fifty-one weeks of the year! Don't let the price confuse you — don't hesitate to give these shirts as gifts — don't for one minute think that these are the regular kind of Xmas shirts — because even the most invertebrate of shirt sales can see at a glance that these are the kind of shirts that say Merry Xmas and mean it! Some Whites, Blues Fancies — sizes 14 to 17; sleeve 33-35.

Special Purchase! Extraordinary Sale



**5000
TIES**

Hand Made From \$1.69
Silk Fabrics

69c

Pick up one of the ties on sale — note the feel of the rich, warm fabric! Twist it this way or that — see how the resilient construction brings it back to its original shape! Note the all-wool lining that insures even, smooth knotting and longer wear!

Toyland

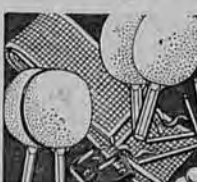


Table Tennis
95c

Complete with paddles, net, stand, balls, worth \$1.29. Second Floor.



Typewriter
\$1.49

Regularly \$1.79. Dial type—takes large letter paper. Second Floor.



Bus & Station
77c

Regularly \$1.19. Bus station, and buses, highly colored. Second Floor.



SANA PEN SET
77c

Regularly \$1.19. Designs, pencil and colored and all boxed. Second Floor.



Doll Buggy
\$2.98

\$3.49 value! Wicker frame, adjustable hood, rubber tire wheel. Second Floor.



Arrow Sleds
95c

Worth \$1.29! Hardwood, in natural finish, steel runners. Second Floor.



Kiddy Shootly
\$1.98

Actually sold at \$2.98! Spring base prevents over rock! Second Floor.



\$3.98

Twenty six pieces. Complete service for six. In storage box.



\$4.98

Shaver for electric shavers. Complete with razor. In storage box.



\$14.95

10 pieces. Service for eight! Lifetime guarantee. Tarnish proof sheet given.



\$39.95

Same size, bigger lens type. Complete with lens. Buy on budget plan. Main Floor.



\$15

Electric shaver. Complete with razor. In storage box. Main Floor.



\$13.95

Electric on 3 day type. Silver. Walnut case. In storage box. Main Floor.



\$5

Parker Pens and base for desk. Varmint. Silver. In storage box. Main Floor.



\$7.95

A super powered unit tube. Silver-plated. In storage box. Main Floor.



\$10.95

Five tube Silver-plated. In storage box. Main Floor.

37 NEW PORTABLE TYPEWRITERS!



CORONA PACEMAKER

★ 4 Bank Keyboard!
★ Leather Carry Case!
Former Price Was \$42.50
\$39.75



ROYAL MODEL "U"

★ 4 Bank Keyboard!
★ Leather Carry Case!
Former Price Was \$54.50
\$29.95

Brand new! Guaranteed perfect! Equipped with tough selector—floating shift—plano key action! \$4 down, no carrying charge.

Brand new! Guaranteed perfect! With every essential typing feature, back space—patcher release. Paper roll. \$3 down, no carrying charge.

Sears Roebuck and Co. - Monroe Ave. at S. Union - Rochester, N.Y.

The Rochester Sun

ROCHESTER'S WEEKLY SHOPPING GUIDE

On Your Door-Step Every Thursday Afternoon. If You Do Not Receive Your Copy By 6 P. M., Phone Stone 6001 and One Will Be Delivered

74,300 COPIES DELIVERED

VOL. II No. 9

ROCHESTER, N. Y., THURSDAY, DECEMBER 29, 1938

Here, There and Yonder

By CRAY REMINGTON

The new year, 1939, is nearer than just around the corner, and what will it reveal? The other day I stumbled upon a new game, and perhaps you'd like to play it, too. It costs nothing.

Rummaging in the attic for something I didn't find (we never do), my eyes were attracted to an old periodical, a copy of the Saturday Evening Post, dated April 26, 1930. It allured, and I mused, "What was going on in 1930, only eight years back?"

The game was to browse through the magazine and to learn what the advertisements had to offer on one of our yesterday's. The result was surprising, because none of us ever pauses in our busy world for quiet retrospect. One learned, first of all, that a year is a long, long time and eight years practically a century.

There was a page advertisement for the "New Peerless—America's Finest Car. The Custom Eight under \$3,000." And where is the beautiful Peerless car today? You look again at the picture to learn that the Peerless is enjoying its 30th year and the proud ad leads one to believe that it will go on and

(Continued on Page 2)

CITY TO FIGHT GAS RATE BOOST

Labor Hits Abolition of Car Tokens

"No change in rates—except downward."

That, and the demand that instead of eliminating tokens, they should be sold three-for-a-quarter was labor's stand at the city hearing on the new Rochester Transit Corporation contract Tuesday night.

Harmon J. Smith, chief of the AFL central delegation of five, representing the Central Trades and Labor Council, opposed abolition of tokens, at the same time generally commending the contract as a whole.

Favorable fare rates were praised by one citizen, another protested high salaries of company officials and a third inquired about a new bus route.

James M. O'Reilly To Open Law Office

James M. O'Reilly, for seven years associated with the law office of Hubbell, Taylor, Goodwin, Nixon & Hargrave, will open his own law office at 312 Genesee Valley Trust Building on January 3.

A member of the Class of 1921 at the University of Rochester, O'Reilly was admitted to the bar in 1931 when he received his law degree from Albany Law School. He is a member of the Genesee Valley Club, Monroe Golf Club and Rochester Bar Association.

Rochester on Parade ★ ★ ★ By W. L. James



By Way Of Mention

The Rochester Guild for Crippled Children will meet on Monday, January 9, at 11 a. m. in the Sagamore Hotel.

Mrs. Stewart Neff of Glover Road, left this week to join Mrs. Walter V. Whitmore at Lake Placid.

Mr. and Mrs. Walter M. Van Doorn of Parsells Avenue, entertained at a family party on Sunday in their home.

Mrs. Helen Coomber of Park Avenue, entertained at open house on Monday in honor of her son, Harold E. Thayer of Rutherford, N. J., who are passing the holidays in Rochester.

Mr. and Mrs. Frederick W. Cooper of Hickory Street, are passing the winter in St. Petersburg, Fla.

Mr. and Mrs. Frank T. Sage of Culver Road, entertained at a family dinner on Sunday in their home.

Judge and Mrs. A. J. Rodenbeck of Webster-on-the-Lake, entertained at dinner and bridge on Saturday in their home.

Raymond Wilson of Trevor Court Road, is spending two weeks at Hotel Vinoy, St. Petersburg, Fla.

Mr. and Mrs. Ernest C. Whitbeck of Portsmouth Terrace, entertained at an old-fashioned supper party and bridge on Wednesday in their home.

Mr. and Mrs. Leo W. Simmonds of Trafalgar Street, will entertain at a buffet supper New Year's eve in their home.

William H. Ross of Washington, spent the Christmas week-end with his mother, Mrs. Mae B. Ross, of Arnold Park.

Mrs. E. A. Hanover of Barrington Street, will entertain the Current Event Group, led by Mrs. William M. Rebasz, for tea on Wednesday, January 18.

Rapp Moves To Build Machine

Groundwork for a new political machine was laid this week when Mayor Lester B. Rapp affected an alliance with William E. Blackwood, another anti-organization Republican, through the appointment of William Cody as Third Ward constable.

It was the first appointment made by Rapp since he became Mayor and probably the last, as he will relinquish his mayoral post on Saturday because of friction with Republican leaders over a salary raise which was denied.

The fight between Rapp and GOP chieftains is expected to provide one of the really interesting angles of the 1940 campaign. The Mayor has declared that he will press enactment of every plank in the Republican platform, despite the fact that one plank (determining the Mayor's salary) caused the break between Rapp and the party.

Republican leaders, on the surface at least, are committed to a policy of watchful waiting. If they have moved to checkmate Rapp's expected insurgent campaign in the South district, leaders have given no sign.

Salary Boosts Still in Budget

Pay raises budgeted for nearly 200 city employees for the new year caused much concern at the City Hall.

The raises, amounting to \$6,500, are still in the budget scheduled to take effect, notwithstanding a City Council recommendation that there will be no raises next year.

City Manager Harold W. Baker's only statement was:

"I have until next Saturday at midnight to leave them or remove them."

Republican headquarters was expected to follow its demand for an unchanged mayor's salary with an order for killing the raises.

City To Enforce Refuse Ruling

The ordinance that prohibits mixing of garbage with rubbish will be strictly enforced, according to Public Works Commissioner William Roberts.

He declared this action appears the only solution of the vexing dump problem, which becomes acute as Tenth Ward residents seek to force closing of the Hanford Landing dump. He said enforcement of the anti-mixing ordinance is up to the Bureau of Health, which will act upon complaint of the Department of Public Works.

Municipality Joins County in Battle

Opposition to the request of the Rochester Gas and Electric Corporation for a boost in gas rates is developing on many fronts. City fathers are the latest to line up in the fight against higher rates.

The City Council has delegated Commerce Commissioner Harold S. W. MacFarlin and Corporation Counsel William E. Emerson to appear before the Public Service Commission to protest the requested advance.

The utilities company is asking rate changes that are expected to increase its revenue from domestic gas consumers by approximately \$500,000. This increase, according to company officials, is a step made necessary because of rising costs and taxes.

Under prevailing gas rates, the minimum monthly charge is 7 cents. The scale requested by the gas company would hike this minimum to a dollar. Consumers whose monthly bills now average \$1 would be charged \$1.35, while bills now running \$2 and \$3 monthly would jump to about \$2.54 and \$3.50 respectively.

Users of larger quantities of gas, for instance, where automatic hot water heaters are installed, would obtain a reduction on their bills, according to an official of the utilities.

REDUCED FOR IMMEDIATE CLEARANCE

JUST 642 FABRIC and MUFF HAND BAGS **39c** 89c, \$1.00, \$1.39 Values

JUST 485 PAIRS DOUBLE-WOVEN FABRIC GLOVES **39c** 79c, 89c, \$1.00 Values

JUST 164 SUEDE VELOUR BLOUSES **58c** Reg. \$1.00 Values

Just 172 Tuckstitch (Stratford Brand) PAJAMAS **78c** \$1.39 Value

Stephens
210-214 MAIN ST. E.

AT CHAMPIONS PRE-Inventory SALE OF WINTER SPORTSWEAR LADIES' LINED WOOL SKI-PANTS \$2.79 A Regular \$2.95 Value

Heavy Husky All Wool Crew Neck Pullover SWEATERS \$3.74 Reg. 4.50 Value

Double Thickness SWEAT SHIRT HOODS \$1.69 Reg. 2.95 Value

Ladies' and Men's Heavy All Wool Skating Sox 79c 47c

CLOSING OUT OUR KIDDIES ALL WOOL SNOW SUITS SIZES 3 to 6 \$4.69 Values To \$8.95

Champion
KNITWEAR CO. 71 ST. PAUL ST.
Free Half Hour Parking For Customers At Three Nearby Stations

AFTER CHRISTMAS SPECIAL PURCHASE SALE

FUR-TRIMMED COATS 48. Actual 79.95 Value

• Mink • Skunk • Kolinski • Squirrel • Natural Fox • Beaver

AFTER CHRISTMAS Clearance

Charge Purchases Billed Feb. 1st

DRESSES 4.90 were to 12.95 8.90 were to 19.95

BETTER DRESSES to 39.95 19.90

SUITS 2 and 3 piece were to 29.95 11.90

SUEDE BAGS 25% off were to 2.95 1.79

SWEATERS were to 2.95 1.90

SKIRTS were 2.95 1.90

BLOUSES were to 2.95 1.90

FLANNEL ROBES were to 6.50 4.90

Gowns & Pajamas were to 2.95 1.59

FAMOUS MAKE HOSIERY were to 1.00 74c

HATS were to 5.00 1.59

BOUDOIR SLIPPERS were to 1.79 98c

BRAND NEW—NEVER SHOWN BEFORE SPECIAL PURCHASE FUR COATS 94.00

• Buckseal • Muskrat • Mendoza Beaver 125.00 value

376 pr. SHOES were to 8.85 4.95

J. & B. Thompson
PHONE STONE 7242
78 CLINTON AVE. S.

Special! THIS MONTH ONLY



You actually save dollars by purchasing these special foundations made by the internationally famous House of Formfit now! Same fine workmanship, same luxurious beauty plus Formfit's effective control—authentic styles—for less than you'll be able to get them ever again in 1939. Make your appointment for a fitting today!

Included are all combinations.

J. & B. Thompson
78 CLINTON AVE. S.

MORREY BRENNAN introduce YOU to 1939 at the STARLIGHT ROOF New Year's Eve PARTY

Reservations taken now, \$5 per person.
Sagamore Hotel
R. H. MANAGER

MAKE THIS YOUR NEW YEAR'S RESOLUTION



BRIGHTON PLACE DAIRY
Call GLENWOOD 144 for Delivery

HIGH QUALITY GUARANTEED! Miller's SPECIAL Long-Burning Hard

EGG STOVE NUT COAL Per Ton \$10.65 Cash 10% OFF

• Pea \$8.75—Bkwt. \$7.75—Rice \$6.75 •

R. G. & E. DRY AND DUSTLESS COKE None Better \$9.05

GEN. 20 Quality and Finest Service Since 1912 Yards and Office at 500 West Ave.

ARDEAN R. MILLER

Rudolf Dabbert, 324 Duran Street, call at The Sun for guest ticket to "Sweethearts" playing at Loe's Rochester Theater beginning Friday.

Frank Salamone, 48 Miller Street, see Jeanette MacDonald and Nelson Eddy in "Sweethearts" at Loe's Rochester Theater. Call at The Sun for guest ticket.

LAUER'S

Great Reorganization SALE of Fine Furniture

Lauer's are taking on more space and remodeling six departments. Before the carpenters start working, our floors must be cleared. It is for this reason alone that Lauer's offer this huge sale.

Lauer's are selling ten large floors and one large warehouse chock full of furniture in as bold a merchandising sale as this city has ever before witnessed. Prices on hundreds of items have been slashed. . . some items as much as 50%, others 1/4 and many more 1/2. You will find incredible values in Lauer's \$150,000 Reorganization Sale.

Everyone of the advertised items and many more must be sold as quickly as possible. Shop early. . . many of these items are one-only's. Delay means to miss out.

SAVE MONEY! BUY AT CERTIFIED SAVINGS IN LAUER'S GREAT REORGANIZATION SALE!

Here Are Just A Few Of The Low Prices In Lauer's Great Sale! Read Them Carefully!

\$69 Two Piece Living Room Suite	Now \$48
\$135 Karpen Solid Mahogany Sofa	Now \$71
\$98 Frisco Living Room Suite	Now \$57
\$118 4-Piece Walnut Bedroom Suite	Now \$69
\$185 4-Piece Mahogany Bedroom Suite	Now \$88
\$69 Willett Maple Bedroom Suite	Now \$49
\$129 Modern Walnut Dinette Suite	Now \$85
\$179 9-Piece Mahogany Dining Suite	Now \$106
\$143 Heywood-Wakefield Dinette Suite	Now \$98
\$137.5 Innerspring Mattress	Now \$78.7
\$17.50 Innerspring Mattress	Now \$12.96
\$22.50 Innerspring Mattress	Now \$17.77
\$39.50 Complete Twin Bed Outfit	Now \$29.50
2 Beds—2 Springs—2 Mattresses	
\$14.75 Lane Walnut Cedar Chest	Now \$9.75
\$29.75 Lovely Swedish Modern Vanity	Now \$14
\$24 A-1 Porcelain Breakfast Set	Now \$19
\$29 Twin Studio Couch	Now \$22
\$12.50 IES Floor Lamps	Now \$6.58
\$12.95 Maple Kneehole Desk	Now \$8.95
\$67.50 Caloric Gas Range	Now \$48.73
\$49.50 Porcelain Blackstone Washer	Now \$29.73

PRICES SLASHED ON MANY OTHER ITEMS TOO NUMEROUS TO MENTION. SHOP EARLY

LAUER'S 50 STATE ST

BEST BUYS IN TOWN ON WINES AND LIQUORS FOR THE NEW YEAR

1939

BARCLAY'S
Royal Canadian
WHISKEY \$1.69
MA U. S. Proof
Distilled
Matured And
Bottled
Under Canadian Supervision

OLD RESERVE BRAND CHAMPAGNE
Large Bottle
EXTRA \$1.39
DRY

100% SCOTCH WHISKEY
ROYAL PIPER
\$2.19
FIFTH
\$1.19 Tenth

2 YEARS OLD STRAIGHT RYE 69c
2 YEAR OLD BOURBON 69c

MANHATTAN WINE & LIQUOR CO.
960 GENESEE ST. cor. BROOKS
FREE DELIVERY Within 2 Miles GENESEE 4928

Remington:

(Continued from Page 1)
on forever. But now you know better.

And another motorcar ad informing that "The progressive spirit of youth and aircraft are fashioned into the fleet Franklin."

The double-truck (two-page) illustration of the aristocratic Marmon car, informing that it is the world's leader, both in appearance and performance, receives yesterday's yearnings to own one. At the time you felt that the world would never be right without having one, and today no more of them are made. Like the mammoths of the oligocene and miocene periods, they became too big, in price, for their world and disappeared. I know of one still being driven in Rochester streets, a swanky reminder of bygone days.

The magazine was large, 206 pages, for in April, 1930, although the big business boom had burst, following the Florida realty explosion, we were, in comparison with present standards, still enjoying success in ebriation. We were awakening from a jolly night before.

It also took a page to describe the "amazing values of the Graham for \$85" and an illustration of the Pierce Arrow, "the aristocrat of the highway," brought a tear. Even Buffalo's Pierce Arrow plant is gone now. The tools with which it was made were sold at auction the other day, for the market informed, little cost. And then one could buy a dandy Pierce Arrow for a measly \$4,000. B-r-r-r-r!

And, of course, this was the answer for this car's nose dive into oblivion.

The game with the magazine proves, as we knew all along, that the most important things in time, meaning life, are the minor ones. They remain with us, but not forever.

There's a cement ad for leaky roofs, and we still have leaky roofs, but the Karl-Keen Karrier, "successor to trunks," which spent a lot of money to inform the world of itself, seems to be outmoded. We don't use carriers, or trunks, on the rear of motorcars now. The motorcar maker provides space built into the car, and why didn't he think about this long before he did? Even the expensive Marmon failed in this small, but giant, item.

And so the game of peering into yesterday went on, page after page, with ever recurring astonishing revelations.

And finally a brass manufacturer advises one and all to build a new home and it seemed that we had heard of this often and even now. This, home, is, perhaps, one thing which shall remain at least as long as we do.

Thiel B. Tait, 60 Wilder Terrace, call hearts," starring Jeanette MacDonald at The Sun for guest ticket to "Sweethearts" playing at Loe's Rochester Theater Friday.

The Way To A Man's Heart

BY IRENE MUNTZ

Holiday time is party time, entailing almost every kind of entertaining from the holiday dinner for the whole family through luncheons, suppers, evening snacks or afternoon teas. Buffet luncheons or suppers are a nice way of entertaining your guests. Fun for them and easy for you. Here is a delicious help-yourself menu that requires very little last minute preparation.

Creamed Ham and Mushrooms
Noodle Ring
Ice Cream Puffs
Molded Vegetable Salad
Pineapple Juice
Refrigerator Rolls
Coffee

Whether you have a first course at a buffet meal is optional. It may be served in the living room if you like. Turkey would make an equally good course of meat for the creamed dish, pimiento, eggs and peas, slightly crushed. Add a little paprika.

NOODLE RING
Temperature: 350 d. F. Time: 45 min.
1/2 c. uncooked noodles
1 c. hot milk
2 c. soft bread
1/2 c. sugar
1 c. American
1 t. salt
1 t. chopped
1 t. pimiento
1 t. chopped fine
3 eggs, slightly beaten
1 t. salt
1 t. paprika

Break noodles in inch lengths, measure, then cook in rapidly boiling, salted water until tender. Drain and rinse in cold water. In a double boiler, scald the milk, add bread crumbs, finely diced cheese, onion, parsley, pimiento, eggs and seasonings. Stir until well blended.

Add noodles and turn into a well oiled ring mold. Bake in a pan of hot water in a preheated oven. Unmold on a chop plate and fill center with creamed ham and mushrooms.

REFRIGERATOR ROLLS
Temp: 400 d. F. Time: 20-25 minutes
1/2 c. milk
1/2 c. warm water
1/2 c. potatoes
1/2 c. sugar
1/2 c. shortening
1/2 c. salt
1/2 c. all-purpose
1/2 c. cake compressed
1/2 c. milk lukewarm, add the potatoes, sugar and shortening. Soften the yeast cake in warm water. Sift together the baking powder, soda, salt, and 1/2 c. of the flour. Add to the first mixture and beat well. Then add enough more flour to make a dough stiff enough to knead. Knead until light and spongy (about 10 minutes). Brush with melted butter, cover closely and store in a gas or an electric refrigerator until needed for use. When rolls are to be baked, cut off as much dough as is required for roll and place rest of dough back in refrigerator. Shape dough into small balls and roll between the hands. Drop 3 balls of dough in each buttered muffin tin and brush with melted butter. Cover and let rise until double in bulk (about 1 1/2 hours). Bake in a preheated oven.

ICE CREAM PUFFS
Temp: 400 d. F. Time: 40-45 minutes
1/2 c. shortening
1 c. water
1 c. sugar
1 c. flour
Combine shortening and water and bring to a rolling boil. Add flour all at once, stirring vigorously until the mixture leaves

Zonta Schedules January Meets

Plans have already been completed for activities of the Rochester Zonta Club during January. Miss Flora Armbruster, program chairman, has announced the following schedule:

Tuesday, January 3, at 12:15 p. m., Rochester Club, business meeting.

Tuesday, January 10, 8:30 p. m., Rochester Club, dinner meeting with Miss Emma O'Keefe, general chairman of the affair; speaker, Miss Louise C. Gerry, on the "Status of Women." Invitations issued to the civic clubs in the city.

Monday, January 18, 8 p. m., Hotel Seneca ballroom, card party for the benefit of the service fund. Mrs. Margaret Leach, general chairman.

Tuesday, January 24, at 8:30 p. m., dinner meeting in the Hotel Rochester, book review by Mrs. Ethel Holmes Murray, "The Dynasty of Death."

Saturday, January 28, at 8 p. m., Zonta will be hostess to a party for the Association of the Blind at the Blind headquarters, Monroe Avenue. Mrs. Margaret Leach, chairman.

UNITED MOTOR SERVICE
Factory-Trained Men (Bob Watkins) in Attendance. Specializing in Motor Tune-up. All Latest Equipment.
—LUJAN—
Service Station
356 LYLE AVE. Glen. 3639
TOWING SERVICE

WITH BEST WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR
To Our Many Friends And Customers
OTTO'S RESTAURANT
116 St. Paul St.
(Next to Rochester Evening News)
OTTO J. BAUERLE, Prop.

Mr. and Mrs. John P. McCarthy of Belvidere, Conn., entertained guests at the Mask and Wig on Saturday night, followed by supper in their home.

Mr. and Mrs. C. McCabe of Belvidere, Conn., entertained guests at the Mask and Wig on Saturday night, followed by supper in their home.

James Di Neri, 191 Michigan Street, call at The Sun for guest ticket to "Sweethearts" at Loe's Rochester Theater.

Miss Barbara Zachma, 48 Mays Street, weep and laugh at "Sweethearts" at Loe's Rochester Theater. Call at The Sun for guest ticket.

Bernard Yeaster, 129 Thomas Street, call at The Sun for guest ticket to "Sweethearts" at Loe's Rochester Theater.

Clinton Valder, 408 Exchange Street, be the guest of The Sun at Loe's Rochester Theater. Call at 418 Burke Building for guest ticket to "Sweethearts."

LAKE'S LADIES STORE

FIRE SALE

520 JOSEPH AVE. JUST PAST THE No. 4 POLICE STATION

WE HAVE JUST TAKEN OUR LAST AND FINAL MARKDOWNS. THIS MERCHANDISE MUST BE SOLD Before NEW YEAR! Extra Savings

SOME OF THIS MERCHANDISE WAS HARDLY TOUCHED BY THE FIRE. A LITTLE MENDING CAN PUT ANY OF THE REST IN CONDITION. A REAL OPPORTUNITY TO SAVE, COME EARLY FOR BEST SELECTION.

DRESSES	Formerly Up To \$10.95	49c 99c \$1.99
COATS	Formerly Up To \$14.95	49c 99c \$1.49
HATS	Formerly Up To \$3.95	9c 19c 39c
SATIN & BLOUSES	Formerly Up To \$2.99	59c \$1.00
SATIN & SLIPS	Formerly Up To \$1.99	59c 69c
SPORT JACKETS \$3.49	Reg. \$1.99	SKIRTS Reg. \$2.99 \$1.00

THIS SALE WILL CONTINUE UNTIL ENTIRE STOCK IS SOLD
NONE SOLD TO DEALERS
STORE OPEN EVERY NIGHT UNTIL 10 P. M.

SIZES 12-52
PLENTY OF HALF SIZES
ALL COLORS TO CHOOSE FROM

LAKE'S FIRE SALE

520 JOSEPH AVE. JUST PAST THE No. 4 POLICE STATION FORMERLY COR. CLINTON & BUCHAN PK.

Begin the New Year Right, With New Year's Dinner From



Large Size
FRESH DRESSED YOUNG
ROASTING CHICKENS
29c lb.
Plump, meaty young chickens, 5-pound average size... just right for roasting!

3 1/2-Pound Average Young
ROASTING CHICKENS... lb. 25c

OLD FASHIONED TENDER LEAN
SMKD. HAMS
Mild-cure, tasty tender hams... the perfect New Year's piece-de-resistance! Whole ham or shank half.
23c lb.

DELICIOUS PLUM, FIG OR DATE
HEINZ PUDDING
29c can

Geisha Imported
CRAB MEAT
24c can

Kilbourn Hall
BEST COFFEE
19c lb.

OCEAN SPRAY BRAND TASTY
CRANBERRY SCE.
10c Can

46-Oz. Dole Juice
PINE-APPLE
25c can

46-Oz. Juice of
GRAPE-FRUIT
19c can

HOLLAND HOUSE MAKE-YOUR-OWN
COCKTAIL MIX
59c Bottle

46-Oz. Can Pure
LEMON JUICE
45c

Cliquet Club
GINGER ALE
2 qts. for **25c**

EMPIRE STATE BRAND
BEER and ALE
4 bots. for **25c**

Home Units

BY MARIETTA

Neighbors of the Rochester Home Bureau will resume study after a project will be started. Several of the planning will be started. Spencer R. groups at the

A new kitchen cup will begin of regular me while Unit, Marietta B. Home Bureau (lecture dem management)

Mrs. C. M. O. P. Guthrie, leaders, will members f heights at their work amount of fatigue. The venient arra and cupboa

During the will conduct in the hom to have co arrangement

Kitchen j fatigue is c phases of ment progr presented i Rochester h wishing lo varied act further inf Bureau head

Barber Sh New Year

In accorda all union ba ter and vic New Year

On the 8 this hollid remain open

GAME— 3 p. m. Texas C Tech, D leans. OPENING

— Tues 12 noon The ce this per will be from th

SUNDAY days, 11 GERMAN 7:30 p. ROCHEST EXTRA uary, 3 EASTMA GRAM ary 5, 1 NBC SY days, 1 METROI Every Opera urday, ic.

HOLLYV Sunda Tyron playh f.

THOSE 8:30 p ONE M neada TRUE POLI TRUE Frida

PLANT days, HANK days, BARN 9:00

MAGIC days, JACK p. m SETH 7:30 CHAR) Sunt CARS(days INFOI

FIBBI 9:30 BOB I HOBB day INTEI

8 p. 5001 The BING 10 j

FATE day WAL day FRIE nea p. 1 LOW day HAR thi

Red and Blue Dye Fox

MIRACLE MARKET

EVERY DAY IS SALE PRICE DAY WHEN YOU SHOP AT THE GREAT MIRACLE MARKET

The thrift-wise housekeeper saves from 10% to 30% on her Food purchases. — That's why all Rochester is talking about this New Giant Money Saving Market

694 LAKE AVE

Check These SPECIALS

- ★ **RINSO** LARGE PACKAGE 2 for 31c
- ★ **CHASE & SANBORN COFFEE** lb. 21c
- ★ **MAXWELL HOUSE COFFEE** lb. 23c
- ★ **PURE EGG NOODLES** lb. 10c
- ★ **BABY FOOD** HEINZ or CLAPPS 3 cans for 20c
- ★ **CRAX** 2 packages 29c

WE WILL MEET OR BEAT ANY ADVERTISED PRICE IN THE CITY

We Reserve The Right To Limit Quantities.

FREE DELIVERY ON ORDERS OF \$3.00 OR MORE
We Are Open Friday and Saturday Evening Until 9 P. M.

CLIP THIS COUPON
Tall Cans VAN CAMPS MILK 4 FOR 19c

BEER
A FAMOUS BREW
Brewers Name Omitted by Request
\$1.20 Case
5c Bottle
(PLUS DEPOSIT)

SHRIMP 2 cans for 19c
CALIFORNIA FRUIT
COCKTAIL
CRANBERRY
SAUCE

COMBINATION SALE
Large Bottle Canada Dry
GINGER ALE 15c
10 lb. BAG SUGAR . 41c
Both For **56c**

EXTRA SPECIAL
DOG FOOD
3 cans 10c

FRESH CORN FED
PORK LOIN ROASTS RIB END lb. 15c

WILSON CERTIFIED TENDER
SMOKED SKINNED HAM Surplus Fat and Rind Removed lb. 23c

MILK FATTED
ROASTING CHICKENS 4 Pound Average lb. 22c

BEEF ROASTS Cut From U. S. Inspected Young Steers lb. 15c

ROCHESTER FRESH MADE
HAM SAUSAGE Large Casings lb. 15c

FRESH SHUCKED
OYSTERS Direct From The Oyster Beds quart 35c

Large Selection of COLD CUTS For Your New Year's Party

Buy What You Want Of The Chicken Cut You Prefer

- Chicken Breasts lb. 37c
- Chicken Legs lb. 37c
- Chicken Livers lb. 45c
- Chicken Wings lb. 23c
- Chicken Necks lb. 15c
- Chicken Giblets lb. 19c

OUR POULTRY IS NOT COLD STORAGE STOCK

Dairy Department

BROOKFIELD
OLD CHEDDAR CHEESE 21c
2 YEARS OLD 1/2 LB. PACKAGE

PHILADELPHIA
CREAM CHEESE 2 Packages 15c

GRADE "C" EGGS 26c
Excellent For Cooking and Baking doz.

OUR OWN PAT'S DAIRY CREAMERY
BUTTER 1 LB. ROLL 29 1/2c

Baked Goods Department

SOFT DINNER
ROLLS 9c doz.

Pumpkin or Mince
PIES 19c

Concentrated
Super Suds Large Package 19c
Small Package 1c

Octagon Powder Large Package 15c
Small Package 2 for 9c

Octagon Cleaner 2 for 9c
Small Package

Octagon Soap 4 for 17c

Octagon Flakes . . 17c

Palm Olive Soap . . 5c

Solid Iceberg
LETTUCE Head 8c

Large Family Bundle
CELERY 10c

Large Juicy
LEMONS Doz. 23c

Large California
ORANGES Doz. 23c

Here's Where to Greet the
NEW YEAR

The GAYEST GRANDEST PARTY OF THEM ALL!

ALL STAR FLOOR SHOW
DICK STEVENS Orchestra
NOISEMAKERS — FAVORS

Phone Reservations Now
GLEN still many \$3.00
3259 fine tables PER PERSON available.

"Exclusive But Not Expensive"

MARTIN'S BEAUTIFUL
TERRACE GARDENS
1151 RIDGEWAY AVE.
The Night Club With The Country Club Atmosphere

Open All Day—Monday, Jan. 2nd

Wine and Liquor BARGAINS
You'll Find Hard To Duplicate

FERNBROOK
Straight Bourbon **\$1.09**
WHISKEY Full Qt.

PURE CALIFORNIA
DRY WINE 89c Full Gal.

IMPORTED
8 YEAR OLD **SCOTCH** \$1.99 Full 5th

ROYAL BOX GIN 99c
90 PROOF 100% GRAIN Full 5th

STRAIGHT RYE
2 YEAR DAYTON OLD CLUB \$1.25 Full Qt.

PURE CALIFORNIA
SWEET-WINES
SUNNY-DAYS \$1.50 Full Gal.
Port, Sherry, Tokay, Muscatel

Manhattan, Old Fashioned
SIDECAR, MARTINI
COCKTAILS \$1.99 Full 5th SPECIAL

VIRGIN ISLAND
SAINT-CROIX RUM \$1.59 Full 5th 4 YEAR OLD

ST. PAUL LIQUOR STORE
FREE DELIVERY

1286 ST. PAUL ST.
GLENWOOD 4197 COR. AVENUE C
Rube Natapow, Prop.

5 STORES UNDER ONE ROOF

ACHTER'S

387 E. MAIN ST. NEAR GIBBS ST.

**BARGAIN ARCADE
FOR
BARGAINS
EVERY DAY**

SPECIALS FOR

Fri. & Sat. Dec. 30-31

MEN'S CANVAS GLOVES	4c
MEN'S WORK HANDKERCHIEFS	3c
MEN'S HEAVY SWEAT SHIRTS	41c
WOMEN'S FLANNEL GOWNS	33c
Women's Rayon Service Weight Top HOSIERY	14c
LADIES' COTTON SLIPS	21c
CHILDREN'S SLEEPERS	23c
CHILDREN'S ANKLETS	7c
70x90 inch BLANKETS	43c
81 inch Bleached SHEETING	17c
SHOE BAGS	16c
3-Piece ALUMINUM SAUCE PAN SETS	37c
HANDY BAND-ETTES	2c
LARGE SIZE POWDER PUFFS	2c
Loose Leaf Piller PAPER	2 for 5c
ALL METAL WASTE BASKETS	6c
CAN OPENERS	2c
Educators Boxed COOKIES	2 for 7c

CLIP AND
SAVE
THIS AD

SPECIALS FOR

Tuesday, Jan. 3rd

Ladies Flannel PAJAMAS	41c
Children's Flannel BLOOMERS	4c
Infants Rayon Top RUBBER PANTS	9c
34 inch Outing FLANNEL	2 yds. for 19c
Kringle Cape SPREADS	41c
Striped TICKING	14c
SHOULDER STRAPS	1c
Latent Style BUTTONS	2c
Men's Jersey GLOVES	8c
MEN'S Heavy Striped HOSE	11c
LEAD PENCILS	6 for 5c
American Make HOT WATER BOTTLES	22c
WASH CLOTHS	2 for 5c
POT HOLDERS	2 for 3c
72"x90" Seamless BED SHEETS	39c
52"x52" LUNCH CLOTHS	18c
St. Dennis COFFEE MUGS	3c
IRONING BOARDS	71c

Visit Achter's
For Bargains
Every Day

SPECIALS FOR

Wednesday, Jan. 4th

Ladies' Truck Stitch SNUGGIES	10c
Infants' Flannel SLIPS	7c
LADIES' ROLL GARTERS	2c
Children's Flannel SLEEPERS	28c
Children's Broadcloth PANTIES	2c
Men's Rayon HOSE	7c
Men's Cotton SHIRTS	9c
Men's Quality SUSPENDERS	11c
81 inch Wide Persepol SHEETING	19c
60 inch Measuring TAPE	2c
HANDY NEEDLE BOOKS	3c
MACHINE OIL	5c
LUX SOAP FLAKES	6c
Wooden SPOON & FORK SETS	6c
100 Sheet WAX PAPER	6c
42"x36" "Sturdiwear" PILLOW CASES	25c
TURKISH TOWELS	8c
Continental BED SPREADS	49c

CLIP AND
SAVE
THIS AD

SPECIALS FOR

Thursday, Jan. 5th

Men's Heavy WORK HOSE	2 pr. for 15c
Men's Handkerchiefs	2 for 3c
Pkg. of 5 Double Edge RAZOR BLADES	3c
Boys' Flannel Dress SHIRTS	24c
Assorted TIE RACKS	6c
Children's Krinkle Crepe PAJAMAS	24c
Infants' RUBBER PANTS	3c
LADIES' KNIT GLOVES	18c
Ladies Emb. Corner HANKIES	2c
All Leather Zipper CHANGE PURSES	6c
STAMPED TOWELS	6c
Bleached SHEETING	5c
"Roylance" 13"x36" SHELF LINING PAPER	5c
BALL FRINGE	2 yds. for 7c
Dish CLOTHS	2 for 3c
Dust & Polish MOPS	14c
BOWL STRAINERS	6c
Snowbird LIQUID WAX	5c

With This Coupon
Fri. & Sat. Dec. 30-31

**KRE-MEL
DESSERT 2c**

CLEARANCE

Children's
All Leather
SHOES
67c

All Sizes and Styles

With This Coupon
TUESDAY, Jan. 3rd

**P & G SOAP
2 5c**

CLEARANCE

Men's All Wool
ZIPPER
JACKETS
\$3.97

With paid body collar and sleeves, zipper pocket \$5.95 value.

With This Coupon
WEDNESDAY, Jan. 4.

**CLEANSING
TISSUES 12c**

Full Size Sheets

CLEARANCE

Boys' & Girls'
Hockey
CAPS
14c

Values to 50c

With This Coupon
THURSDAY, Jan. 5th

**LUX
TOILET
SOAP 4c**



SALE!

While They Last
Odd Lots of Wanted
Merchandise at
DRASTICALLY
REDUCED PRICES

Right Reserved
To Limit Quantities

WOMEN'S COATS	\$7.99
WOMEN'S FLANNEL ROBES	\$2.39
WOMEN'S Silk DRESSES	99c
GIRLS' COATS	\$2.97
WOMEN'S 30 Square Percale House DRESSES	69c
WOMEN'S Silk BLOUSES	69c
CHILDREN'S SNOW SUITS	\$4.47

CHILDREN'S Knit SLEEPERS	54c
CHILDREN'S Knit Legging Set	79c
INFANTS' 4-PIECE LEGGING SETS	\$2.98
INFANTS' 3-PIECE LEGGING SETS	\$1.19
BOYS' JERSEY SUITS	67c
BOYS' CORDUROY KNICKERS	59c
MEN'S BUDE JACKETS	\$2.77

MEN'S FLANNEL SHIRTS	94c
MEN'S BUDE MACKINAW	\$2.47
Men's Leather Capekin GLOVES	75c
MEN'S ZIPPER Coat Sweaters	\$1.44
MEN'S MUFLERS	19c
A. Byrd Capekin Leather JACKETS	\$5.89
CHENILLE SPREADS	\$2.74

COMFORTERS	\$2.79
81x99 in. "Perquot" SHEETS	\$1.24
42x56 in. "Perquot" PILLOW CASES	27c
Black Rock Unbleached MUSLIN	8 1/2c
Ladies' Bath Bed Jackets	74c

SAVE!
Entire Stock of
TOYS 50%

Reduced As
Much As

**STORE
OPEN
9 P.M.**

Opens Every Day at 9 A.M.

FREE PARKING

At the Gibbs Street Station
Opposite the
Y. M. C. A.

ACHTER'S BARGAIN ARCADE

387 EAST MAIN ST., NEAR GIBBS ST.
AND 35 GIBBS ST., OPPOSITE EASTMAN THEATRE
PHONE, STONE 1880-1882

Rochester's Busiest New Department Store

SAY HERE'S TO 1939

At The **CHATEAU**
"Rochester's New York Nite Club"
• 2 ORCHESTRAS • BIG FLOOR SHOW
NEW YEARS PARTY
Phone Monroe 9040 \$3.75 per plate
For Reservations Includes Dinner, Favors

PARTY, BONUS GIVEN
Employees of the Fahy Market, 25 Front St., were rendered a party and given bonus checks by Sam Amdorsky, proprietor. All workers shared in the largest, presented, according to Amdorsky, in consideration of their efforts in improving business during the year.

Jobless Pay Plans Speeded

Details of reorganization of the state division of unemployment insurance will be announced within ten days. This became known following a visit to Rochester of Milton Loysen, formerly of Rochester, who was recently appointed executive director with headquarters in Albany. While it is not certain what form reorganization is to take, it is believed that changes will result in decentralization benefits payment procedure in order to speed the flow of checks to the unemployed. Men with extended administration experience in business have been studying unemployment payments for nearly two weeks, and Loysen conferred with directors in the Rochester area for the purpose of obtaining data on local office procedures and getting their ideas for improving the service.

Mrs. Rex Stevenson, 35 Seymour Road, call at The Sun for guest ticket to "Sweetheart" at Loew's Rochester Theater. Call at The Sun for Theater.

NOW IS THE TIME TO SAVE MONEY

HARD COAL SURE FIRE	DOMESTIC DUSTLESS COKE	Pennsylvania's Finest HARD COAL
EGG STOVE NUT \$9.70	\$8.50	EGG STOVE NUT \$10.65
PEA COAL \$8.25		Pea Coal \$8.75 Buckwheat . . . \$7.75 Rice \$6.75

LAKE COAL & COKE CO. 255 LYLE AVENUE
CALL GLEN 538-537

As New As Tomorrow!
FIRST TIME IN ROCHESTER!
Sensational **STOW-A-WAY Kitchen Laundry**
NEW THOR



Saves Space, Steps, Time, Effort

Washes everything from BABY CLOTHES to BED BLANKETS.
Irons everything from SHEETS to SHIRTS in 1/10 the time—1/10 the effort.
Always ready for any size washing, or ironing—but never in the way.
Saves as a clothes hamper between washings.
Your ironing can be done comfortably seated in your favorite chair.
Readily raised or lowered to any desired height for washing, ironing or storage.
You can be near the telephone or listening to your favorite radio program.
Presses dresses, suits, trousers, Steams, renews velvets, neckties.
No wash or rinse tubs; no extra plumbing or installation expense.

At last! Here's washday super-convenience . . . relief from washing and ironing drudgery. For the new Thor Stow-A-Way Kitchen Laundry will turn out finished laundry the instant you need it. So compact it can be stowed away under your kitchen sink or table. And you'll be thrilled with the snowy whiteness of your clothes . . . the steps and energy you'll save. Best of all, your ironing can be done the modern way . . . comfortably seated in your favorite chair. Come in! See this outstanding achievement in laundering convenience—today!

BUY IT ON "UNION'S" EASIEST CREDIT TERMS
\$100 \$100
DOWN! 1 WEEK!
FREE DEMONSTRATION ON REQUEST



NEW THOR MANGLE
\$100 DOWN WEEK

OPEN EVENINGS UNTIL 10 P.M.

UNION TIRE COMPANY
MAIN STORE
286 EAST AVENUE

OPEN SUNDAYS UNTIL NOON

60 NORTH MAIN STREET FAIRPORT, N. Y.

PHONE STONE 5008 5007
114 WEST COMMERCIAL STREET EAST ROCHESTER

3 BIG STORES TO SERVE YOU!

Ring Out The Old and Ringing In The New Year..with BIG SAVINGS on WINES and LIQUORS

DO LIKE THOUSANDS OF OTHERS ALL OVER THE CITY—BUY FROM

LIVADAS AND SAVE

Lauder's Royal Northern Cream SCOTCH
\$3.19
Fifth
A blend of 100% Scotch whisky, 12 years old, 90 proof.

OLD NATIVE STRAIGHT RYE WHISKEY
3-Year Old **\$1.49**
90 Proof Full Quart

Park Royal 90 Fr. London DRY GIN
\$1.19
Quart Full
100% Cane Spirits
Rochester's Biggest Gin Value

Dougherty's Private Stock BOTTLED IN BOND RYE WHISKEY
5 Year Old **\$2.49**
100 PROOF Full Quart

B & L Gold Label SCOTCH
\$2.49
Fifth
100% Scotch Whisky, 28 & 30 years old. A world-famous Scotch made by Bulloch & Laidlaw, makers of Old Rare Scotch.

Gilbey's Spey Royal SCOTCH
\$2.89
Fifth
100% Scotch, all over 10 years old. A product of Scotland. A fine quality at a very low price.

100% Blended ROB ROY SCOTCH
80 Proof
ALL OVER 8 YRS OLD **\$2.29**
Fifth
A choice blend of Highland Whiskies from Scotland's finest distilleries. Imported and bottled by Cluff and Pickering, Ltd., the biggest Scotch value we have ever offered.

City Club 2-Year Old St. Bourbon
\$1.25
Full Quart
Distilled the old-fashioned expensive way which accounts for its smoothness and palatability.

FOUR LEAVES Straight Bourbon WHISKEY
90 Proof
ALL 4 YEARS OLD **\$1.79**
This fine Bourbon Whiskey is all 4 years old—a very fine quality and the best buy it has been our privilege to offer our customers.

2 Famous French Brands CHAMPAGNE
G. H. Muller, Brut F. Blémond & Crie Extra Dry 1928
\$2.39 Value. Two of France's most popular champagnes . . . at an exceptionally low price. Both extra dry.

"ROSEBUD" BRAND CALIFORNIA SWEET WINES
\$1.25
GALLON
PORT - SHERRY - TOKAY MUSCATEL
This is an exceptionally choice wine of fine quality at a very low price. If you are a judge of good wines you will appreciate this value.

Classic Domestic CORDIALS
• Creme de Cacao
• Creme de Menthe
• Apricot, Peach, Orange
\$1.75
Fifth
Bottled in a beautiful fancy decanter with glass stopper.

Import. French & Italian VERMOUTH
79c
Large 20 oz. bottle
\$1.37 VALUE! French (dry) or Italian (sweet). Alcohol 17% to 19% by volume.

IMPORTED Marin Puerto Rican Club RUM
\$1.29
Fifth
Fine bouquet. Excellent for Rum Collins. Planter's Punch, Rum Cocktail and others.

ROSENDE Imported Spanish Sherry's
Amonillado — Very Dry Golden Medium Sweet Dry Pale
\$1.19
Fifth
These Sherry's were imported to sell for \$2.25 are offered here at this amazingly low price.

GLENMORE'S KENTUCKY DERBY 90 PROOF—2 1/2 YEARS OLD BOURBON
\$1.69
Full Quart
Distilled and bottled by Glenmore Distillers.

Our Famous LIVBRO Brand Pure California DRY WINES
• Burgundy • Reisling • Barbera • Zinfandel • Sauterne • Claret
95c
GALLON

IMPORTED French WINES
• Fortier Picard Still Burgundy—1928 Vintage
• Richard Grandale—Haut Sauterne—1928 Vintage
• Chateau Couteau a Barac 1923 Vintage—Bottled at the Chateau.
These Wines Usually Sell Up To \$2.00
99c
Fifth

LIVADAS BROS. A NAME YOU CAN TRUST

FREE DELIVERY TO ALL PARTS OF THE CITY

183 MONROE AVE.
OPEN EVERY NIGHT UNTIL MIDNIGHT
New York State License L-4229

OPEN ALL DAY MONDAY
PHONE STONE 5549